

RESOLUTION NO. R20-053

**A RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS
APPROVING SEVEN STRATEGIC PILLARS 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 15, 2020 to review and revise the components of the Town's Strategic Plan; and

WHEREAS, the seven Strategic Pillars and ten Milestones have been identified to develop a cohesive vision 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 Strategic Pillars 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 special work session results, including the seven Strategic Pillars and the ten Milestones, attached hereto as **EXHIBIT A** and incorporated herein, are hereby approved.

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

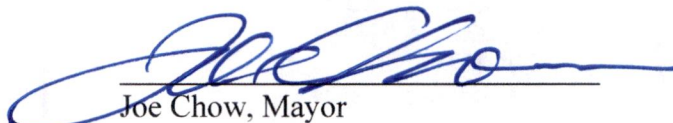
DULY RESOLVED AND ADOPTED by the City Council of the Town of Addison, Texas, on this the **14th** day of **JULY 2020**.



ATTEST:


Irma G. Parker, City Secretary

TOWN OF ADDISON, TEXAS


Joe Chow, Mayor

Reviewed/Prepared/Approved by law offices of **Messer,
Fort & McDonald**

EXHIBIT A

Strategic Plan for Fiscal Year 2021

Pillar One: Entrepreneurship and Business Hub

- **Milestone:** Economic Development focus on attracting and retaining entrepreneurship and targeted industry sectors (Information Technology, Financial Services, Engineering/Research/Development Services, Consulting Services, and Creative Services).
- **Milestone:** Review Town Ordinances and regulations to modernize them and facilitate redevelopment.
- **Milestone:** Create channels for two-way communication with the business community.

Pillar Two: Excellence in Asset Management

- **Milestone:** Implement the Asset Management Plan in accordance with the Asset Management Policy, utilizing information systems.

Pillar Three: Excellence in Transportation Systems

- **Milestone:** Promote Silver Line Development.
- **Milestone:** Improve all modes of transportation with infrastructure in acceptable condition and well- maintained.

Pillar Four: Gold Standard in Customer Service

- **Milestone:** Promote and protect Addison Way.

Pillar Five: Gold Standard in Financial Health

- **Milestone:** Continue development and implementation of Long-Term Financial Plan.

Pillar Six: Gold Standard in Public Safety

- **Milestone:** Maximize use of cutting-edge technology to enhance public safety.

Pillar Seven: Optimize Addison Brand

- **Milestone:** Define and promote Addison Identity.