

# **McKINNEY FIRST**

## **CITY COUNCIL GOALS & STRATEGIES**

**FY24**



**DIRECTOR FOR STRATEGIC AND ECONOMIC GROWTH**



**OPERATIONAL EXCELLENCE**



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



**FINANCIALLY SOUND GOVERNMENT**



**ENHANCE THE QUALITY OF LIFE IN MCKINNEY**



**SAFE & SECURE COMMUNITY**



Economic Growth	1C	Continue to develop a retail development strategy for key areas of the community to further diversity revenue sources and expand entertainment, dining, and shopping options and tourism to become a "Live, Work, & Play" community.	Conduct 18 check-in visits per quarter to McKinney hotel and bed & breakfast locations throughout FY24.
Economic Growth	1C	Continue to develop a retail development strategy for key areas of the community to further diversity revenue sources and expand entertainment, dining, and shopping options and tourism to become a "Live, Work, & Play" community.	Conduct 24 check-in visits per quarter to other McKinney hospitality partners and stakeholders throughout FY24.
Economic Growth	1C	Continue to develop a retail development strategy for key areas of the community to further diversity revenue sources and expand entertainment, dining, and shopping options and tourism to become a "Live, Work, & Play" community.	Increase social media following on all of our channels by the following targets: Instagram by 5% each quarter; Facebook by 5% each quarter; LinkedIn by 5% each quarter; and YouTube subscribers by 2% each quarter, throughout FY24.
Economic Growth	1C	Continue to develop a retail development strategy for key areas of the community to further diversity revenue sources and expand entertainment, dining, and shopping options and tourism to become a "Live, Work, & Play" community.	Increase newsletter active/engaged recipient list by 5% each quarter, and maintain an average minimum open rate of 35%, throughout FY24.
Economic Growth	1C	Continue to develop a retail development strategy for key areas of the community to further diversity revenue sources and expand entertainment, dining, and shopping options and tourism to become a "Live, Work, & Play" community.	Increase Visit Widget users by 5% each quarter throughout FY24.
Economic Growth	1C	Continue to develop a retail development strategy for key areas of the community to further diversity revenue sources and expand entertainment, dining, and shopping options and tourism to become a "Live, Work, & Play" community.	Increase Website users by 5% each quarter throughout FY24.
Economic Growth	1D	Leverage the existing partnerships with McKinney Economic Development Corporation (MEDC) and McKinney Community Development Corporation (MCDC).	Present the new Visit McKinney Strategic Plan to the board members of MEDC and MCDC by December 31, 2023.
Economic Growth	1D	Leverage the existing partnerships with McKinney Economic Development Corporation (MEDC) and McKinney Community Development Corporation (MCDC).	In partnership with MEDC and MCDC, co-promote McKinney as a destination at least once per quarter through various media throughout FY24.
Economic Growth	1D	Leverage the existing partnerships with McKinney Economic Development Corporation (MEDC) and McKinney Community Development Corporation (MCDC).	Attend at least four Business Retention and Expansion (BREP) visits by September 30, 2024.



