

OUR OZARK MOUNTAIN LEGACY



OUR VISION:

*The Legacy of The Ozark Mountain Spirit Lives
~ Pass It On!*

OUR MISSION:

Champion Family, Faith, Friends and Flag - Forever!

OUR VALUES:

FAMILY:

We honor families by offering environments and entertainment enjoyable for the whole family.
We constantly reinforce a culture of character.
We protect the health and safety of all children.

FAITH:

We recognize a strong faith is a common thread throughout Ozark Mountain Country.

FRIENDS:

We treat each other with respect and honesty.
We celebrate making new friends and keeping old ones.
We provide a unique destination that offers a fun place to live, vacation, and grow closer together.
We take pride in serving and meeting the needs of others and listening to opportunities to constantly improve.

FLAG:

We are a community that upholds our Godly American Heritage unashamedly honoring our Country, our Flag, our Christian origins and our Veterans.

FUTURE:

We work together to continually improve our community and the quality of life for all who live, work or play in Ozark Mountain Country.
We actively and relentlessly protect and enhance our natural beauty, resources, and environment.
We foster an entrepreneurial culture and encourage all leaders to be committed to make this area a great place to work.
We place a high priority of ensuring quality education to prepare our future generations to Pass It On!

We Are Guided by Christian Biblical Values

Ozark Mountain Legacy "Ideal State"

This document describes our "end-in-mind" and how we as a community will measure the success of the Ozark Mountain Legacy Initiative - as we idyllically visualize the usage of the Legacy document and how it will work to make the world a better place because it has been created.

MARKETING/POSITIONING:

- ❖ The Legacy Statements will be used as the key differentiator for our destination and a compelling reason to choose Ozark Mountain Country as a place to live, work and play.

UNIFICATION OF COMMUNITIES:

- ❖ Each community within Ozark Mountain Country adopts the umbrella statements of the Legacy and the Mission, Vision and Core Values as their own and then personalizes the action steps to represent their unique contributions to the area.

TRAINING:

- ❖ Two Ozark Mountain Legacy training curricula exist to help introduce workers and residents to the expectations of the Legacy and *how to* deliver it.
- ❖ An additional curriculum is developed for leadership in our communities showcasing how the Legacy can guide responsible leadership.

PERPETUATION OF EXPERIENCE DELIVERY:

- ❖ The Legacy Statement becomes a filter through which to sift ideas for product development and guest offerings.
- ❖ It benefits employees who choose to work in the area
- ❖ The Communities showcase great delivery of the Mission Statement by gathering and sharing the "stories of success".

ECONOMIC DEVELOPMENT:

- ❖ The Ozark Mountain Legacy Statement and Mission/Vision/Core Values are positioned by the Cities as a reason to bring business to our community.

A LIVING DOCUMENT:

- ❖ Revisit the Legacy Document every 5 years
- ❖ It can be seen... on a thousand walls
- ❖ Every stakeholder determines their measurements to track success
- ❖ As we bring the Legacy statement to life we treat each other with warmth, honesty and respect

The Legacy Lives—Pass It On!

www.ozarkmountainlegacy.org