

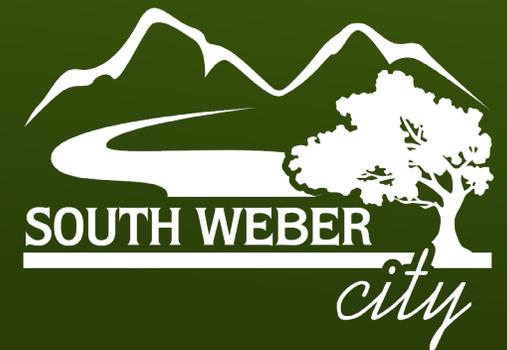
# COMMUNITY VISION & STRATEGIC PLANNING

February 15, 2022



# MEETING OBJECTIVES

- Thought Exercise
- Draft Vision Statement
- Draft Primary Directive (Mission)
- SCOT Discussion
- Identify Key Directives
- Draft Success Indicators
- Draft Initiatives
- Establish Review/Reporting Schedule



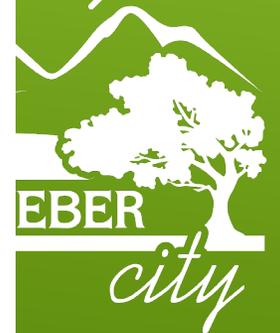
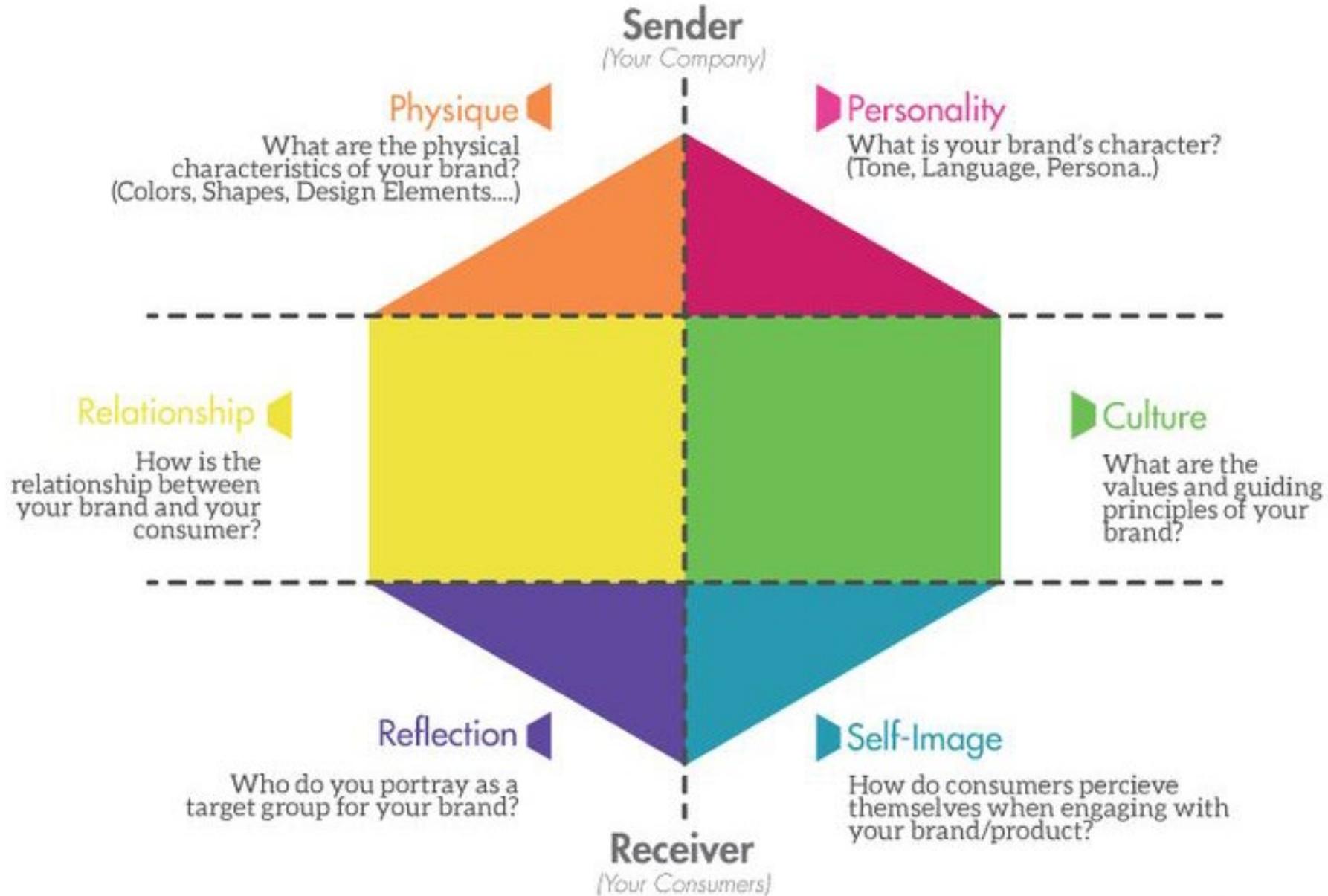
# THOUGHT EXERCISE

