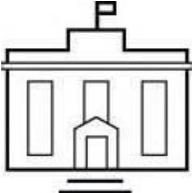


MCKINNEY FIRST



Direction for Strategic & Economic Growth

Operational Excellence



Maximize the Development Potential of the McKinney National Airport

Financially Sound Government



Enhance the Quality of Life in McKinney

Safe & Secure Community



MCKINNEY FIRST

CITY COUNCIL GOALS AND STRATEGIES - 2016

DIRECTION FOR STRATEGIC & ECONOMIC GROWTH

- Establish regional and infrastructure incentives to increase economic growth
- Develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining, and shopping options
- Provide a strong city economy by facilitating a balance between industrial, commercial, residential, and open space

OPERATIONAL EXCELLENCE

- Establish a timeline for a Municipal Facility/Downtown Parking
- Implement performance management practices that include developing and training staff and Board and Commission members
- Balance available resources to accommodate the growth and maintenance needs of the city
- Identify opportunities for internal efficiencies through recurring analyses and continuous improvement

MAXIMIZE THE DEVELOPMENT POTENTIAL OF THE MCKINNEY NATIONAL AIRPORT

- Implement initiatives and strategies to attract and expand corporate and commercial aviation
- Identify and implement land use regulations and policies which preserve and expand long-term operational success
- Improve communication and marketing the value of the McKinney National Airport to the City and Region
- Continually maintain national recognition for excellence in Fixed Base Operations

FINANCIALLY SOUND GOVERNMENT

- Provide funding and organizational frameworks to ensure continual economic improvements
- Balance resources generated by property taxes, sales taxes, and fees
- Pursue and maintain an AAA Bond Rating with S&P and Moody's
- Create financial plans for future growth as well as future maintenance

ENHANCE THE QUALITY OF LIFE IN MCKINNEY

- Create affordable and accessible cultural arts activities and quality of life resources for all ages throughout the City
- Maximize public/private partnerships
- Develop Parks strategy to preserve green space for future park land
- Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike

SAFE & SECURE COMMUNITY

- Maintain performance measures that set McKinney apart from other cities
- Pursue and maintain the highest Insurance Service Office (ISO) fire protection classification
- Pursue and maintain low crime rates in comparison to other communities
- Continually increase operational efficiency in public safety departments