

**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 7, 2022 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 28<sup>th</sup> day of June 2022.

\_\_\_\_\_  
Joe Chow, Mayor

**ATTEST:**

\_\_\_\_\_  
Irma Parker, City Secretary

## **EXHIBIT A**

### **Pillars and Milestones for Fiscal Year 2023**

#### **Pillar One: Innovative in Entrepreneurship and Business**

- Milestone 1: Attract and retain innovators in target industries.
- Milestone 2: Leverage Addison's unique assets to grow and expand placemaking business programs and events that will set Addison apart to attract talent and businesses.
- Milestone 3: Leverage Airport assets 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: Effectively utilize and promote the Silver Line development with a first mile/last mile solution.
- 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: Prepare for the impact of new growth and development in Addison.

#### **Pillar Seven: Optimize Addison Brand**

- Milestone: Define and promote Addison Identity.