From its humble beginning as a cluster of small farms, Ivins slowly grew into a quiet bedroom community attracting families and retirees alike to its serene and naturally beautiful environment. More recently resorts and arts venues have come capitalizing on those same qualities to attract millions of visitors.

Centuries ago its indigenous inhabitants recognized the beauty and spiritual quality of this land and we respect and protect it still. Our careful planning will:

- responsibly preserve these cherished attributes for future generations by protecting our red mountain vistas, our expansive lava beds and other sensitive lands, and our night sky;
- conscientiously maintain a general sense of peacefulness, security and belonging that fosters neighborliness and community involvement by using broad communication tools and providing effective Public Safety services;
- intentionally preserve our rural flavor through the conservation of open space and agricultural pockets;
- prudently prepare for population growth by accommodating a wide variety of circumstances through appropriate zoning, development regulations and design guidelines;
- wisely anticipate the future needs of the city by encouraging and carefully locating appropriate commercial development;
- diligently conserve water and other resources in this desert environment by implementing effective conservation policies and programs;
- deliberately expand recreational opportunities by further developing trail systems, park properties and recreation programs;
- consistently recognize the arts as an important component of our local culture and advance them by supporting local arts organizations and promoting public art.

We recognize that we are only the most recent in a long line of stewards over this precious land and commit ourselves to its preservation by honoring those who came before whose sacrifice and hard work produced what we now have, and by acknowledging those who will come after us who deserve our best efforts to advance the legacy of the past.