

# Town of Yountville Strategic Planning Framework

## Vision

Yountville embraces its small town charm while welcoming the world to enjoy life here in the heart of Napa Valley.



*Town of Yountville*  
*“The Heart of the Napa Valley”*

## Critical Success Factors



### Exceptional Town Services and Staff

The Town supports its talented staff who deliver high quality municipal programs and services while maintaining public infrastructure for the benefit of the community.



### Engaged Residents

The Town embraces our residents' commitment to community as seen through volunteerism, civic engagement and public participation that enhances the quality of life in Yountville.



### Visionary Leadership

The Town's leadership maintains an open-minded, forward-thinking decision-making process. We value engagement and participation from all members of the community as we work together to create policies and plan for the future.



### Responsible Fiscal Policy

The Town maintains its fiscal health through policies designed to maximize economic opportunities, manage expenses and ensure prudent reserves.



### Premier Destination

The Town values its rich history, natural environment, culinary excellence, arts and culture, and distinguished businesses that make our home a premier destination.



### Quality Amenities

Enhancing the livability of Yountville by providing well-maintained parks, trails and facilities, and quality programs and events which contribute to our unique sense of place.