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| Town of White Logo | **Town of White**  **P.O. Box 146**  **Aurora, MN 55705**  **(218)229-2813**  **townofwhite@yahoo.com** |

**STRATEGIC PLAN**

**2013-2015**

***Mission: To be a responsible steward of all resources and to provide quality municipal services that will help to maintain and improve the manner in which our citizens live, work, and play.***

**Category #1 – Facilities Management Strategy**

**Goal #1 – To sell the Aurora Garage and determine new storage needs**

**Goal #2 – To reduce operating expenses at the Loon Lake Community Center including a reduction in personnel due to attrition**

**Goal #3 – To increase revenue by increasing recreation/usage at our facilities**

**Goal #4 – To improve the footprint of the township by modifying the landscape at our main facilities (parking lots, removal of dead trees, entrances etc.) and increasing options**

**Goal #5 – Improve/Upgrade Shooting Range Facilities to continue to attract national venues**

**Category #2 - Organizational Development (Core Services) Strategy**

**Goal #1 – Determine adequate personnel needs to meet increasing demand & services**

**Goal #2 – Develop attrition strategy for Transfer of knowledge of retiring employees**

**Goal #3 – Continue to expand shared services and partnerships where possible for reduction of operating expenses & increased services**

**Goal #4 – Continue to invest in training for employees with a continuous improvement focus**

**Goal #5 – Continue to invest in technology to improve communication & efficiency & increase marketing & awareness of the township’s assets**

**Goal #6 – Continue to seek grant opportunities to reduce operating expenses & increase municipal services**

**Category #4 - Operations/Infrastructure Strategy**

**Goal #1 – Develop a roadway improvement schedule & ensure adequate funds are reserved for this process**

**Goal #2 – Continue to invest in water/wastewater services including maintenance of current services**

**Goal #3 – Purchase new equipment to improve operations efficiency & reduce maintenance costs**

**Category #5 - Fiscal Sustainability Strategy**

**Goal #1 – Increase the amount of unrestricted unassigned funds from 45% to 50% in the next three years**

**Goal #2 - Increase investments of the township**