Muscatine is a vibrant river community where a rich tradition of community pride and entrepreneurial spirit has created an outstanding environment to live and work. Muscatine values its history, has a strong sense of community, is rich in cultural and economic diversity, and has strong global connections. Muscatine resident, businesses, and its local government are engaged and achieve goals through valued partnerships.

**MISSION STATEMENT**

Provide effective municipal services, excellent customer service, and sound fiscal management that improves quality of life and ensures a sustainable economy.

**CORE VALUES**

- Integrity
- Innovation
- Professionalism
- Respect
- Excellence
- Customer Service
- Fiscal Responsibility

**ONGOING OPPORTUNITIES**

- Attract employees that work in Muscatine, but do not live in Muscatine. Focus on new employees entering the Muscatine workforce.
- Partner with local organizations and governments to combine services or cooperate where feasible and appropriate. Explore opportunities for joint meetings.
- Position the city to address potential shortfalls in revenue due to state and federal mandates, work to leverage local funding with grants, and increase the city’s General Fund balance.
- Work to retain Tax Increment Financing (TIF) as a municipal economic development tool.
- Increase community awareness and engagement (tell Muscatine’s story).

Complete Adopted Goals of the City of Muscatine can be found at: 2019-2020 Goals & Priorities