STAFF REPORT
Consent Agenda Item

DATE: October 5, 2026

TO: Honorable Mayor and Council Members

FROM: Amy Nilsen, City Manager

SUBJECT: **Adoption of City of Fortuna Purpose Statement**

STAFF RECOMMENDATION:

1. Adopt the following City of Fortuna Purpose Statement: "Our purpose is to provide reliable public services, maintain resilient infrastructure, foster economic opportunity, and strengthen community character to ensure Fortuna remains a place where current and future generations can live, work, and prosper."
2. Direct staff to incorporate the adopted Purpose Statement into employee onboarding materials, recruitment materials, job postings, strategic planning documents, and other organizational communications as appropriate.

EXECUTIVE SUMMARY:

The City of Fortuna Strategic Plan 2026-2036 identifies development of a City Purpose Statement as a Priority 1 Near-Term Commitment and directs that the statement be embedded in Council meetings, job postings, and onboarding materials.

The Strategic Plan distinguishes a purpose statement from a mission statement. The Plan states that a mission statement describes what an organization does, while a purpose statement describes why that work matters. The Strategic Plan further notes that purpose helps guide decision-making when circumstances change and supports alignment across departments and organizational functions.

The proposed Purpose Statement was developed collaboratively by the City's Department and Division Heads through a series of facilitated discussions following adoption of the Strategic Plan. Staff reviewed the Strategic Plan vision, core values, community engagement findings, and adopted priorities to craft a statement that reflects both the essential functions of municipal government and the broader purpose those functions serve in the community. The resulting statement is intended to provide a durable organizational guide for decision-making, employee onboarding, recruitment, strategic planning, and public service delivery. The Strategic Plan specifically directed development of a Purpose Statement by a staff team and its incorporation into City operations. Adoption of the statement fulfills a specific Strategic Plan implementation action and establishes a concise expression of the City's shared purpose for employees.

CORE VALUES: STRATEGIC PLAN 2026-2036:

The proposed Purpose Statement directly advances Strategic Plan Priority 1, which calls for development of a City Purpose Statement and its integration into City operations.

The statement reflects the Strategic Plan vision that Fortuna be "a vital economic engine and a thriving, connected community for people of all ages," guided by clear direction and reliable services.

The statement also incorporates several adopted community core values, including:

- Committed Service through the commitment to provide reliable public services.
- Economic Resilience through fostering economic opportunity.
- Community Character through strengthening the elements that make Fortuna unique while accommodating growth.
- Clear Direction by establishing a durable statement intended to guide decision-making over time.
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The Purpose Statement is also consistent with Strategic Plan priorities emphasizing reliable public services, infrastructure stewardship, economic development, and long-term community prosperity.

FISCAL IMPACT:

There is no immediate fiscal impact associated with adoption of the Purpose Statement.

Implementation would primarily consist of incorporating the statement into existing City communications, onboarding materials, recruitment materials, and City Council meeting procedures. Any future costs associated with broader branding, graphic design, or publication efforts would be addressed through existing departmental budgets or brought forward for City Council consideration as needed.

ALTERNATIVES TO STAFF RECOMMENDATIONS:

Alternative 1: Adopt the Purpose Statement with modifications.
This alternative would allow the City Council to revise wording while still implementing Strategic Plan Commitment 1N1. Adoption of a modified statement may require additional staff review to ensure consistency with the Strategic Plan.

Alternative 2: Continue the item and provide additional direction to staff.
This alternative would delay implementation of Priority 1 of the Strategic Plan and postpone incorporation of a Purpose Statement into City operations.

RECOMMENDED COUNCIL ACTION:

1. Motion to Adopt the following City of Fortuna Purpose Statement: "Our purpose is to provide reliable public services, maintain resilient infrastructure, foster economic opportunity, and strengthen community character to ensure Fortuna remains a place where current and future generations can live, work, and prosper."
2. Direct staff to incorporate the adopted Purpose Statement into employee onboarding materials, recruitment materials, job postings, strategic planning documents, and other organizational communications as appropriate. Consent agenda vote.

ATTACHMENTS:

N/A