

VISION

CITY OF BELOIT

Comprehensive Plan Vision and Goals



VISION STATEMENT: **BELOIT—THE GATEWAY TO WISCONSIN AND A GEM OF THE ROCK RIVER VALLEY; AN ECONOMICALLY COMPETITIVE AND CULTURALLY DIVERSE CITY PROVIDING A HIGH QUALITY METROPOLITAN LIVING EXPERIENCE.**



GOAL: Strengthen the City's high quality of life.

- Maintain the balance between urban advantages and small town characteristics
- Protect established neighborhoods and promote homeownership
- Enhance and preserve the community's numerous natural resources, public spaces, and recreational facilities
- Promote an increased presence of the arts in the City, especially Downtown
- Encourage the growth of civic and neighborhood organizations
- Work collaboratively to strengthen the education system
- Engage youth in municipal processes and community activities
- Support continued agricultural activities in the region



GOAL: Preserve and promote the unique aspects of the City.

- Preserve and maintain neighborhoods and properties
- Celebrate the City's racial and cultural diversity
- Preserve the historic character of the Beloit community
- Maintain the River Walk and pursue expansion opportunities
- Capitalize on the City's location at a major crossroads in the Midwest
- Continue to provide a high level of services and facilities to residents



GOAL: Ensure the long term economic viability of the City.

- Encourage aggressive and responsive economic development efforts
- Provide municipal services as development expands
- Enhance Downtown Beloit as the center of government services, business, and tourism
- Pursue mutually beneficial relationships among neighboring municipalities and in the region
- Support and increase small business development and living wage jobs
- Promote a full range of housing choices

