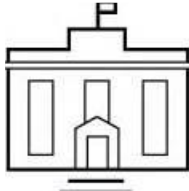


MCKINNEY FIRST



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
 - # of Full Time Jobs added to McKinney
 - # of incentives granted
 - # of inquiries received
- Develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining, and shopping options
 - # of non-fast food dining establishments added
 - # of major retail establishments added
- Provide a strong city economy by facilitating a balance between industrial, commercial, residential, and open space
 - % Land Use of desired mix (commercial, industrial, and quality residential)
 - % Land developed within McKinney

OPERATIONAL EXCELLENCE

- Establish a timeline for a Municipal Facility/Downtown Parking
 - Milestone Markers for project
- Implement performance management practices that include developing and training staff and Board and Commission members
 - Key Performance Indicators (KPI's) for each associated board or commission
- Balance available resources to accommodate the growth and maintenance needs of the city
 - Individual departmental performance measures (KPI's)
 - Separate CIP performance measures associated with 10 year CIP Plan
- Identify opportunities for internal efficiencies through recurring analyses and continuous improvement
 - Performance Management System (in addition to ICMA)

MAXIMIZE THE DEVELOPMENT POTENTIAL OF THE MCKINNEY NATIONAL AIRPORT

- Implement initiatives and strategies to attract and expand corporate and commercial aviation
 - # of Airport Operations
 - # of inquiries for hangar or office space
 - # of hangar leases
 - # of commercial services added to airport
 - Jet Fuel Sales
 - Regular Fuel Sales
 - Lease revenue from hangars, office, and land
 - Ad Valorem tax revenue
- Identify and implement land use regulations and policies which preserve and expand long-term operational success
 - Timeline with milestones for updating land use regulations and policies

- Improve communication and marketing the value of the McKinney National Airport to the City and Region
 - # of outreach events
 - # of unique visitors to McKinney Airport
 - # of website clicks on Airport Website
 - # of cold calls made to other companies looking for airplane space
 - # of Promotions implemented
- Continually maintain national recognition for excellence in Fixed Base Operations
 - # of recognitions received
 - # of compliments received from current and potential customers

FINANCIALLY SOUND GOVERNMENT

- Provide funding and organizational frameworks to ensure continual economic improvements
 - Timeline with milestones to change to a program/performance budget
 - Timeline with milestones to implement a new ERP
- Balance resources generated by property taxes, sales taxes, and fees
 - Provide an annually balanced budget
- Pursue and maintain an AAA Bond Rating with S&P and Moody's
 - Ratings from bond companies
- Create financial plans for future growth as well as future maintenance
 - Annual review and adoption of 10 Year CIP and 10 Year Operational Plans

ENHANCE THE QUALITY OF LIFE IN MCKINNEY

- Create affordable and accessible cultural arts activities and resources for all ages throughout the City
 - # of activities throughout the year
 - # of attendants at all activities throughout the year
- Develop Parks strategy to preserve green space for future park land
 - Milestone markers for updated Parks Master Plan
- Continue to market and highlight Downtown McKinney as a unique destination for residents and visitors alike
 - # of visitors to downtown McKinney
 - Amount of sales tax revenues in downtown McKinney
 - # of individual website clicks on downtown websites

SAFE & SECURE COMMUNITY

- Maintain performance measures that set McKinney apart from other cities
 - National Incident Based Reporting System (NIBRS) Statistics
 - Other Performance measures (response times)
- Pursue and maintain the highest Insurance Service Office (ISO) fire protection classification
 - ISO Rating
- Pursue and maintain low crime rates in comparison to other communities
 - Crime Rate(s)
- Continually increase operational efficiency in public safety departments
 - KPI's tracked through internal performance software system