

# WHY

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# City of Appleton Strategic Plan

## Mission

The City of Appleton is dedicated to meeting the needs of the community and enhancing the quality of life.



## Vision

Appleton is the place where people can use their talents to thrive.



## Key Strategies

1. Responsibly deliver excellent services.
2. Encourage active community participation and involvement.
3. Recognize and grow everyone's talents.
4. Continually assess trends affecting the community and proactively respond.
5. Promote an environment that is respectful and inclusive.
6. Create opportunities and learn from successes and failures.
7. Communicate our success through stories and testimonials.

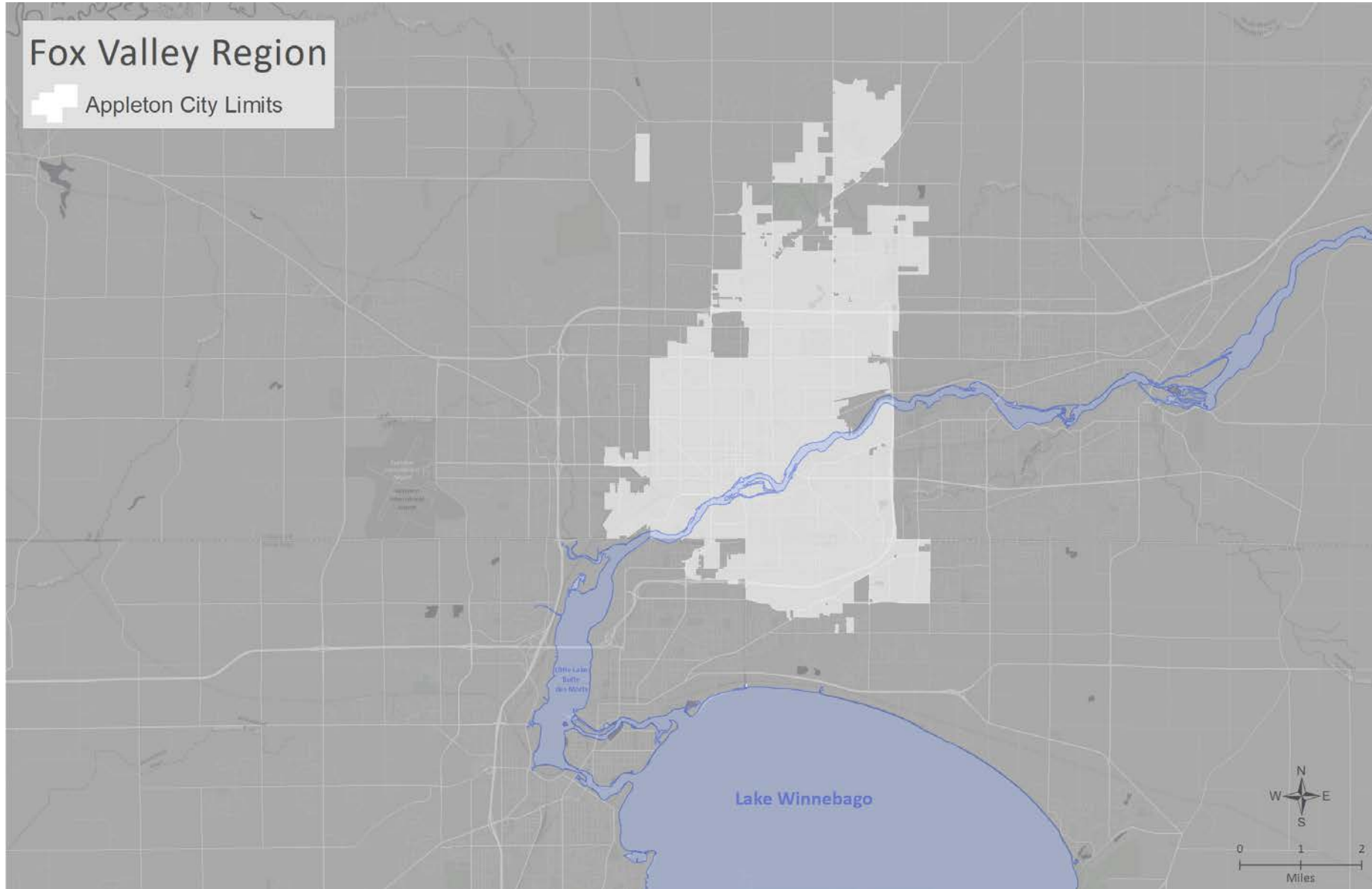
