

**RESOLUTION NO. 2018-05-\_\_\_\_\_ (R)**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MCKINNEY,  
TEXAS, APPROVING THE COUNCIL'S FY2019 STRATEGIC GOALS**

**WHEREAS**, the City Council of the City of McKinney, Texas, has completed its strategic planning process for FY2019; and

**WHEREAS**, the City Council has identified a set of goals and supporting strategies 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 to follow, 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 a unified set of strategic 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 15<sup>TH</sup> DAY OF MAY, 2018.**

CITY OF MCKINNEY, TEXAS

\_\_\_\_\_  
GEORGE FULLER  
Mayor

ATTEST:

\_\_\_\_\_  
SANDY HART, TRMC, MMC  
City Secretary

APPROVED AS TO FORM:

\_\_\_\_\_  
MARK S. HOUSER  
City Attorney

# **McKINNEY FIRST**

CITY COUNCIL GOALS & STRATEGIES

FISCAL YEAR 2019



**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](http://www.McKinneyTexas.org)

# McKINNEY FIRST

## 2019 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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