

McKINNEY FIRST

CITY COUNCIL GOALS & STRATEGIES

FISCAL YEAR 2020



**DIRECTION FOR STRATEGIC &
ECONOMIC GROWTH**



OPERATIONAL EXCELLENCE



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



FINANCIALLY SOUND GOVERNMENT



**ENHANCE THE QUALITY OF LIFE
IN MCKINNEY**



SAFE & SECURE COMMUNITY



CITY OF MCKINNEY
www.McKinneyTexas.org

McKINNEY FIRST

FY 2020 CITY COUNCIL GOALS & STRATEGIES



CITY COUNCIL GOAL 1: DIRECTION FOR STRATEGIC AND ECONOMIC GROWTH.....3

- 1A: Establish regional and infrastructure incentives to increase economic growth
- 1B: Continue to 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 McKinney Economic Development Corporation (MEDC) and McKinney Community Development Corporation (MCDC)
- 1E: Increase community involvement and participation within local government/community

CITY COUNCIL GOAL 2: OPERATIONAL EXCELLENCE.....6

- 2A: Implement performance management practices that include developing and training staff and board/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

CITY COUNCIL GOAL 3: MAXIMIZE THE DEVELOPMENT POTENTIAL OF MCKINNEY NATIONAL AIRPORT... 9

- 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

CITY COUNCIL GOAL 4: FINANCIALLY SOUND GOVERNMENT.....10

- 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 (Standard & Poor's) and Moody's
- 4D: Create financial plans for future growth as well as future maintenance

CITY COUNCIL GOAL 5: ENHANCE THE QUALITY OF LIFE IN MCKINNEY.....12

- 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: Promote reinvestment activities in McKinney's historic downtown that balance 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

CITY COUNCIL GOAL 6: SAFE & SECURE COMMUNITY.....15

- 6A: Maintain meaningful public safety performance measures
- 6B: Pursue and maintain the highest Insurance Services Office (ISO) fire and building 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