# Mission

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# Fox Valley Region

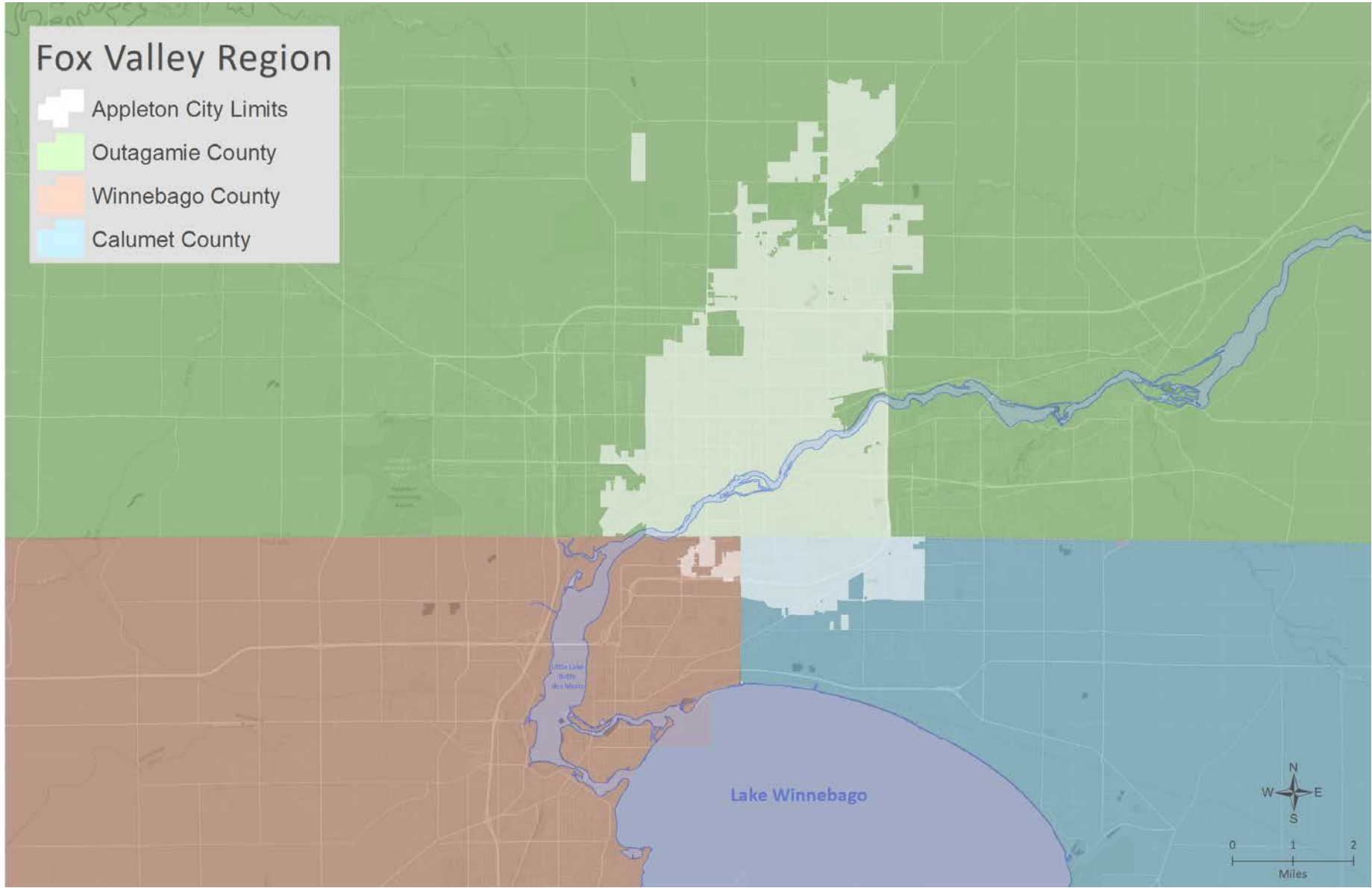


Appleton City Limits



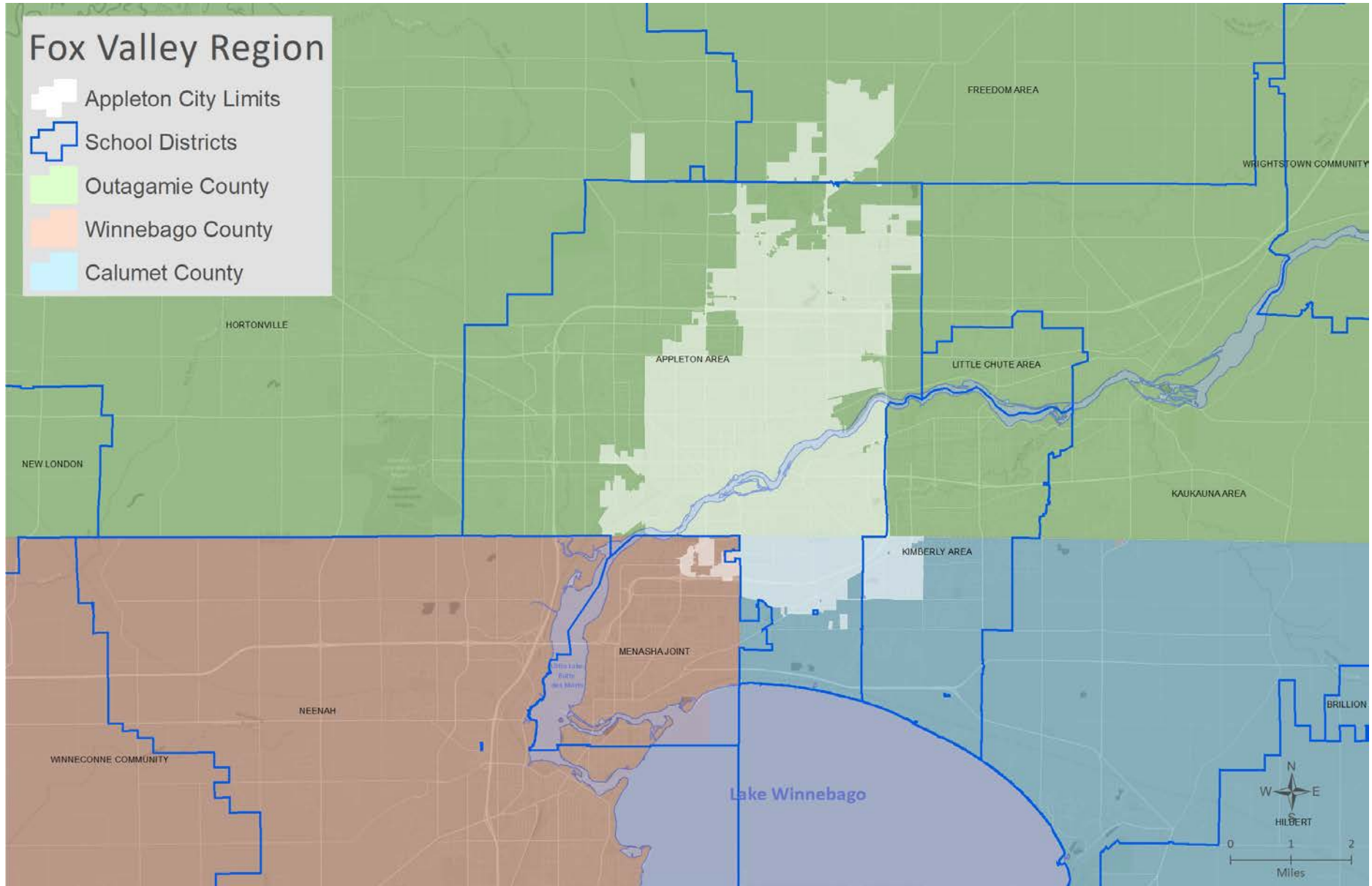
# Fox Valley Region

- Appleton City Limits
