

RESOLUTION NO. 2017-05-_____ (R)

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MCKINNEY,
TEXAS, APPROVING THE COUNCIL'S 2017 GOALS**

WHEREAS, the City Council of the City of McKinney, Texas, has completed its strategic planning process for 2017; 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 16TH DAY OF MAY, 2017.

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

CITY COUNCIL GOALS & STRATEGIES

2017-2018



**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



CITY OF MCKINNEY
www.McKinneyTexas.org

McKINNEY FIRST

2017-2018 CITY COUNCIL GOALS & STRATEGIES



GOAL 1: DIRECTION FOR STRATEGIC & ECONOMIC GROWTH

- **1A:** Establish regional and infrastructure incentives to increase economic growth
- **1B:** Develop a retail development strategy for key areas of the community to further diversify revenue sources and expand entertainment, dining, and shopping options and tourism
- **1C:** Provide a strong city economy by facilitating a balance between industrial, commercial, residential, and open space
- **1D:** Leverage the existing partnerships with MEDC and MCDC
- **1E:** Increase community involvement and participation within local government/community

GOAL 2: OPERATIONAL EXCELLENCE

- **2A:** Implement performance management practices that include developing and training staff and board and commission members
- **2B:** Balance available resources to accommodate the growth and maintenance needs of the city
- **2C:** Identify opportunities for internal efficiencies and continuous improvement to effect a high performing organizational culture
- **2D:** Continuously review and update McKinney ethics policies for the City Council and Staff
- **2E:** Continuously provide a high level of customer service to our citizens

GOAL 3: MAXIMIZE THE DEVELOPMENT POTENTIAL OF THE MCKINNEY NATIONAL AIRPORT

- **3A:** Implement initiatives and strategies, including public-private partnerships, to attract and expand corporate and commercial aviation
- **3B:** Identify and implement land use regulations and policies which preserve and expand long-term operational excellence
- **3C:** Improve communication and marketing the value of McKinney National Airport to the city and region
- **3D:** Continually maintain national recognition for excellence in Fixed Base Operations

GOAL 4: FINANCIALLY SOUND GOVERNMENT

- **4A:** Provide funding and organizational framework to ensure continual economic improvements
- **4B:** Balance resources generated by property taxes, sales taxes, hotel occupancy tax, and fees
- **4C:** Pursue and maintain an AAA bond rating with S&P and Moody's
- **4D:** Create financial plans for future growth as well as future maintenance

GOAL 5: ENHANCE THE QUALITY OF LIFE IN MCKINNEY

- **5A:** Create affordable recreational and cultural arts activities for all ages throughout the City
- **5B:** Develop parks strategy to preserve green space for future park land
- **5C:** Continue to market and highlight McKinney as a unique destination for residents and visitors alike
- **5D:** Review McKinney historic design standards to ensure a balance between preservation of historic character and current market needs
- **5E:** Develop sustainable quality of life improvements within the City of McKinney
- **5F:** Maximize partnerships between the City of McKinney and private industry

GOAL 6: SAFE & SECURE COMMUNITY

- **6A:** Maintain meaningful public safety performance measures
- **6B:** Pursue and maintain the highest Insurance Service Office (ISO) fire protection classification
- **6C:** Pursue and maintain low crime rates in comparison to other communities
- **6D:** Continually increase operational efficiency in public safety departments
- **6E:** Engage in proactive and formal community outreach to the citizens of McKinney



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