



City of Big Lake Strategic Plan

Community Slogan

Live Big!

Vision Statement

Big Lake is a vibrant, active, and safe community that focuses on excellence in service while promoting balanced growth through responsible leadership.

Core Strategies and Strategic Objectives

The City of Big Lake is committed to leading and guiding the City towards the following long-term Core Strategies and Strategic Objectives:

1. Fiscally Responsible

- a. Look at every expenditure with a critical eye.
- b. Strategic decisions performed in the most cost-effective manner.
- c. Stick to basic core government responsibilities.
- d. Logical, transparent, prudent decisions not based on emotion.
- e. Short-term decisions that support long-term planning.

2. Safe, Welcoming Community

- a. Support Public Safety personnel wellness.
- b. Provide opportunities for training and professional development.
- c. Retain and attract public safety personnel.
- d. Positive engagement – community outreach.
- e. Prioritize the equipment needed to serve to the best of our ability.

3. Engaged, Community-Centric

- a. Promote engagement opportunities for members of the community.
- b. Promote and encourage volunteerism.
- c. Provide opportunities for philanthropic actions and donations.
- d. Encourage connections with local organizations.
- e. Promote block parties and neighborhood gatherings.

4. Vibrant, Natural, and Variety of Amenities

- a. Maintain and improve the quality of parks, lakes, and trails.
- b. Develop new uses and activities using parks and trails.

- c. Promote and encourage community organizations and activities.
- d. Promote beautification efforts and public art to complement natural resources.
- e. Develop more year-round activities.

5. Balanced Growth, Thriving Economy

- a. Continued support of existing businesses and their needs while seeking new business development.
- b. Well-balanced commercial, industrial, and residential development.
- c. Thoughtful zoning to meet desire for balanced growth.
- d. Be proactive and flexible in community planning.

6. Responsible Leadership

- a. Expect excellence and act with integrity.
- b. Base decisions on policy.
- c. Be prepared, work as a team, disagree well, be flexible, and lead by example.
- d. Empower others and be accountable.
- e. Communicate often and be transparent.
- f. Cast a BIG vision and continue to champion progress.