

RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE TOWN OF ADDISON, TEXAS APPROVING A VISION STATEMENT, KEY FOCUS AREAS, AND STRATEGIC OBJECTIVES OF THE ADDISON STRATEGIC PLAN; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, the City Council met in a Special Meeting on February 8th and 9th, 2024 to discuss the Town’s Strategic Plan; and

WHEREAS, the Vision Statement, Key Focus Areas, and Strategic Objectives have been developed to create a cohesive vision of the future for the Town of Addison and a strategic plan to guide these efforts; and

WHEREAS, as a result of the Council’s discussion, the City Council desires to adopt a Vision Statement, Key Focus Areas, and Strategic Objectives for Fiscal Year 2025.

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

SECTION 1. The Vision Statement, Key Focus Areas, and Strategic Objectives for Fiscal Year 2025, 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 **5th** day of **MARCH, 2024.**

TOWN OF ADDISON, TEXAS

Bruce Arfsten, Mayor

ATTEST:

Valencia Garcia, Interim City Secretary

EXHIBIT A

Vision Statement, Key Focus Areas, and Strategic Objectives for Fiscal Year 2025

Vision Statement:

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

Key Focus Area: Public Safety

- **Strategic Objective:** Retain, recruit, and train quality employees in the Addison Way and provide adequate resources (facilities, tools, equipment, etc).
- **Strategic Objective:** Proactively enforce and strengthen Town zoning, building, and health and safety codes.
- **Strategic Objective:** Prepare for the impact of new growth, redevelopment, and density.
- **Strategic Objective:** Continuously evaluate response needs to changing environment.
- **Strategic Objective:** Leverage technology to address issues.

Key Focus Area: Economic Development and Revitalization

- **Strategic Objective:** Pursue new economic development and zoning tools to revitalize declining areas.
- **Strategic Objective:** Implement the Transit-Oriented Development (TOD) and leverage that investment as a catalyst to improve the surrounding area.
- **Strategic Objective:** Provide premium development in all forms through the vision established in the Town's new comprehensive plan.
- **Strategic Objective:** Optimize and market Addison's brand, uniqueness, and our "Addison Way" culture.
- **Strategic Objective:** Leverage the Addison Airport to maximize business growth and expansion.
- **Strategic Objective:** Revitalize existing hotels and attract high quality hotel and meeting space options.

Key Focus Area: Mobility and Connectivity

- **Strategic Objective:** Facilitate build-out of Addison as a major North Dallas transportation HUB.
- **Strategic Objective:** Improve East-West pedestrian connectivity.
- **Strategic Objective:** Update and implement Master Transportation Plan (MTP).
- **Strategic Objective:** Address first mile/last mile TOD connectivity.
- **Strategic Objective:** Connect major destinations in Town.

- **Strategic Objective:** Improve pedestrian safety.

Key Focus Area: Infrastructure Development and Maintenance

- **Strategic Objective:** Continue to invest in and maintain our Asset Management Plan.
- **Strategic Objective:** Evaluate infrastructure needs for new development and redevelopment staying true with Addison brand.

Key Focus Area: Financial Health and Organizational Excellence

- **Strategic Objective:** Attract, retain, and develop top tier employees.
- **Strategic Objective:** Implement continuous improvement and business process efficiencies maximizing the Addison way and brand.
- **Strategic Objective:** Maintain credit rating and a fiscally resilient budget process.
- **Strategic Objective:** Explore opportunities for consolidating and/or expanding Town facilities.

Key Focus Area: Community Engagement

- **Strategic Objective:** Develop a pathway for future community leaders.
- **Strategic Objective:** Create meaningful short-term service opportunities.
- **Strategic Objective:** Use innovative approaches to marketing and engagement the Addison Way.
- **Strategic Objective:** Leverage the Addison brand through the Addison website and social media.

Key Focus Area: Vibrant Active Community

- **Strategic Objective:** Enhance the resident and visitor experience by activating our community parks and Town assets.
- **Strategic Objective:** Enhance Addison gateways and visual appeal of streetscapes to optimize Addison brand.
- **Strategic Objective:** Vision & create special moments that make people want to be in Addison (arts, events, AAC, markets) to optimize the Addison brand.