

Resolution #25-0258  
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**RESOLUTION OF THE CITY OF WINSTON-SALEM  
ADOPTING THE 2025-2028 STRATEGIC PLAN**

**WHEREAS**, the 2022-2025 Strategic plan was adopted by the Mayor and City Council to provide strategic direction to City management and leadership regarding the highest priority goals and outcomes for City government across six strategic focus areas; and

**WHEREAS**, the Mayor and City Council held a two-day strategic planning retreat in January 2025 to review and update strategic priorities where they identified four new focus areas: Good Government, Economic Prosperity, Community Advocacy and Engagement, and Livable Community; and

**WHEREAS**, each focus area identifies four priorities related to the most critical improvements and outcomes within the focus areas and identifies performance measurement tools against which to measure progress; and

**WHEREAS**, the City Management team will use the identified priorities to drive departmental work plans to effect positive outcomes for the residents, businesses, and visitors to the City of Winston-Salem; and

**WHEREAS**, the 2025-2028 Strategic Plan includes updated vision, mission, and value statements expressing the City's goals of becoming a premier city providing world-class amenities and providing impactful services that enhance overall quality of life through a work culture that embodies the values of teamwork, responsibility, respect, integrity, and customer service.

**Winston-Salem City Council**  
**APPROVED**  
**June 16, 2025**

**NOW, THEREFORE, BE IT RESOLVED**, that the Mayor and City Council of the City of Winston-Salem adopt the 2025-208 Strategic Plan, including the focus areas, and priorities contained therein, as a guiding document for improving City services and measuring outcomes of City programs.