- Outagamie County
- Winnebago County
- Calumet County



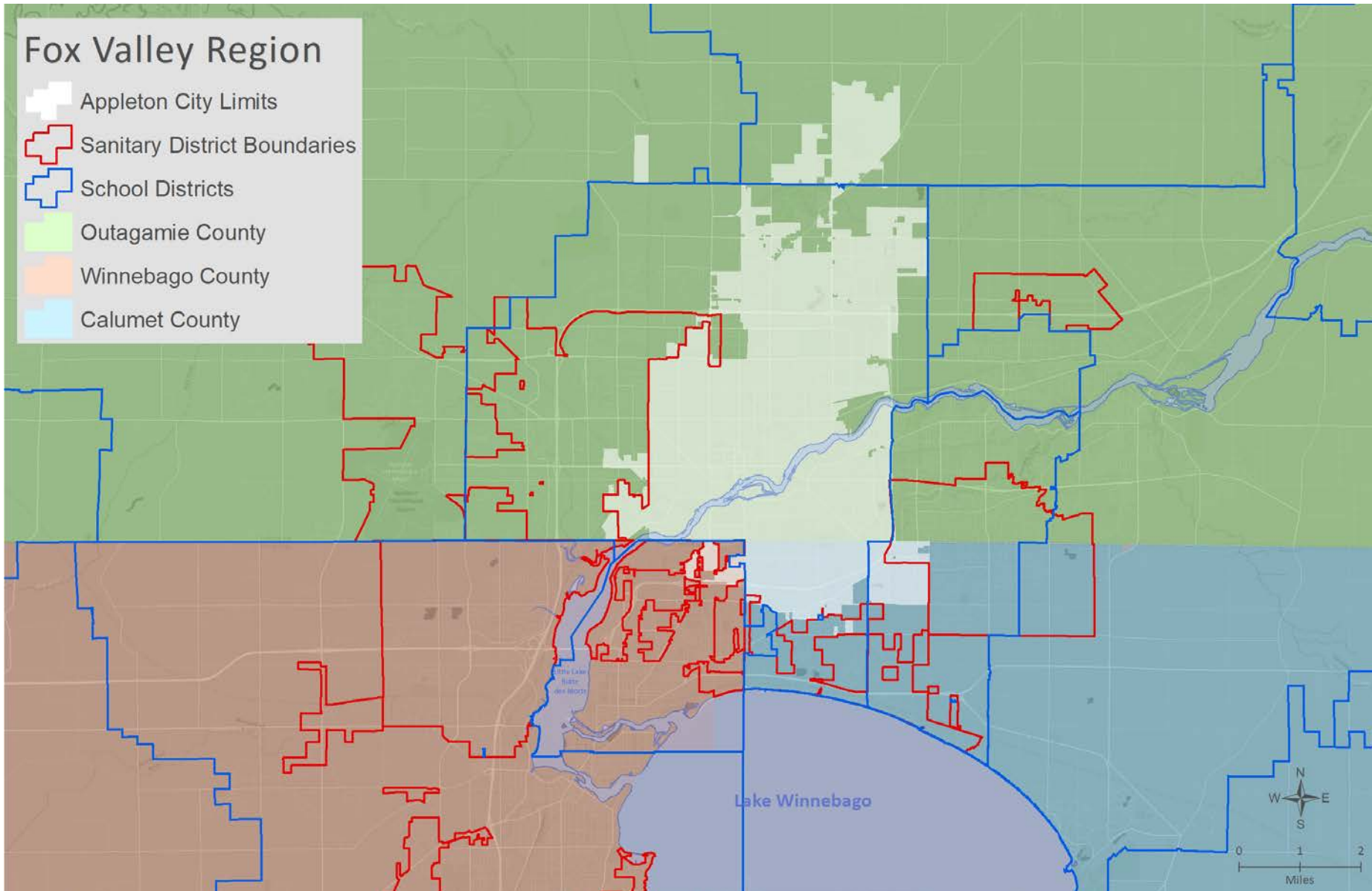
# Fox Valley Region

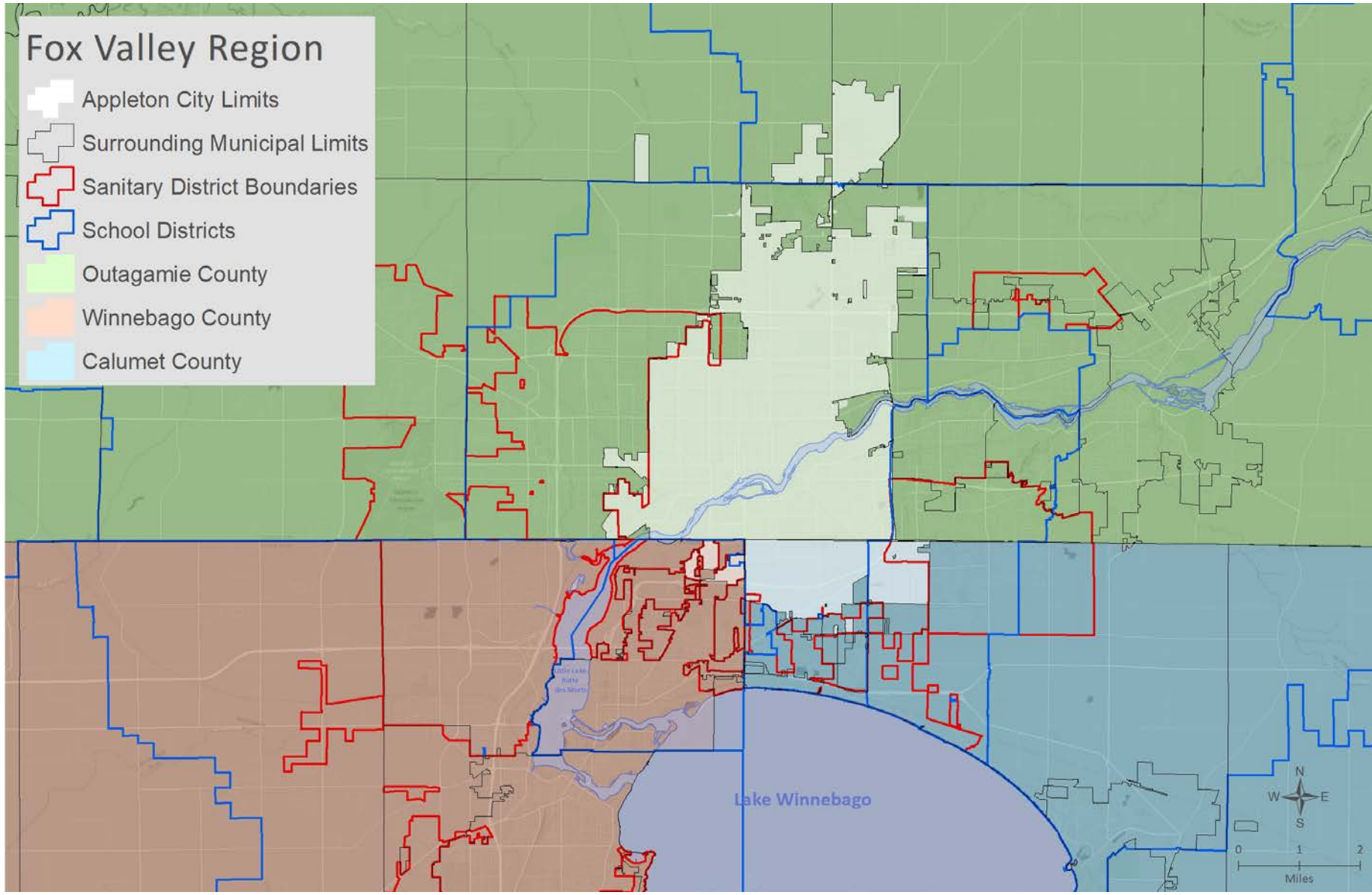
- Appleton City Limits
- School Districts
- Outagamie County
- Winnebago County
- Calumet County



