

Mission and Vision Statements

A vision statement:

Is sometimes called a picture of your company in the future but it's so much more than that. Your vision statement is your inspiration, the framework for all your [strategic planning](#).

Mission Statement:

A written declaration of an organization's core purpose and focus that normally remains unchanged over time. Properly crafted mission statements (1) serve as filters to separate what is important from what is not, (2) clearly state which markets will be served and how, and (3) communicate a sense of intended direction to the entire organization.

A mission is different from a vision in that the former is the cause and the latter is the effect.

Current Vision: There is not one

Current MEDC Mission Statement:

"The MEDC will work to create an environment in which community-oriented businesses can thrive. We will do this by identifying, coordinating, and realizing high-impact opportunities that promote job and wage growth as well as a diversified and expanding tax base.

Updates to consider / examples to start discussion:

- *Vision: "To Continue to Develop McKinney as America's Premier Economically Self Sustaining Community for current and Future Generations"*
- *Mission: "The MEDC will continue to Develop McKinney as America's Premier Economically Self Sustaining Community by: creating a predictable, pro-business environment in partnership with our elected bodies and economic development stakeholders, supporting existing businesses, encouraging local entrepreneurs, creating quality jobs and working to build a stronger and more diversified economy by adding quality domestic and international business partners."...*