

TOWN OF ADDISON, TEXAS

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS APPROVING THE SEVEN PILLARS OF SUCCESS AND TEN MILESTONES OF THE ADDISON STRATEGIC PLAN AND PROVIDING AN EFFECTIVE DATE.

WHEREAS, the City Council met in a special work session on June 11, 2018 to review and revise the components of the Town's Strategic Plan; and

WHEREAS, the Seven Pillars and Milestones have been identified to develop a cohesive visions of the future that creates excitement and commitment for the Town of Addison; and

WHEREAS, as a result of the Council's discussion, the City Council desires to adopt amendments to the Pillars of Success and Milestones components of the Strategic Plan.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS:

Section 1. The Strategic Planning Session Results, including the Seven Pillars and the Milestones, attached hereto as **EXHIBITA** and incorporated herein, are hereby approved.

Section 2. This Resolution shall take effect from and after its date of adoption.

PASSED AND APPROVED by the City Council of the Town of Addison, Texas this the 10th day of July, 2018.

Joe Chow, Mayor

ATTEST:

By: _____
Irma Parker, City Secretary

APPROVED AS TO FORM:

By: _____
Brenda N. McDonald, City Attorney

RESOLUTION No. _____

EXHIBIT A

Addison City Council Strategic Planning Sessions Results

Addison City Council held a special work session on June 11, 2018 regarding the future of Addison. The document identifies the 7 pillars, the Top 10 milestones and the additional milestones within each pillar.

Vision of Success

The Council participated in an exercise to review the previous 7 pillars and 10 milestones identified by Council in order to develop a cohesive vision of the future that creates excitement and commitment for the Town of Addison. As discussions ensued, the Council identified 7 pillars of success for this vision of the future. As it takes all pillars to hold up a large structure, so it takes these "pillars" to uphold the vision for the future successes of the Town of Addison.

The pillars are listed alphabetically, not in order of importance, for they are all considered to be important elements of their vision. The Top 10 milestones are bolded; other milestones are not listed in rank order.

Entrepreneurship and Business Hub

- **Focus on economic development activities which attract and retain entrepreneurship and high-tech conferences**
- **Review Town's ordinances and regulations to modernize them and facilitate redevelopment**
- **Create a specific channel to receive input from the business community**
- Use airport to promote business aviation and provide business amenities
- Expand and upgrade the Treehouse to continue to foster a vibrant business community
- Expand partnerships with Universities to promote entrepreneurship
- Strengthen our relationships with hotels and restaurants to maximize our Tourism dollars

EXHIBIT A

Excellence in Asset Management

- **Implement the Asset Management Plan**
- Create an Asset Management Plan
- Benchmark
- Implement Infrastructure Reinvestment Plan
- Evaluate Town facilities for the best use of Addison's future

Excellence in Transportation Systems

- **Develop a Cotton Belt Strategy**
- **Maintain all roads in an acceptable condition and well maintained**
- Connectivity around the Town with a view toward economic development
- Maintain airport, including a “Customs” solution
- Cooperate with Dallas for effective intersections, traffic lights and DART service
- Connectivity among modes of transportation (DART, Cotton Belt, Taxis, etc.)
- Transit-oriented development
- Effective transportation to/from events
- Enhance quality of life with trails for connectivity
- Identify additional funding for Midway Road and begin reconstruction
- Identify funding for Belt Line Road Enhancements

Gold Standard in Customer Service

- **Clarify and Protect the Addison Way**
- Maintain clear metrics that identify and motivate exceptional customer service
- Be responsive to community
- Great communications
- Benchmark against the best
- Conduct a business survey

EXHIBIT A

Gold Standard for Financial Health

- **Implement and continue development of long-term financial plan**
- Be a Best Practices Organization in financial matters
- Positive correlation between tax rate and the value proposition
- Obtain and maintain the highest credit agency rating
- Pursue additional Texas Transparency stars

Gold Standard in Public Safety

- **Maximize use of cutting edge technology to enhance public safety**
- Ensure walkability around Town is safe
- Enlist more community support for Code Enforcement
- Continue to provide 1st rate education to first responders
- Community-policing to foster engagement
- Provide more training for citizens' safety programs through police/fire
- Support Addison Citizens Assisting Police (ACAP)
- Continuously improve police/fire response times with a sufficient workforce

Optimize the Addison Brand

- **Define and promote Addison identity**
- Keep airport as the best place to be and fly for business
- Desirability of Addison to live, work, and play
- Elevate Addison regionally, nationally, and internationally
- Optimize the beauty of Addison
- Evaluate events for iconic status and brand building
- Build upon the creative and innovative culture of Addison
- Promote Addison's safe environment