



Mission

We strive to create a sustainable, healthy, accessible, resilient, and equitable community where every person feels at home.

Vision

Red Wing thrives as a vibrant, creative river town that values its natural environment, welcomes all people, and unlocks opportunity for everyone.

Values

Excellence

We will strive to provide responsive customer service that exceeds expectations.

Innovation

We will generate new ideas and seek more efficient ways of doing things, while encouraging employees to reach their full potential.

Strong Community Connections

We will continue to improve upon communication with community partners with shared goals.

Environmentally Conscious

We will make decisions that preserve and protect the environment to the highest feasible degree.

Respect

We will treat everyone with courtesy and dignity in our everyday operations.

Integrity

We will carry out our responsibilities with honor and accountability in a manner that inspires public confidence.

Open & Engaging

We will deliberately seek out all sides of issues and encourage participation from all segments of the community.

Passion

We will represent residents and organizations with pride and enthusiasm.

Strategic Priorities 2024 - 2026

Increase Housing for All

- Understand the issues and amount of need.
- Remove barriers to new housing.
- Create opportunities across all affordability levels with public and private partners.
- Improve and maintain existing housing.

Increase Economic Development & Diversify Tax Base

- Increase the availability & desirability of shovel-ready development sites.
- Diversify the tax base.
- Create more incentives for developers.
- Plan for future economic development needs.

Improve Employee Culture & Maintain a Strong Workforce

- Provide attractive pay, benefits, and incentives for employees.
- Address hiring barriers at all levels.
- Encourage employee retention.

Stabilize Finances & Improve Budgeting

- Work with partners to stabilize tax revenue fluctuations from the Prairie Island Nuclear Generating Plant.
- Plan finances for long-term infrastructure needs.
- Increase non-property tax revenues.