It may feel silly, or maybe even ridiculous at times. I only ask that you trust the process and you trust me throughout this meeting.



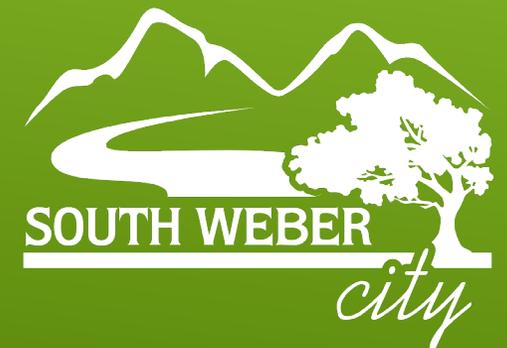
Externalization

Internalization



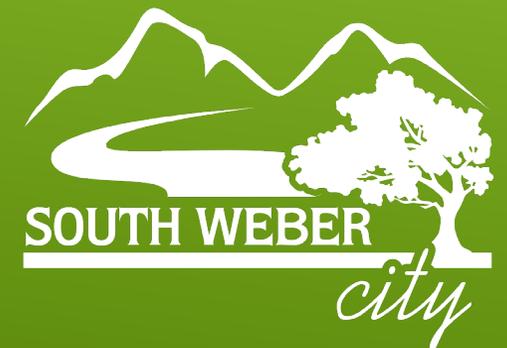
# THOUGHT EXERCISE #1

- If the City had a Spirit Animal what would it be?
- Be specific
  - Breed, Color, Size, etc.
  - Be prepared to explain



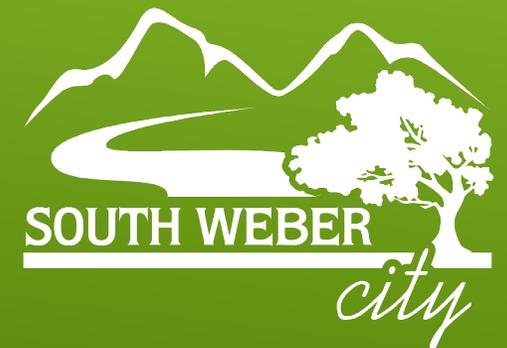
# THOUGHT EXERCISE #2

- If the City was a car, what kind of car would it be?
- Be specific
  - Make, Model, Trim, Accessories, State of Repair, Color.
  - Be prepared to explain

