



A Vision Statement for the City of Rockford, Illinois

What is a Vision Statement?

Developing a Vision Statement is an essential step in the process of creating or updating a city comprehensive plan. Vision statements focus attention on a community's values, sense of identity, and aspirations. The vision statement tells a story and paints a picture of an ideal future for the city and our region as a whole. Usually, they're no longer than 2-3 sentences. The City of Rockford vision statement represents the guiding principles for the community as it faces new challenges and complex choices.

The residents of Rockford envision a future city that celebrates our cultural diversity, has thriving downtown events and art attractions, builds on its strong history of economic opportunities through continued improvements in our education systems, and a mission to deliver outstanding public services to improve the safety and health of the community as a whole. Such planning will take the cooperation and teamwork of both new and seasoned leaders to identify and advance both existing and future opportunities for increased economic growth and transportation improvements that benefit the City of Rockford, making it a more desirable place to live for all.