

RESOLUTION ADOPTING VISION 36 STRATEGIC FRAMEWORK FOR THE CITY OF GREENSBORO

WHEREAS, the Greensboro City Council convened for a strategic planning retreat on February 25–26, 2026, facilitated by the D. Wilson Agency, to discuss long-term priorities, economic competitiveness, and the future trajectory of the City;

WHEREAS, during the retreat, City Council participated in discussions with community and industry leaders in areas including higher education, workforce development, economic development, urban core revitalization, and attainable housing;

WHEREAS, these discussions produced several guiding themes for the City's future direction, including:

- Momentum and readiness for visible progress
- Alignment through clear criteria and structure
- Breaking fragmentation and strengthening Greensboro's identity as one city,

WHEREAS, as a result of these discussions, City Council identified a long-term strategic decision-making framework known as Vision 36, designed to guide policy decisions, investments, and priorities for the next ten years;

WHEREAS, Vision 36 establishes a coordinated framework for aligning City Council priorities, City operations, community partnerships, and capital investments to advance Greensboro's long-term prosperity;

WHEREAS, Vision 36 is intended to concentrate the City's efforts around catalytic initiatives that strengthen Greensboro's competitiveness and position the City for sustained economic growth and community vitality;

WHEREAS, Vision 36 identifies several long-term outcomes intended to guide public investment and decision-making, including:

- Raise median household income
- Reverse the college graduate talent loss
- Expand the tax base per acre
- Increase federal and private capital capture
- Close geographic equity gaps,

WHEREAS, Vision 36 further outlines a Catalyst Portfolio of strategic initiatives intended to drive transformational progress, including initiatives related to innovation districts, aerospace and advanced manufacturing growth, downtown revitalization, public-private partnership capacity, research commercialization, infrastructure investment, and community connectivity;

WHEREAS, the framework emphasizes coordinated economic development, talent retention, urban density, infrastructure investment, and inclusive growth as critical elements of Greensboro's long-term competitiveness;

WHEREAS, the City Manager will utilize Vision 36 as a framework to align departmental work, develop implementation strategies, coordinate partnerships, and establish performance measures to support execution of Council priorities;

WHEREAS, Vision 36 is intended to serve as a structured decision-making framework rather than a static list of projects, providing guidance for how Greensboro prioritizes investments, partnerships, and initiatives over time;

WHEREAS, City Council recognizes that successful implementation of Vision 36 will require ongoing collaboration among City departments, community partners, higher education institutions, private sector stakeholders, and residents; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF GREENSBORO:

1. **Adoption of Framework**
The Greensboro City Council hereby adopts Vision 36 as the City's strategic framework to guide policy decisions, investment priorities, and long-term planning for the next ten years.
2. **Strategic Alignment**
The Vision 36 framework shall serve as a guide for aligning City operations, capital investments, partnerships, and policy decisions with the long-term goals identified by City Council.
3. **Implementation and Execution**
The City Manager is authorized and directed to develop and implement strategies, performance measures, and organizational structures necessary to operationalize Vision 36 and to ensure coordination across departments and partners.
4. **Decision-Making Criteria**
The City will utilize clear decision-making criteria, including alignment with strategic goals, talent development, fiscal sustainability, access and equity, collaboration, and competitive advantage, when evaluating major initiatives and investments.
5. **Reporting and Accountability**
The City Manager shall periodically report to City Council regarding progress toward Vision 36 goals and implementation of catalytic initiatives.
6. **Community and Institutional Partnership**
Implementation of Vision 36 shall emphasize collaboration with educational institutions, regional partners, business leaders, community organizations, and residents to ensure Greensboro's continued growth and opportunity for all.

BE IT FURTHER RESOLVED that the City Council affirms its commitment to advancing the Vision 36 framework as a guiding structure for Greensboro's future and to supporting the disciplined execution necessary to achieve long-term prosperity, innovation, and community vitality.