

## **APPENDIX 1:**

### **CITY COUNCIL CORE VALUES, VISION & MISSION STATEMENT**

#### **CORE VALUES:**

**LEADERSHIP** We strive to uphold the highest work ethic, treat everyone fairly, empower people to do their best, promote continuous improvement, foster teamwork, communicate openly and respectfully so as to achieve trust and accountability throughout our community.

**INCLUSIVENESS** We cultivate an environment of trust and respect for all residents and visitors alike. We strive to ensure that our actions are inclusive and reflective of the diverse community of which we aim to be.

**INTEGRITY** We safeguard public trust through honest business practices and open communication. Our credibility with the public depends on our strong ethical stewardship of all resources.

**COLLABORATION** We promote transparent engagement with citizens and stakeholders and expect our managers and consultants to understand the needs and values of our community.

**STEWARDSHIP** We protect our unique natural environment and the habitat it provides. We facilitate a culture of sustainable practices. We maintain and preserve our municipal assets.

#### **VISION STATEMENT:**

**BLUE RIDGE** will thoughtfully grow as an inclusive mountain residential community that protects residential character, historic resources, promotes multi-beneficial development, and ensures respect for the environment.

#### **MISSION STATEMENT:**

Deliver quality professional public services to all residents in the BLUE RIDGE community and the region, while ensuring high value and quality results.