

RESOLUTION NO. _____

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 16, 2021 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 meeting 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 this the 13th day of July 2021.

Joe Chow, Mayor

ATTEST:

APPROVED AS TO FORM:

Irma Parker, City Secretary

Brenda N. McDonald, City Attorney

EXHIBIT A

Strategic Plan for Fiscal Year 2022

Pillar One: Innovative in Entrepreneurship and Business

Milestone 1: Economic Development focus on attracting and retaining entrepreneurship, high-tech conferences, and Transit Oriented Development.

Milestone 2: Leverage the new Customs Facility to promote international travel use of the Airport.

Milestone 3: Leverage the use of the Airport to maximize business growth and expansion.

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 1: Promote Silver Line Development.

Milestone 2: 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.