



UMVRDC FOUNDATIONAL STATEMENTS

These statements define who we work for, what we do, how and why we do our work

1. **Our primary customers are the units of government in our region.**
Through our work with cities, counties, townships, school districts and tribal governments we indirectly serve businesses, organizations and the residents of the region.
2. **We leverage our local tax authority to provide reasonable fees for our services.**
Our fees allow the agency to hire staff to work on the needs of the region. Our staff will provide excellent products for a reasonable cost.
3. **We provide excellent customer service.**
The UMVRDC strives to set a positive and professional impression in every interaction.
4. **We provide diverse services based on the needs and requests of the region.**
Sometimes this means ongoing programs like transportation, economic development, Prairie Waters, and the revolving loan fund, other times this means one-time services to help a government with their needs.
5. **We work hard to understand the needs and issues in all our communities and to help in any way we can.**
This will be done through building relationships, research, and through employee's personal connections to the region and will lead to work that is reflective of the local interests and values.
6. **We bring a unique regional viewpoint to the work we do.**
Our work across the region is influenced by our knowledge gained from relationships throughout the region, state and nation. In addition, our board is multijurisdictional and provides a diverse regional perspective for our work.
7. **We believe in the region.**
We advocate for and promote the region as a great place to live, work and recreate because we know what it is like to live work and recreate here!
8. **We are a resource center.**
We connect people, ideas, information, agencies, funding and other resources. Many of our communities lack time and staff to take on complex planning processes, apply for public grants, or research resources that can help address local priorities. The UMVRDC can:
 - o facilitate processes to gather information or input
 - o write and administer grant applications
 - o help to develop goals and objectives, action plans, or strategies
 - o write a variety of plans
 - o provide ideas, referrals, information, or connections to other agencies

UMVRDC MISSION

“Enable the region to thrive through assisting local units of government.”

UMVRDC STRATEGIC DIRECTIONS 2020-2024

In the next five years UMVRDC will work to increase our ability to address critical issues in our region by developing and implementing work in the following five categories. Each strategic direction will have its own annual process that, will lead to a set of workplans that will be adopted each year by the UMVRDC.

CATEGORY	OPERATIONS	OUTREACH	REGIONAL TRENDS & ISSUES	NEW INITIATIVES	CORE PROGRAMS & SERVICES
GOAL	Evolve UMVRDC organizationally to grow staff and board effectiveness, satisfaction, and retention.	Systematically develop awareness of and interest in UMVRDC capabilities.	Provide an opportunity for LUGs in the region to learn through convenings and research.	Identify and proactively act on opportunities in the region that lead to new UMVRDC programs or services.	Continue existing UMVRDC programs and services.
INTENT	Internal improvements in policy or process that help attract and maintain talent, operate efficiently, and build capacity.	Efforts here will market the UMVRDC to key stakeholders in order to share information, develop relationships, and increase opportunities for new contracts.	In being responsive to our region's emerging needs, this direction will prioritize topics to research, exchange information about, or convene stakeholders around.	A limited amount of dedicated time to develop ideas for new, revenue-generating programs or projects.	This represents our ongoing or regular commitments, including contract work, and the bulk of agency revenue and staff time allocation.

CORE ASSUMPTIONS

In order to accomplish our work we recognize the following.

We need:

- Data from communities about what they want and need help with.
- Access to data and resources that supports the issues and opportunities of our communities.
- To utilize technology to connect our communities, resources, and process/projects.
- To define the UMVRDC's role in being a change agent around difficult topics (e.g. diversity/equity/inclusion, climate change, balancing development and environment).
- To be flexible to address opportunities throughout the year.
- To generate revenue to support our services.
- To develop and grow staff and board leadership and engagement.

