Vision:

We envision Rapid City to be a vibrant community where all citizens can prosper and enjoy our quality of life.

Mission:

To serve Rapid City with integrity and excellence.

Values: In order to achieve the Vision and Mission statements the following seven core values have been identified in the City’s Comprehensive Plan:

- A Balanced Pattern of Growth
- A Vibrant, Livable Community
- A Safe, Healthy, Inclusive, and Skilled Community
- Efficient Transportation and Infrastructure System
- Economic Stability and Growth
- Outstanding Recreational and Cultural Opportunities
- Responsive, Assessable, and Effective Governance