Economic Growth	1D	Leverage the existing partnerships with McKinney Economic Development Corporation (MEDC) and McKinney Community Development Corporation (MCDC).	Co-host two "McKinney Hospitality Showcase" events at local corporate headquarters per year by September 30, 2024.
Economic Growth	1E	Increase community involvement and participation within local government/community	Send out visitor sentiment survey to meeting/event planners within 72 hours of the completion of their visit to McKinney, throughout FY24.
Economic Growth	1E	Increase community involvement and participation within local government/community	Achieve at least a 30% response rate on visitor sentiment surveys sent throughout FY24.
Economic Growth	1E	Increase community involvement and participation within local government/community	Host two events inside the McKinney Visitor Experience Center each quarter throughout FY24.
Operational Excellence	2B	Continuously provide a high level of customer service to our citizens.	Answer all incoming phone calls, emails, or messages within 24 business hours, to assist residents or connect them to appropriate staff, throughout FY24.
Operational Excellence	2B	Continuously provide a high level of customer service to our citizens.	Increase total visitor center traffic numbers by 25%, compared to last fiscal year, by September 30, 2024.
Operational Excellence	2B	Continuously provide a high level of customer service to our citizens.	Participate in a minimum of two Community Events to showcase Visit McKinney and what we have to offer by September 30, 2024.
Operational Excellence	2C	Through the use of dashboards, performance management tool and new technologies, identify opportunities for internal efficiencies and continuous improvement to foster and reinforce a high performing organizational culture.	Update Destination Dashboards platform at least one week before every Visit McKinney board meeting throughout FY24.
Operational Excellence	2D	Implement performance management practices that include developing and training staff and Board and Commission members and schedule joint City Council and Boards and Commissions meeting to encourage alignment with City Goals & Priorities.	Ensure 100% of the new Board Members are fully trained by December 31, 2023.
Operational Excellence	2D	Implement performance management practices that include developing and training staff and Board and Commission members and schedule joint City Council and Boards and Commissions meeting to encourage alignment with City Goals & Priorities.	Ensure subject matter experts present informative board agenda items at each Visit McKinney board meeting throughout FY24.
Operational Excellence	2D	Implement performance management practices that include developing and training staff and Board and Commission members and schedule joint City Council and Boards and Commissions meeting to encourage alignment with City Goals & Priorities.	Develop staff level S.M.A.R.T. Goals by December 31, 2023.



Operational Excellence	2D	Implement performance management practices that include developing and training staff and Board and Commission members and schedule joint City Council and Boards and Commissions meeting to encourage alignment with City Goals & Priorities.	Ensure Executive Director has at least 10 informal check-ins with all Visit McKinney Staff, throughout FY24.
Operational Excellence	2F	Implement "Smart Cities" approach and digital technologies in the City's operations in support of achieving operational excellence.	Implement geolocation data software to promote and track visitor traffic and engagement, by December 31, 2023.
Airport	3C	Improve communication and marketing the value of McKinney National Airport to the city and region.	Create timely content about the McKinney Airport and share it through the McKinney marketing channels at least once per quarter, throughout FY24.
Airport	3C	Improve communication and marketing the value of McKinney National Airport to the city and region.	Establish a presence for visitor information at TKI by March 31, 2024.
Financially Sound Government	4C	Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees.	Increase by 3.5% tourism spending in the City of McKinney by September 30, 2024.
Financially Sound Government	4C	Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees.	Increase by 4% direct employment by hospitality industry businesses 4% by September 30, 2024.
Financially Sound Government	4C	Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees.	Generate a 3% increase from the previous year in new requests for proposals (RFP) leads for group business from Corporate, Association, SMERF (social, military, education, religious and fraternal), and/or Wedding Markets by September 30, 2024.
Financially Sound Government	4C	Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees.	Attend and/or send collateral to a minimum of 5 trade shows/conferences by September 30, 2024.
Financially Sound Government	4C	Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees.	Increase total number of booked rooms by 3% from previous year by September 30, 2024.
Financially Sound Government	4C	Balance resources generated by property taxes, sales taxes, hotel occupancy tax and fees.	Process all incoming RFPs within one business day throughout FY24.
Quality of Life	5B	Create affordable recreational and cultural arts activities for all ages throughout the city.	Set up, coordinate, and promote at least 8 physical walking tours of the City of McKinney each quarter throughout FY24.
Quality of Life	5B	Create affordable recreational and cultural arts activities for all ages throughout the city.	Develop and implement at least 4 new Visit Widget Tours by September 30, 2024.
Quality of Life	5B	Create affordable recreational and cultural arts activities for all ages throughout the city.	Attract more community members to the Visitor Center by offering at least 1 free program per quarter throughout FY24.