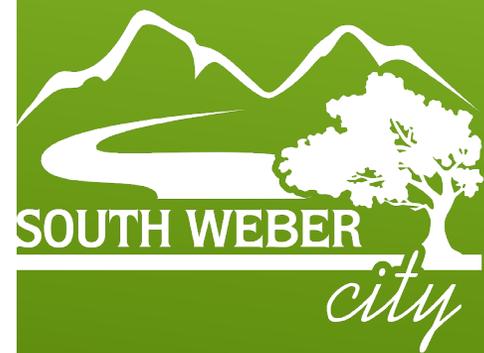
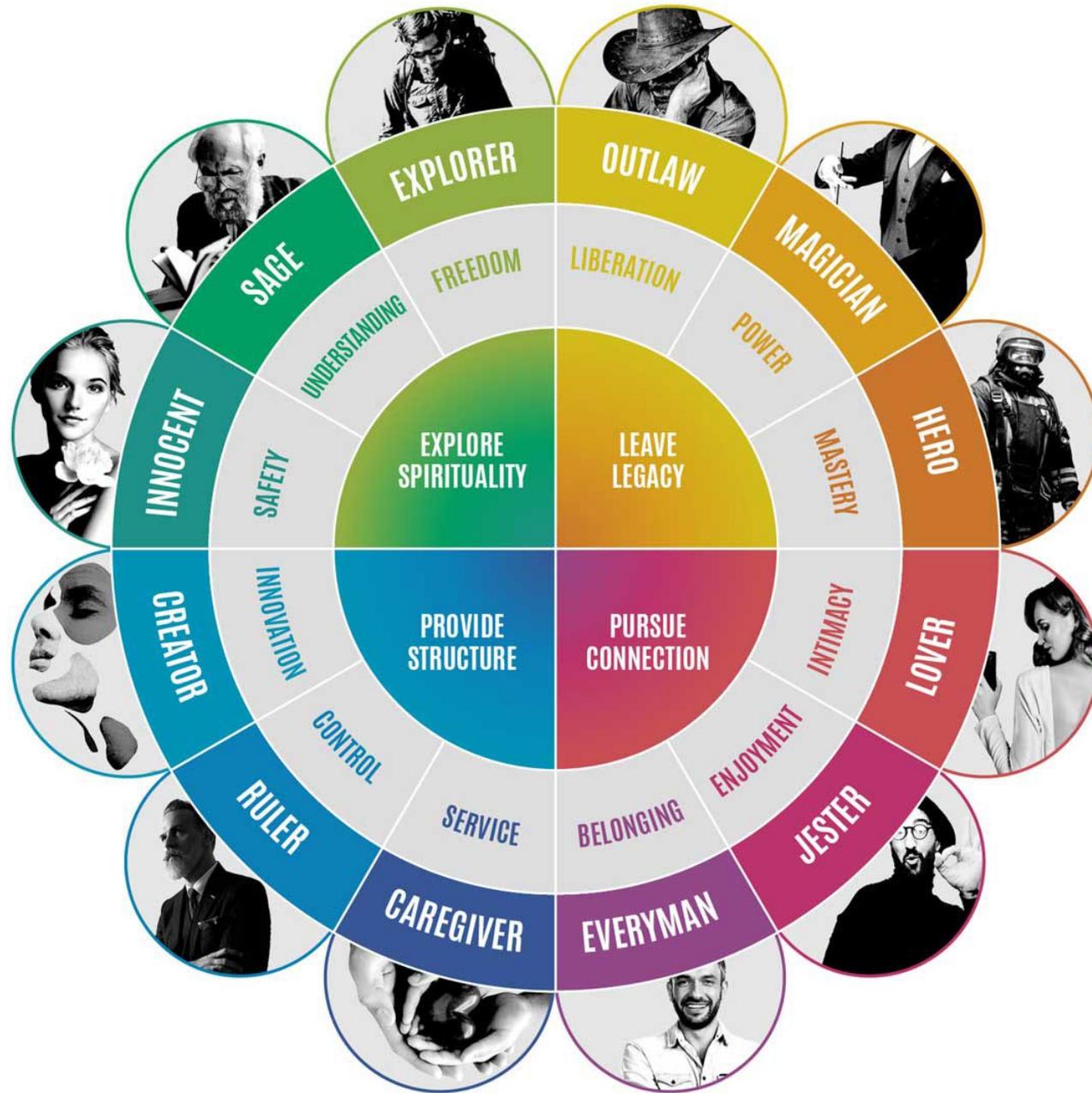


# THOUGHT EXERCISE #3

- If the City was a famous celebrity, who would it be and why?
- Be specific
  - Actor, Author, Director, Influencer,
  - Be prepared to explain



# THOUGHT EXERCISE #4





# The Outlaw



REVOLUTION



Rules are made to be broken



BRAND VOICE



BRAND MESSAGE

Disruptive

Rebellious

Combative

You don't have to settle for status quo. First, demand more, second, go out and get it.