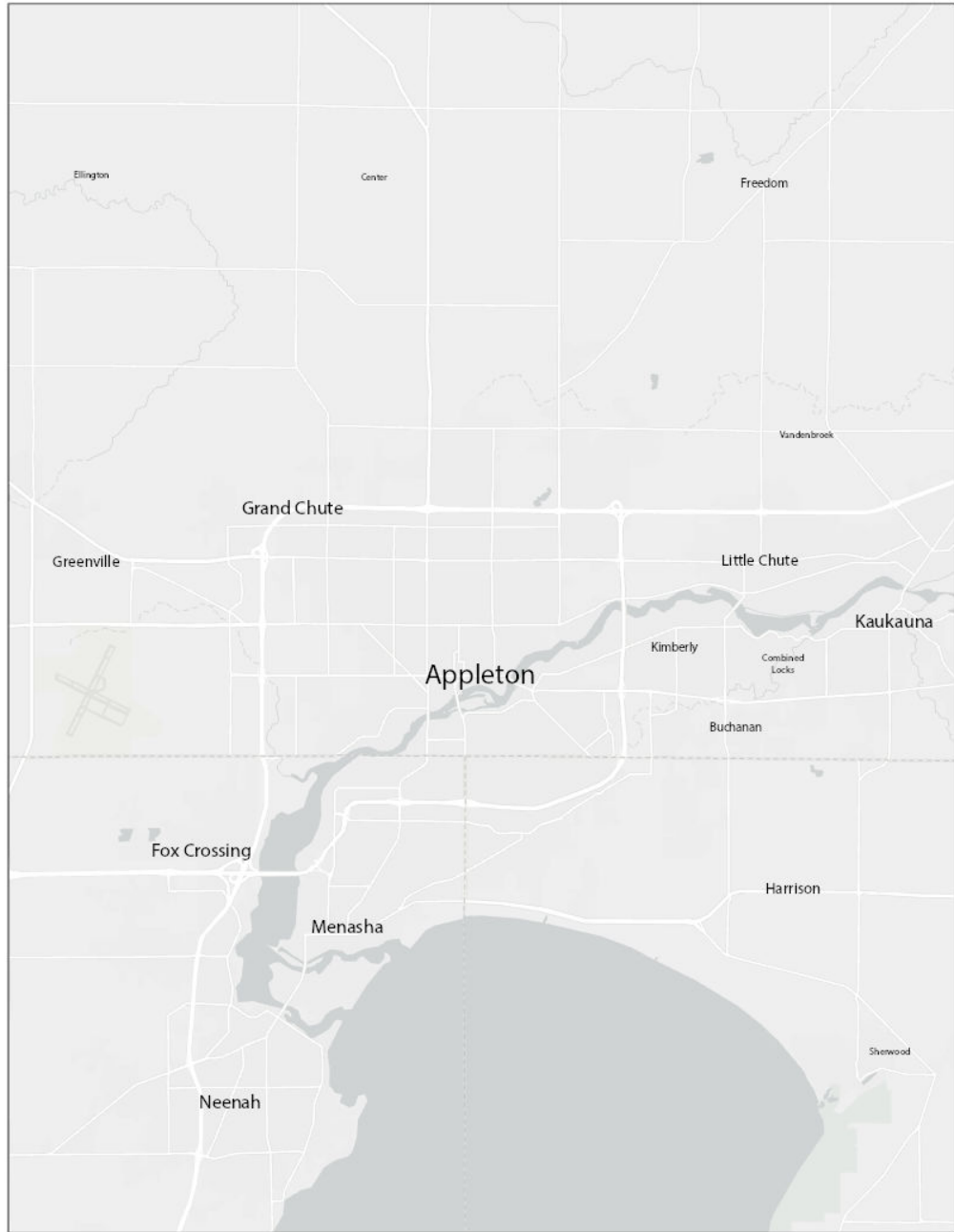
# Fox Valley Region

- Appleton City Limits
- Sanitary District Boundaries
- School Districts
- Outagamie County
- Winnebago County
- Calumet County













# Mission

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# Partners & Neighbors

## Municipalities

- Ashwaubenon
- Berlin
- Black Creek
- Buchanan
- Combined Locks
- Freedom
- Fox Crossing
- Grand chute
- Greenville
- Harrison
- Hortonville
- Howards Grove
- Kaukauna
- Kimberly
- Little Chute
- Menasha
- Neenah
- New London
- Ripon
- Sheboygan
- Sherwood
- Waupaca
- Wauwatosa
- Wrightstown

## Counties

- Calumet
- Dodge
- Fond du Lac
- Green Lake
- Marquette
- Outagamie
- Waushara
- Winnebago

## Schools

- Appleton Area School District
- Fox Valley Technical College
- Grand Chute School District
- Green Bay School District
- Hortonville School District
- Kimberly School District
- Lawrence University
- Little Chute School District
- Northeast Wisconsin Technical College
- Northwest Wisconsin Technical College
- Shiocton School District
- University of Wisconsin Oshkosh & Green Bay

