



# City of Port St. Lucie

## Memorandum

TO: MAYOR & CITY COUNCIL  
FROM: GREGORY J. ORAVEC, <sup>gjo</sup>CITY MANAGER  
DATE: OCTOBER 12, 2012  
SUBJECT: CITY COUNCIL VISION AND GOALS

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At the Summer Retreat, the City Council and staff had a meaningful discussion concerning the Council's vision and goals for the City. As you know, the Council adopted the following:

### Goals

1. Facilitate job creation, economic diversification and successful business opportunities
2. Promote, encourage and/or create diverse quality educational, cultural and recreational opportunities
3. Create and facilitate broad transportation options
4. Maintain safe city status
5. Encourage affordable life cycle housing
6. Enhance and maintain the community's appearance
7. Nurture a sense of pride in the community
8. Balance our natural resource preservation with the community's needs

Adopted 2008. Updated July 20, 2012.

In addition to the goals, the Council also began developing a vision statement, which was further explored at the meeting of August 20, 2012. Per your direction, Ed Cunningham, Communications Director, has utilized your most recent input to draft the below iterations for your consideration.

The final version from the meeting of August 20, 2012:

The City of Port St. Lucie is proud to be a hometown where citizens enjoy all of life's necessities and dreams, a place to live, learn, work, shop, socialize, and play.

### Alternatives

1. The City of Port St. Lucie is proud to be a hometown where people enjoy life's opportunities and dreams, a place to live, learn, work, shop, socialize, and play.
2. The City of Port St. Lucie is proud to be a hometown where people live, learn, work, shop, socialize and play, and enjoy all of life's opportunities and dreams.
3. The City of Port St. Lucie is proud to be a hometown where people live, learn, work, shop and play, and enjoy all of life's opportunities and dreams.

4. The City of Port St. Lucie is proud to be a hometown where people live, learn, work and play, and celebrate life's opportunities and dreams.
5. The City of Port St. Lucie is proud to be a hometown where people live, learn, work and play, and pursue life's opportunities and dreams.
6. The City of Port St. Lucie is proud to be a hometown where people live, learn, work and play, while pursuing life's opportunities and dreams.
7. The City of Port St. Lucie is proud to be a hometown where people live, learn, work, shop and play, while pursuing life's opportunities and dreams.

Since the last meeting, please be advised that the Mayor has suggested that the City's status as one of the State of Florida's largest cities be somehow incorporated. Additionally, I wanted to offer the following theme for your consideration: The City of Port St. Lucie is a big city that has not lost its small town charm. There are many ways this message could be conveyed, such as the City of Port St. Lucie is proud to be a big city that has not lost its hometown feel, etc. Lastly, if we use the concept of "pursuing", I think it might be nice to go "old school" and say in "the pursuit of happiness". For example, The City of Port St. Lucie is proud to be a hometown where people live, learn, work and play in the pursuit of happiness.

I hope you find this information helpful in refining the Vision.

If you have any questions or I can be of service, please do not hesitate to contact me.

Thank you.