# The Hero



MASTERY



Where there's a will there's a way



BRAND VOICE



BRAND MESSAGE

Honest

Candid

Brave

We can make the world better. We have the grit and determination to outwork the rest.



# The Jester



PLEASURE



If I cant dance, I'm not part of it



BRAND VOICE



BRAND MESSAGE

Fun Loving

Playful

Optimistic

We're here for a short time, not for a long time. Let your hair down and start living life.

## OUTLAW BRANDS

Virgin



DIESEL

## HERO BRANDS



FedEx

## JESTER BRANDS



Old Spice



DOLLAR SHAVE CLUB



# The Magician



POWER



It can happen



BRAND VOICE



BRAND MESSAGE

Mystical

Informed

Reassuring

Tomorrow is brighter than today and all your dreams can come true if you believe.



# The Lover



INTIMACY



I only have eyes for you



BRAND VOICE



BRAND MESSAGE

Sensual

Empathetic

Soothing

Your Striking Beauty Is Impossible To Ignore.



# The Everyman



BELONGING



You're Just Like Me And I'm Just Like You



BRAND VOICE



BRAND MESSAGE

Friendly

Humble

Authentic

When we treat each other with honesty and friendliness we can live together in harmony

## MAGICIAN BRANDS

Coca-Cola

Disney

dyson

## LOVER BRANDS



CHANEL

VICTORIA'S SECRET

## EVERYMAN BRANDS

IKEA



LYNX



# The Innocent

 SAFETY

 Life Is Simple  
And Simplicity Is Elegant

 BRAND VOICE

 BRAND MESSAGE

Optimistic

Honest

Humble

The Most Wholesome Things in Life are Unadulterated and Pure.



# The Caregiver

 SERVICE

 Love Your Neighbour  
As Yourself

 BRAND VOICE

 BRAND MESSAGE

Caring

Warm

Reassuring

Everyone deserves care and we must all strive to bestow service upon one another.



# The Creator

 INNOVATION

 If It Can Be Imagined  
It Can Be Created

 BRAND VOICE

 BRAND MESSAGE

Inspirational

Daring

Provocative

See Potential Everywhere and Uncover Originality With Liberated Imagination.

INNOCENT BRANDS





CAREGIVER BRANDS





CREATOR BRANDS






# The Sage

 UNDERSTANDING

 The Truth  
Will Set You Free

 BRAND VOICE

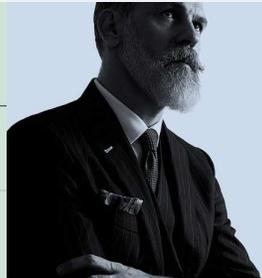
 BRAND MESSAGE

Knowledgeable

Assured

Guiding

Education Is The Path To Wisdom And Wisdom Is Where The Answers Lie.



# The Ruler

 CONTROL

 Power isn't everything,  
It's the only thing

 BRAND VOICE

 BRAND MESSAGE

Commanding

Refined

Articulate

You are Successful in work and in life. Reward your excellence and your achievements.



# THE EXPLORER

 FREEDOM

 Don't Fence Me In

 BRAND VOICE

 BRAND MESSAGE

Exciting

Fearless

Daring

You Only Get One Life. Get Out And Make It Count.

