

RESOLUTION NO. _____

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

WHEREAS, the City Council met in a Special Meeting on March 27, 2023 to discuss the Town’s Strategic Plan; and

WHEREAS, the Vision Statement, Strategic Pillars, and 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 a Vision Statement, Strategic Pillars, and Milestones for Fiscal Year 2024.

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

Section 1. The Vision Statement, Strategic Pillars, and Milestones for Fiscal Year 2024, 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 **25th** day of **April** 2023.

Joe Chow, Mayor

ATTEST:

Irma Parker, City Secretary

EXHIBIT A

Vision Statement, Pillars, and Milestones for Fiscal Year 2024

Vision Statement:

The Town of Addison is the benchmark for a diverse, vibrant, innovative, and connected community. Our unique places and experiences enhance the quality of life of our residents, businesses, workers, and visitors and makes Addison **the** place to live, work, and visit.

Pillar One: Innovation in Entrepreneurship and Business

- Milestone 1: 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 2: 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 1: Establish an intentional culture throughout the organization that is based on continuous improvement, excellence, and adherence to the core values (BRAVE*).
- Milestone 2: Promote and protect Addison Way.
- Milestone 3: Continuously improve processes and policies to include the voice of the customer and ensure the policies are easily accessible.
- Milestone 4: Improve communications and use of technology.

Pillar Five: Gold Standard in Financial Health

- Milestone 1: Continue development and implementation of Long-Term Financial Plan.
- Milestone 2: Incorporate fiscal analysis in long-range planning.
- Milestone 3: Align budget and projects with the strategic 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: Continue to enhance and promote Addison's Identity.

*The Town's core values (BRAVE) are depicted in the graphic on the next page.

HOW WE MAKE A DIFFERENCE

B

Accountability

- Assume ownership and responsibility.
- Graciously accept feedback from those we serve, we lead and are led by.



R

Responsiveness

- Anticipate and understand the needs of the community and each other.
- Develop solutions and communicate in a timely and effective manner.



A

Innovation

- Take calculated risks to develop solutions that improve service.



V

Service

- Exhibit a passion for creating solutions.
- Exceed customer's expectations.



E

Integrity

- Conduct business ethically and with complete transparency.
- Do the right thing, even when it's difficult.

