

City of McKinney 2014 Strategic Plan

1 Strong, Balanced Economy

Ongoing Efforts	Lead	Start Date	Projected Completion Date
		3/1/2010	12/31/2014
1.1 Continue to develop the Gateway area	CMO		
1.2 Regularly communicate progress and status of Gateway/Hotel and Event Center project	MEDC		
1.3 Update and regularly communicate progress of the McKinney National Airport: acquisition plan and operations	TKI		
1.4 Continue development of Craig Ranch Corporate Center infrastructure	DS		
1.5 Have commercial/retail development of major corridors: US 380, US 75, Highway 5, Highway 121, Airport Boulevard, FM 720	DS		
1.6 Actively pursue balanced tax rate (valuation): 60% residential-40% commercial/retail/industrial	CMO		
1.7 Develop City infrastructure to support economic growth	DS		
1.8 Work with Collin College to expand programs and partnerships	CMO		

2 Financially Sound City Government Providing Excellent Services

		Projected		
Ongoing Efforts		Lead	Start Date	Completion Date
2.1	Deliver city services in the most cost effective, efficient manner	CMO		
2.2	Leverage city resources through partnerships: Community, private-sector	CMO		
2.3	Adequate resources to support defined services and service levels	CMO		
2.4	Highlight and develop the skills and abilities of City staff	CMO		
2.5	Increase citizen engagement and enhance resident satisfaction with city services	CMO		
2.6	Maintain financial reserves consistent with city policies and national standards	FIN		
2.7	Maintain/enhance city bond rating	FIN		

3 Vibrant Historic District: Authentic Downtown and Neighborhoods

Ongoing Efforts		Lead	Start Date	Projected Completion Date
3.1	Preserve the architectural character	DS		
3.2	Review the development review process to ensure maximum efficiency	DS		
3.3	Increase number of residents	DS		
3.4	Expand the commercial development of the Historic District	DS		
3.5	Expand entertainment and dining choices	DS		
3.6	Attract more unique retail business providing quality products and services	DS		
3.7	Increase parking capacity	DS		

4 Improved Mobility within, to, and from McKinney

Ongoing Efforts		Lead	Start Date	Projected Completion Date
4.1	Improve traffic flow within the city	PW/DS		
4.2	Maintain/upgrade city streets	PW		
4.3	Develop a multi-use trail system connecting various community destinations	PROS		
4.4	Reduce travel times through road expansion and signal timing	DS		
4.5	Develop new roads in the context of future commercial/residential development	DS		

5 Sustainable, Unique Neighborhoods

Ongoing Efforts	Lead	Start Date	Projected Completion Date
5.01 Develop/maintain unique neighborhoods – a sense of place	DS		
5.02 Plan for future developments consistent with McKinney’s vision	DS		
5.03 Expand leisure facilities and venues	PROS		
5.04 Increase park and open space	PROS		
5.05 Maintain/upgrade a quality housing stock	DS		
5.06 Create population base for sustainable community	DS		