



Mission and Vision Statements - Updated: June 7, 2018

Unique Downtowns

Mission: – To create a central source of information and resources to improve and connect vital downtowns throughout Manitowoc County leveraging unique offerings in each community.

Vision: Manitowoc County will be connected through people, businesses and governments to create unique and vibrant downtowns.

Young Worker Retention & Attraction

Mission: To advocate social, employment, recreational and community opportunities in Manitowoc County for young people.

Vision: Manitowoc County is a community that offers unique, vibrant spaces and opportunities that engage and inspire young people to make it home.

Healthier Community

Mission: Healthiest Manitowoc County provides collaborative leadership to improve the health of Manitowoc County.

Vision: Everyone living longer, better

Changing the Conversation

Mission: Inspire the people of Manitowoc County to share their positive attitude, experiences and passion about our community.

Vision: People of Manitowoc County actively and enthusiastically express community pride.

Regional Collaboration

Mission: Develop and promote a shared vision for regional collaboration, leveraging our collective resources for opportunities and growth.

Vision: Manitowoc County is a sought-after partner in the region for its entrepreneurial vibe, engaged workforce and progressive leadership.