SAGE BRANDS





RULER BRANDS



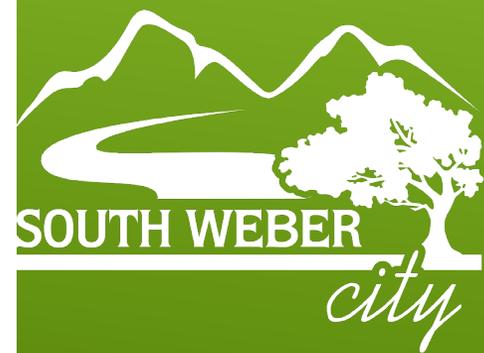
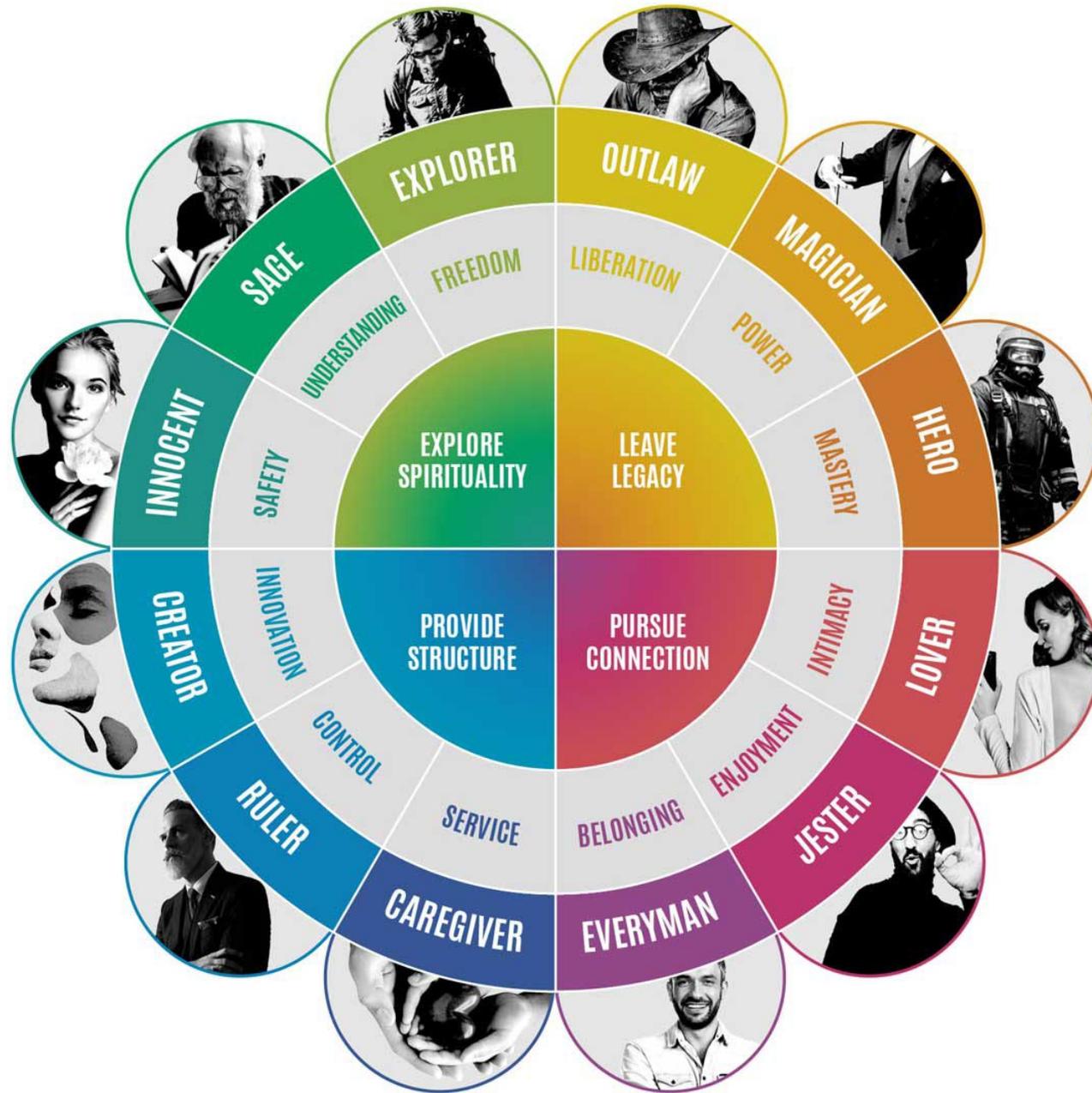


