

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



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 MCDL
- **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