

**RESOLUTION NO. 2013-03-\_\_\_ (R)**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MCKINNEY,  
TEXAS, APPROVING THE COUNCIL'S 2013 STRATEGIC PLAN**

**WHEREAS**, the City Council of the City of McKinney, Texas, has completed its strategic planning process for 2013;

**WHEREAS**, the City Council has identified strategic goals and priorities that will move the City forward; and

**WHEREAS**, a Strategic Planning Tracking document has been developed as part of the plan to ensure goals and priorities are accomplished over the next year.

**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 approves the 2013 Strategic Plan.

**DULY PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF MCKINNEY, TEXAS ON THE 5<sup>th</sup> DAY OF MARCH, 2013.**

CITY OF MCKINNEY, TEXAS

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BRIAN LOUGHMILLER  
Mayor

ATTEST:

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SANDY HART, TRMC, MMC  
City Secretary

BLANCA I. GARCIA  
Assistant City Secretary

APPROVED AS TO FORM:

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MARK S. HOUSER  
City Attorney

# 2013 Strategic Plan

## 1 Strong, Balanced Economy

Deliverable Projects		Lead	Start Date	Projected Completion Date
1.01	Gateway Hotel/Event Center	CMO	3/1/2010	12/31/2014
1.02	Gateway project property land use development plan	MEDC	1/17/2013	5/1/2013
1.03	Continue development of McKinney Corporate Center at Craig Ranch infrastructure	CMO	1/16/2013	10/1/2014
1.04	Commercial/Retail Corridor Strategies	DS		
1.04[a]	US380	DS	3/1/2013	9/1/2014
1.04[b]	US75	DS	1/1/2015	1/1/2016
1.04[c]	SH5/McDonald	DS	1/25/2013	2/1/2014
1.04[d]	Sam Rayburn Tollway	DS	1/1/2015	1/1/2016
1.04[e]	Airport Boulevard	DS	1/1/2016	1/1/2017
1.05	Initiate projects for voter-authorized bond issues	CMO	1/1/2013	12/31/2013
1.06	Develop strategy document for industrial areas	DS	1/1/2015	1/1/2016

## 2 Financially Sound City Government Providing Excellent Services

Deliverable Projects		Lead	Start Date	Projected Completion Date
2.01	Provide funding and organizational strategies for MEDC, MCDC, MCVB, Main Street, and PROS	CMO	1/31/2013	5/31/2013
2.02	Develop timeline for budget discussions	FIN	1/31/2013	4/30/2013

## 3 Vibrant Historic District: Authentic Downtown and Neighborhoods

Deliverable Projects		Lead	Start Date	Projected Completion Date
3.01	Provide strategy to develop surplus city-owned downtown lots	DS	7/1/2012	12/31/2013
3.02	Develop strategy to increase number of residents living in Historic District	DS	1/1/2006	4/2/2013
3.03	Develop municipal center location and funding strategy	CMO	7/1/2012	12/31/2013
3.04	Provide development strategies:			
3.04[a]	Cotton Mill	DS	9/15/2009	7/31/2013
3.04[b]	Flour Mill	DS	1/1/2006	7/31/2013
3.04[c]	SH5/McDonald Corridor	DS	1/25/2013	2/1/2014
3.05	Provide strategy for expanding entertainment and dining choices	DS	1/1/2015	1/1/2016
3.06	Increase parking capacity with structured parking	CMO	7/1/2013	12/31/2017

## 4 Improved Mobility within, to, and from McKinney

Deliverable Projects		Lead	Start Date	Projected Completion Date
4.01	Provide funding plan to maintain and upgrade city streets	PW	2/1/2012	4/1/2013

## 5 Sustainable, Unique Neighborhoods

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<b>Deliverable Projects</b>	<b>Lead</b>	<b>Start Date</b>	<b>Projected Completion Date</b>
5.01 Conduct due diligence and make a recommendation to Council for a recreation/aquatic center facility which does not require a subsidy from the General Fund	MCDC	2/1/2013	8/1/2012

## 2013 Strategic Plan Ongoing Efforts

### 1 Strong, Balanced Economy

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1.07	Work with Collin College to expand programs and partnerships	CMO
1.08	Expand commercial/industrial development at the Collin County Regional Airport including hangars, based aircraft and aviation-related businesses	MADC
1.09	Actively pursue balanced tax rate	CMO
1.10	Develop city infrastructure to support economic growth	DS

### 2 Financially Sound City Government Providing Excellent Services

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2.03	Maintain financial reserves consistent with city policies and national standards	FIN
2.04	Deliver city services in the most cost effective, efficient manner	CMO
2.05	Provide adequate resource levels to support defined services and service levels	CMO
2.06	Maintain or enhance resident satisfaction with city services	CMO
2.07	Leverage city resources through community and private sector partnerships	CMO
2.08	Maintain or enhance city bond rating	FIN

### 3 Vibrant Historic District: Authentic Downtown and Neighborhoods

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3.07	Preserve the architectural character	DS
3.08	Expand commercial development within the Historic District	DS
3.09	Attract more unique retail providing quality products and services	DS

### 4 Improved Mobility within, to, and from McKinney

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4.02	Improve traffic flow within the City	DS
4.03	Develop multi-use trail system connecting various community destinations	PROS
4.04	Reduce travel times through road expansion and signal timing	DS
4.05	Plan and develop new roads in the context of the targeted future commercial/residential development mix	DS

## **5 Sustainable, Unique Neighborhoods**

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5.02	Expand leisure facilities and venues	PROS
5.03	Develop and maintain unique neighborhoods with a "sense of place"	DS
5.04	Plan for future developments consistent with McKinney's vision	DS
5.05	Increase park and open space land holdings	PROS
5.06	Maintain and upgrade a quality housing stock	DS
5.07	Create population base for a sustainable community	DS