



# STRATEGIC FRAMEWORK

2026-2028

## BACKGROUND

In September 2025, the City of Macomb embarked on a strategic planning process. The purpose of the process was to align around a clear set of strategies that help move the city toward a sustainable path and to deepen partnerships to increase our impact.

## VISION

A vibrant welcoming community providing opportunities for all.

## MISSION

The City of Macomb's mission is to meet the needs and exceed the expectations of our residents, businesses, and visitors.

## VALUES

- Citizen Focused - Prioritizing citizens' needs.
- Integrity - Do the right thing, always.
- Collaboration - Together we are better.
- Innovation - Embracing change, creating opportunity.
- Stewardship - Protecting our future.

## FOCUS AREAS





## NEIGHBORHOOD & COMMUNITY DEVELOPMENT

### **Vision:**

Neighborhoods in Macomb have a strong sense of community, where neighbors actively engage with one another through local events and shared spaces. They have well-maintained public areas, safe streets, and convenient access to essential amenities like parks, schools, and local businesses, all contributing to a high quality of life for residents.

## THRIVING DOWNTOWN

### **Vision:**

Macomb's downtown is the energetic heart of the community, bustling with unique, locally owned shops, cozy cafes, and historical architecture that draws both residents and visitors. It serves as a lively gathering space, frequently hosting farmers' markets, festivals, and cultural events that activate the street life well into the evening.

## RELIABLE INFRASTRUCTURE

### **Vision:**

The City of Macomb ensures consistent and high-quality services through well-maintained roads, modern water and sewage systems, minimizing disruptions for residents and businesses.

## SAFE COMMUNITY

### **Vision:**

The City of Macomb is a community where residents feel secure in their homes and public spaces, characterized by low crime rates and well-maintained environments.

## GROWING ECONOMY

### **Vision:**

The City of Macomb's economy is diversified and resilient, anchored by a mix of successful small businesses and innovative local industries that create stable job opportunities for residents. This economic health supports our community's tax base, which funds quality public services and encourages further investment, leading to sustained prosperity.

## EFFECTIVE GOVERNMENT

### **Vision:**

The City of Macomb provides transparent, fiscally responsible management that prioritizes efficient delivery of essential services like public safety, utilities, and infrastructure maintenance. It actively engages with residents through accessible channels to ensure local policies reflect community needs and foster a high degree of public trust.

## STRONG PARTNERSHIPS

### **Vision:**

The City of Macomb engages in formal and informal collaborations between the local government, private businesses, education institutions, non-profits, and neighboring municipalities to leverage resources and share expertise. These alliances are crucial for tackling complex issues like economic development, securing external funding for infrastructure projects, and expanding local services beyond the city's individual capacity.