



McKINNEY FIRST

CITY COUNCIL GOALS & STRATEGIES

ADOPTED MARCH 17, 2015



DIRECTION FOR STRATEGIC GROWTH



OPERATIONAL EXCELLENCE



**MAXIMIZE THE DEVELOPMENT POTENTIAL
OF THE MCKINNEY NATIONAL AIRPORT**



FINANCIALLY SOUND GOVERNMENT



**ENHANCE THE QUALITY OF LIFE
IN DOWNTOWN MCKINNEY**



SAFE & SECURE COMMUNITY



CITY OF MCKINNEY
www.McKinneyTexas.org



DIRECTION FOR STRATEGIC GROWTH

- Provide a strong city economy by facilitating a balance between industrial, commercial, residential, and open space
- Utilize metrics when making decisions with land use implications
- Update the City's Comprehensive Plan to reflect current development trends and guide future development
- Implement a retail development strategy that serves to further diversify revenue sources available to the City
- Ensure that implications of policy decisions are consistent with long term goals and strategies
- Systematically implement CIP within the stated goals
- Take measures to conserve natural resources in order to accommodate future growth of the City
- Maintain a focus on retaining and improving the quality of life in McKinney when making policy decisions



OPERATIONAL EXCELLENCE

- Develop and maintain a customer service oriented organizational culture that emphasizes continual quality of life improvement throughout the city
- Conduct long range financial planning
- Implement performance management practices geared toward acquiring and maintaining national accreditation departments
- Provide quality internal services aimed at making the City of McKinney an employer of choice
- Foster a culture of servant leadership
- 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

- Engage in partnerships with adjacent land owners
- Identify and implement land use regulations and policies which preserve and expand long-term operational success
- Develop facilities in a manner that ensure the long-term success and expansion of the airport
- Implement initiatives to attract and retain corporate aviation departments
- Continually maintain national recognition for excellence in Fixed Base Operations



FINANCIALLY SOUND GOVERNMENT

- Provide funding and organizational frameworks for the City of McKinney that ensure continual economic and quality of life improvements
- Provide funding plan to maintain and upgrade infrastructure in a manner that keeps pace with the growth of the City
- Develop an understanding of long term consequences associated with specific decisions and actions
- Balance resources generated by property taxes, sales taxes, and fees
- Provide adequate fund balances
- Continue funding depreciation of city assets
- Utilize best practices to ensure continuous improvement
- Pursue and maintain an AAA Bond Rating
- Continue to earn recognition from the Government Finance Officers of America (GFOA) and the State Comptroller's Office
- Create financial plans for future growth as well as future maintenance
- Develop and utilize performance measures to ensure successful and efficient operations



ENHANCE THE QUALITY OF LIFE IN DOWNTOWN McKINNEY

- Continue to highlight Downtown McKinney as a unique destination for residents and visitors alike
- Utilize surplus City-owned land as an incentive to catalyze private investment
- Increase the number of residential opportunities in the Historic Downtown
- Address parking demands through comprehensive and interconnected strategies which focus on vehicle turnover and increases the parking space inventory
- Continue efforts to expand entertainment, dining, and shopping options



SAFE & SECURE COMMUNITY

- Develop training programs for personnel who are likely to be involved in emergency management situations
- Create neighborhood design standards that facilitate increased security
- Maintain performance measures that set McKinney apart from other like-size cities
- Pursue and maintain the highest Insurance Service Office (ISO) public protection classification
- Pursue and maintain low crime rates in comparison to other communities
- Move towards acquiring national accreditation for the police and fire departments
- Continually increase operational efficiency in public safety departments
- Identify and implement programs serving high risk youth in McKinney