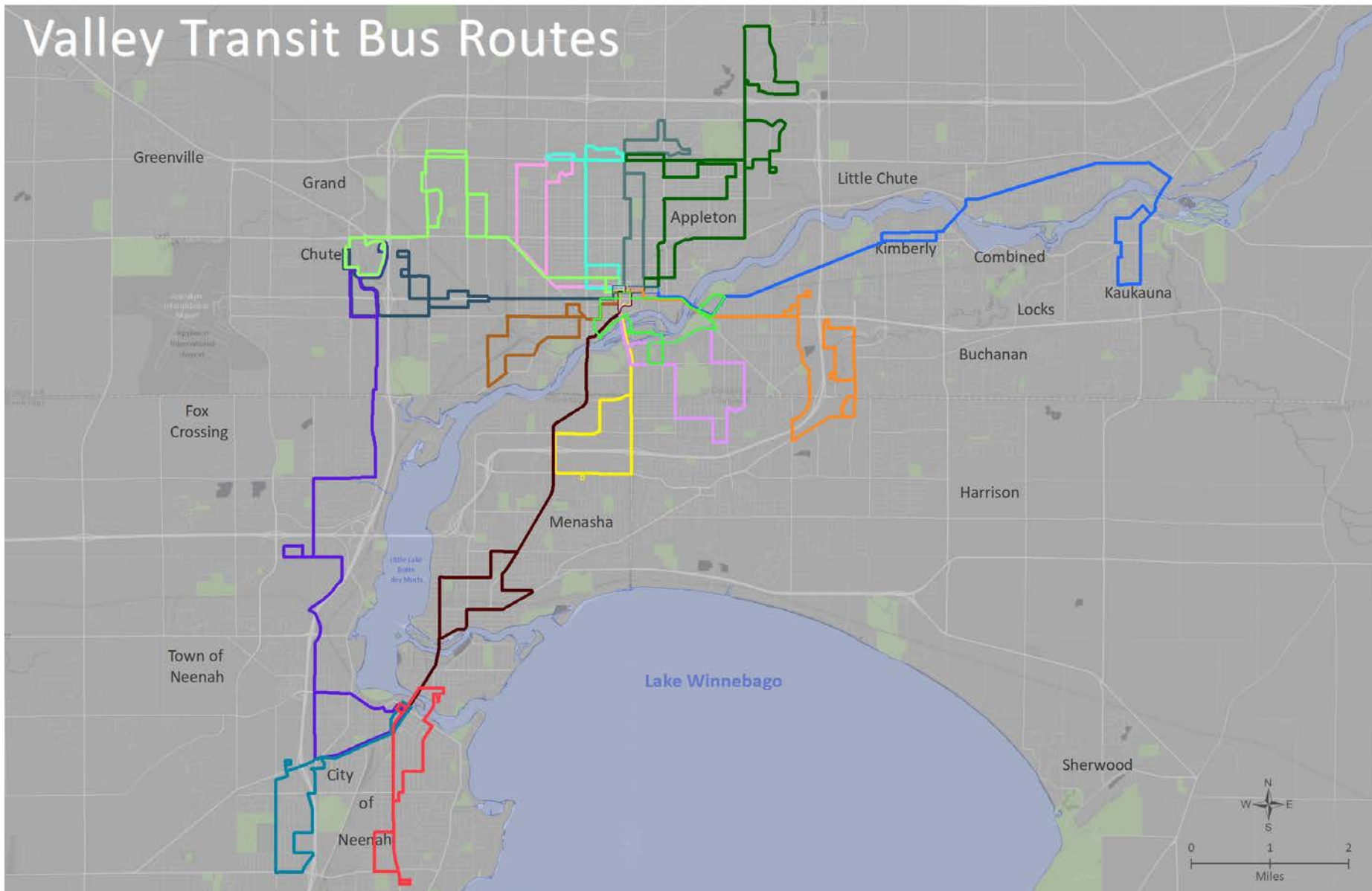
## Non-Profits 100+

- African Heritage
- Appleton Downtown Inc.
- Appleton Historical Society
- Appleton Northside Business Association
- Boys & Girls Club
- Boy Scouts
- Casa Hispana
- Celebrate Diversity Fox Cities
- Community Foundation
- Downtown Improvement District
- East Central WI Regional Planning Commission
- Emergency Shelter
- Fox Cities Chamber of Commerce
- Fox Cities Housing Coalition
- Harbor House
- Homeless Connections
- Kiwanis
- Northeast WI Immunization Coalition
- Salvation Army
- United Way
- UW Extension
- Warming Shelter
- Weight of the Fox Valley
- Wisconsin League of Municipalities
- World Relief
- YMCA

