

**CITY COUNCIL**  
**FUND NO. 001**  
**ACCOUNT NO. 0101**

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***MISSION***

The Mayor and Council Members will continue working together as a team, representing all Merced constituents, in order to make Merced a city which:

- ◇ Maintains a high quality of life for its citizens;
- ◇ Demonstrates a positive attitude and approach in dealing with all segments of the community;
- ◇ Shows sensitivity and awareness of community needs and issues;
- ◇ Respects the diversity of its community;
- ◇ Develops creative and affordable solutions and alternatives to meet community needs;
- ◇ Is service-oriented, efficient, and progressive in its approach to problem resolution and use of resources;
- ◇ Offers economic development opportunities beneficial to its citizens;
- ◇ Maximizes teamwork and encourages individual involvement and personal growth, so that the community achieves its goals and contributes to society as a whole; and
- ◇ Creates and maintains an enjoyable atmosphere in which to live and work.

***2003-2004 BUDGET HIGHLIGHTS***

Approved budget includes \$141,000 for the tourism promotion, \$25,000 for legislative advocacy, \$5,040 for video production services, \$8,000 for a Council goal setting workshop, \$15,880 for League of California Cities dues which also support the Grassroots Network initiative to increase effectiveness of local government lobbying efforts, and \$37,800 for LAFCO operations support.