

RESOLUTION NO. 2016-04-____ (R)

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MCKINNEY,
TEXAS, APPROVING THE COUNCIL'S 2016 GOALS**

WHEREAS, the City Council of the City of McKinney, Texas, has completed its strategic planning process for 2016; and

WHEREAS, the City Council has identified a set of goals that will ensure continual quality of life improvements and excellence in service for the residents of McKinney; and

WHEREAS, the City Council has developed a series of goals that will serve as an example for other cities as they develop their own goals and strategic plans in pursuit of operational excellence in city government.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS, THAT:

Section 1. The City Council of the City of McKinney, Texas, hereby adopts McKinney First, a unified set of goals providing direction for the future of the city.

DULY PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS, ON THE 5TH DAY OF APRIL, 2016.

CITY OF MCKINNEY, TEXAS

BRIAN LOUGHMILLER
Mayor

ATTEST:

SANDY HART, TRMC, MMC
City Secretary
DENISE VICE, TRMC
Assistant City Secretary

APPROVED AS TO FORM:

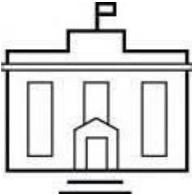
MARK S. HOUSER
City Attorney

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