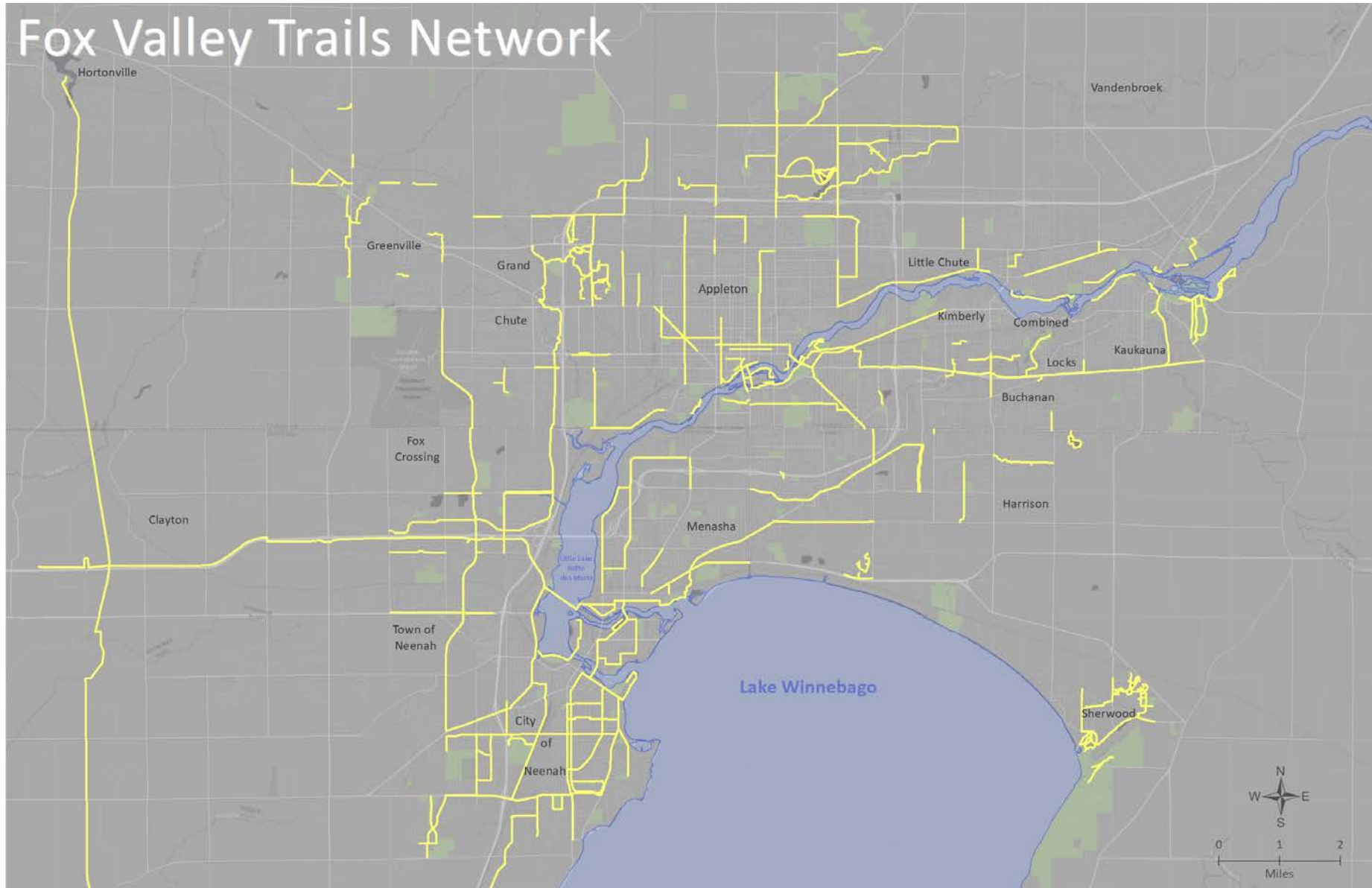
## Businesses 50+

- Affinity Health System
- Appvion
- Aurora Health System
- Barnes and Noble
- Bellin Health
- BMO Harris Bank
- Canadian National Railroad
- Empower Yoga
- Fleet Feet
- Kwik Trip
- Papa Johns
- Pfefferle
- Prudential
- Sprint
- ThedaCare
- Thrivent
- T-Mobile
- Walmart
- WE Energies

# Valley Transit Bus Routes



# Fox Valley Trails Network







# Examples:

- Short-term cash loans to Appleton Area School District
- Coordinated County-wide dispatch with three counties
- Automatic aid agreements with Grand Chute and Neenah for emergency response
- County sheriff deputies part of City drug and gang unit
- Jointly owned fiber-optic network; City, AASD, FVTC, Out. Co., Grand Chute
- Shared employee Health Clinic with AASD
- Recreation program reciprocity with Menasha and Neenah
- Composting project with Appleton Utilities, DPW and Out. Co.
- Water supplied to Harrison San. Dist., Village of Sherwood, Town of Grand Chute, portion of Freedom
- Shared GIS data with three counties
- Shared funding of crossing guards
- Shared funding of School Resource Officers
- Regional Hazmat provider
- Weights & Measures provided to 9 municipalities
- Shared training with other munis, counties, and schools
- Shared purchasing with other munis, counties, and schools
- Shared equipment with munis, counties, and schools
- Cross-promotion of recreation programs
- Agreement with AASD for grounds maintenance
- Region drug enforcement task force
- Regional sexual abuse task force
- Regional sex trafficking task force