EXPLORER BRANDS





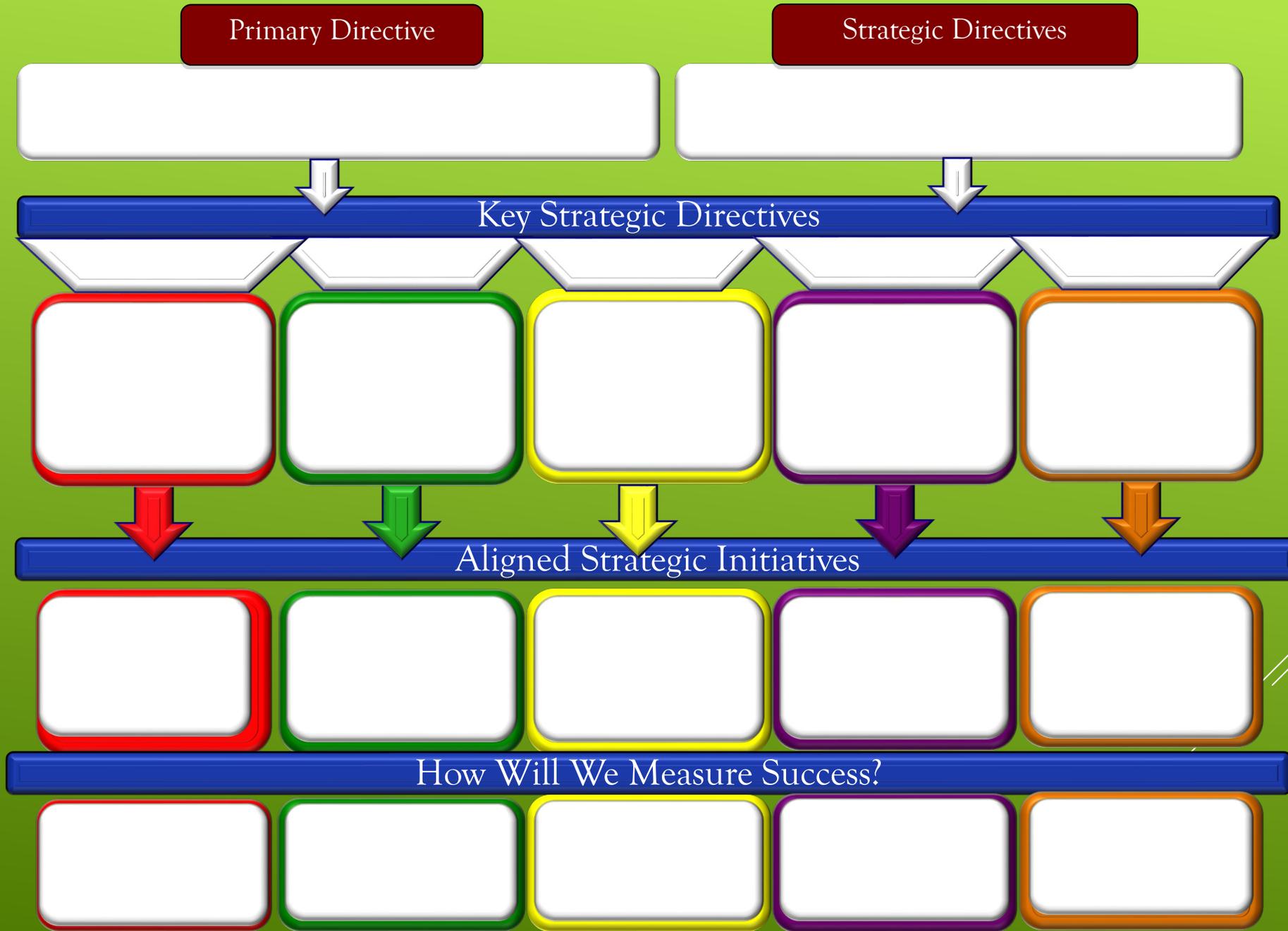
# THOUGHT EXERCISE #4



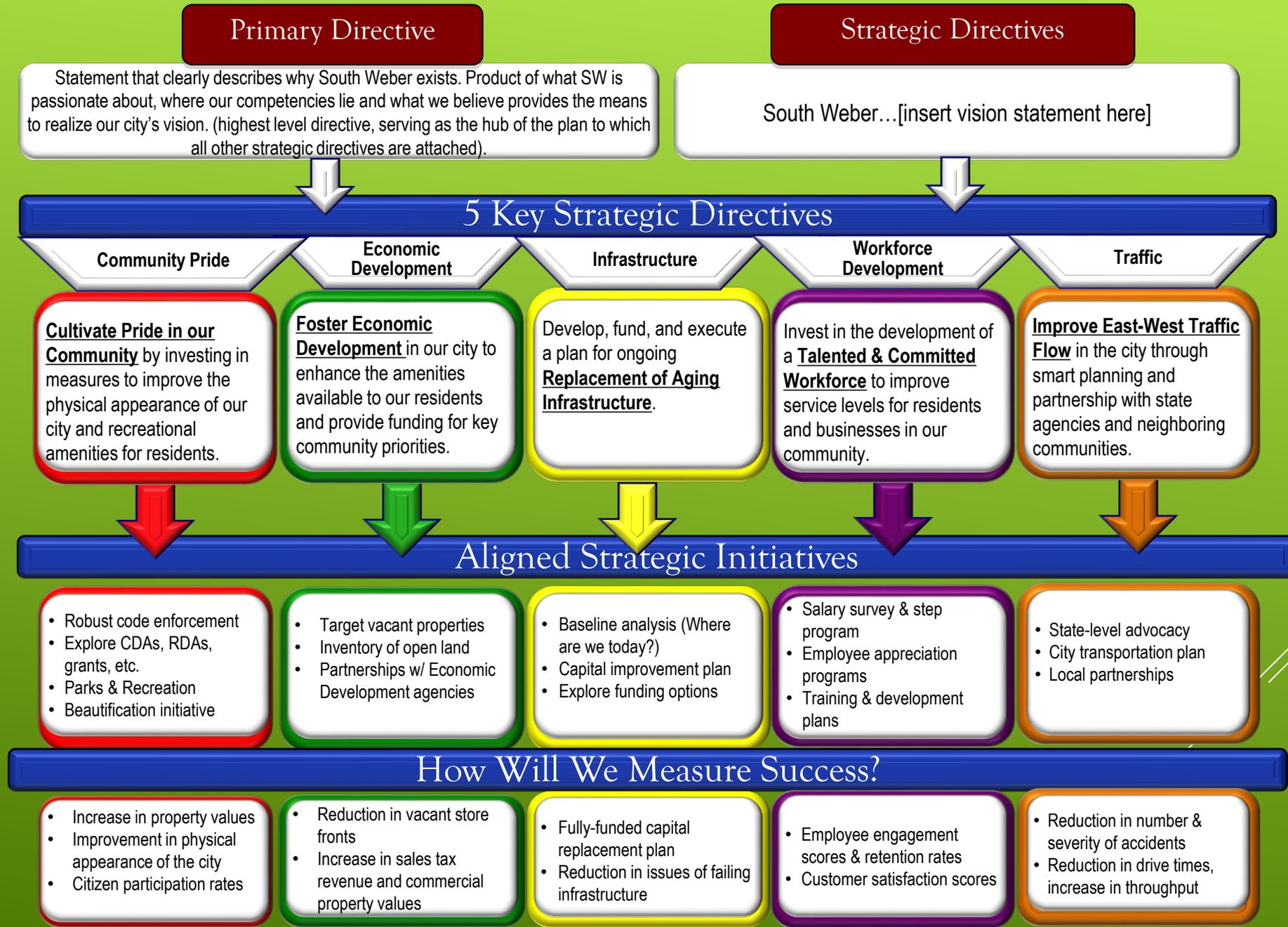
# STRATEGIC PLANNING



# SOUTH WEBER CITY - ONE PAGE STRATEGIC PLAN SUMMARY



# SOUTH WEBER CITY - ONE PAGE STRATEGIC PLAN SUMMARY



# VISION STATEMENT

- What is the ideal, future state of South Weber?
- How do we hope someone describes South Weber in 50 years?
- BHAG

- Worcester, Massachusetts...the most vibrant, welcoming, medium-sized community in the Northeast.
- Hamburg, NY...is the most desirable community in western New York, where quality of life, affordability, and innovation are the norm.
- Clark County, NV...a dynamic and vibrant community valuing diversity, opportunity, and partnerships, which fosters a healthy environment where individuals and families choose to live, work, and play.

