

## 2014 McKinney City Council Planning Retreat Goals and Priorities

### **Goals**

- Strong, balanced economy
- Fiscally sound city government providing excellent services
- Vibrant historic district: authentic downtown and neighborhoods
- Improved mobility within, to and from McKinney
- Sustainable, unique neighborhoods

### **Top Priorities**

- City economic development
- Gateway Hotel/Event Center
- McKinney National Airport
- McKinney Corporate Center at Craig Ranch
- Expansion of Collin College programs and partnerships

### **High Priorities**

- Aquatic center
- Commercial/Retail Corridor Strategies
- Develop municipal center location and funding strategy
- Expand commercial development within the Historic District
- Develop city infrastructure to support economic growth

### **Core Businesses**

- Provide essential utility services for daily living
- Protect people and property, making a safe community
- Respond to emergency situations
- Manage traffic flow and road system
- Plan McKinney's future development
- Provide leisure and recreational opportunities
- Support economic expansion
- Preserve the "McKinney character" – our heritage
- Serve as a community information and resource center