

# Our Vision, Mission, and Core Values

We envision a Northern Kentucky that's recognized widely as a highly-desirable place to live, work, and play—the envy of communities everywhere. This vision includes the desires and aspirations of today's citizens as well as the necessities and opportunities that'll be required for those who'll become part of our community tomorrow.

We provide foresight and leadership that's necessary to achieve a vision of this scope. Our mission involves identifying and analyzing the issues facing the community and then crafting and implementing plans that will help in realizing its goals.

We understand this vision and mission commit us to an aggressive agenda, one that will require our very best efforts. As a result, we use five core values as a yardstick for everything we do.

## Service

People don't care how much we know until they know how much we care.

## Perseverance

The difference between success and failure is often the will to persevere.

## Innovation

The best way to predict the future is to create it.

## Collaboration

Great achievements are born from the cooperation of many minds.

## Excellence

Goals and expectations almost always determine the outcome of your efforts.

We're committed to this effort and refuse to leave success to chance; many facets of our vision for Northern Kentucky rest on the efforts we pursue. We're deliberate in our actions and expect the best of ourselves and those with whom we work; our mission demands that we be open and inclusive with our fellow citizens. We're dedicated to the pursuit of our core values; we recognize they represent principles seen too infrequently in today's society. And, we're proud of the role we're playing and the quality of life our efforts are helping to create.