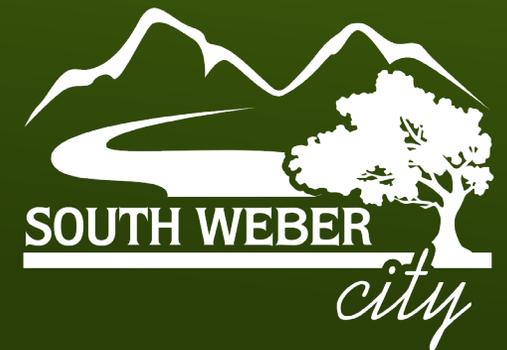
# PRIMARY DIRECTIVE (MISSION)

- What does South Weber do better than anyone else?
- What sets South Weber apart?
- What are we really good at?
- What is the city's role in pursuing its vision?

- Mesa County, Colorado...to provide high quality services to Mesa County in a friendly, cost-efficient manner.
- Bartlett, Illinois - The village of Bartlett is committed to preserving the high quality of life enjoyed by our residents, providing fiscally sound, responsive municipal services, and delivering those services in a professional manner with a high degree of integrity.
- Jackson County, Kansas – The mission of Jackson County...is to evaluate, strengthen, improve, develop, promote, and preserve the quality of life in Jackson County, Kansas.

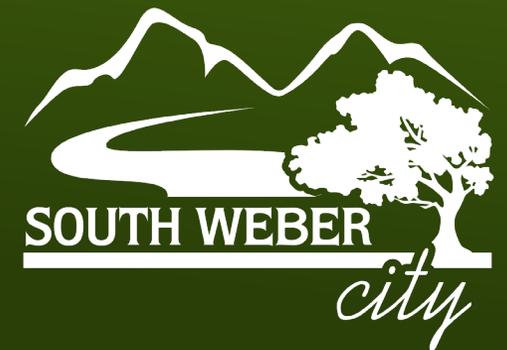
# SCOT ANALYSIS

- Strengths
- Challenges (internal)
- Threats (external)
- Opportunities



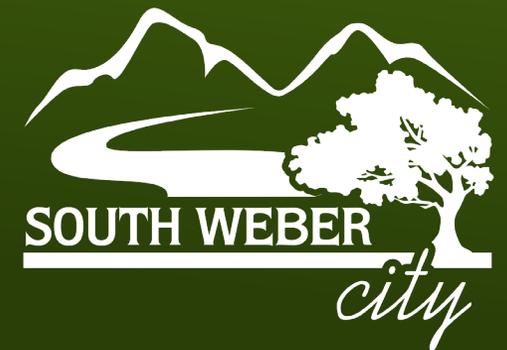
# STRENGTHS

- Think of city as the entire community (government, businesses, residents, etc.)



# CHALLENGES/THREATS

- Challenges are internal (city and community) things when we might get in our own way
- Threats are external things that may fall on us and crush us (i.e. recession, legislation)



# OPPORTUNITIES

- Where are our biggest opportunities to make meaningful improvements?
- Where can we really make a difference?

