



UPDATED TOWN OF FRISCO STRATEGIC PLAN

2024-2028



INTRODUCTION

In June 2024, Frisco Town Council had a retreat facilitated by Dr. Andrew Schnackenberg from the University of Denver's Daniels College of Business to review and revise the Town's strategic plan. This retreat was also informed by work done in the fall of 2023 with staff to better understand the internal, employee culture in Town government, which impacts the capacity and services delivered to the community. This work included a Town of Frisco employee opinion survey, and based upon the results of these surveys, it was determined that the Town of Frisco offers many opportunities to be inspired and innovative/unique in the workplace, but these did not seem to be represented well in the current vision, mission, and values.

As a result of this work with Council and staff, a new vision, mission and values were developed and reviewed with Council during their retreat this past June, and this was presented with more Council and staff revisions during the August 13, 2024 Town Council meeting where Council provided more feedback.

The purpose of this document is to provide clear, concise, and future-focused direction regarding what the Town of Frisco organization is, who it serves, how it serves, what it does, and why it does what it does. This updated strategic plan from the Town Council, adopted by resolution at a regular scheduled Council meeting, will provide the schematic for all who serve in Town government in order to direct the actions of Frisco government for the next several years.

This document will be used for the following purposes:

- To articulate Frisco Town government's commitment to the community
- To clearly state the future vision and the mission of the organization
- To describe how the Council would like the Town to look and act in the future
- To develop an annual work plan for the Town Government to achieve the future vision
- To guide how financial and time resources are allocated in order to achieve the goals in the plan

THE PLAN

The Strategic Plan is organized in the following manner in order to allow all accessing this plan to step through in a logical manner. The major sections are as follows:

- *Public Service Commitment to the Town of Frisco:* A statement of how Frisco government will conduct itself in doing the public's business
- *Vision:* A statement of the Town's desired future state
- *Mission:* What Frisco Town government does
- *Values:* The guiding principles by which Frisco Town government operates
- *Strategic Objectives:* The major areas of concentration that will lead Town government to meeting the Council's vision
- *Pillars:* The areas of focus to accomplish the strategic objectives
- *Strategic Objective and Pillars Percentage Weights:* The weights applied to the strategic objectives and pillars are intended to express where resources are most needed at this time to make progress; they are not an expression of ranking or importance.



PUBLIC SERVICE COMMITMENT TO TOWN OF FRISCO

Provide leadership, civility, efficiency, transparency, accountability, and fiscal responsibility to assure a thriving future for the Town of Frisco.



VISION

To be a welcoming mountain town that connects people with nature and supports opportunities for community wellbeing.



MISSION

We create a powerful sense of community by maintaining public safety, providing quality core services, fostering connections to one another, and creating unparalleled experiences.



VALUES

- *Be Courageous*
- *Lead and Serve with Care*
- *Show Gratitude*
- *Own It*
- *Embrace Play*



STRATEGIC OBJECTIVES

Work during the June Town Council retreat included Council confirming the four strategic objectives of the plan, as well as arriving at the pillars that supported these objectives. Town Council was also asked to allocate weights to each pillar, as this is critical to delivering results and determining budget allocations. Town Council will evaluate and re-allocate weights to each pillar on an annual basis. The pillar weights are not intended to reflect importance and are instead intended to express where resources are most needed to make progress. The objectives and pillars are as follows:



Provide Progress-driven Quality Core Services

The Town commits to providing timely and innovative core services with efficiency, excellent customer service, and professionalism:

Pillars:

- **Environmental Stewardship and Climate Change:** This pillar emphasizes the commitment to protecting the environment and taking proactive steps to mitigate the effects of climate change.
- **Infrastructure and Public Safety.** Maintaining and enhancing infrastructure, along with providing essential public safety services, are crucial for the well-being and security of the community.
- **Financial Responsibility, Community Engagement, and Governance.** Balancing the budget, maintaining fund balances, attracting high-performing personnel, and engaging with the community are key to ensuring the town's evolution and effective governance.



Provide Vibrant Culture, Arts, and Recreation Opportunities

The Town of Frisco recognizes experiences in recreational, artistic, historical, and cultural assets, as foundational to the Town's vibrancy and the quality of life for residents and visitors.

Pillars:

- **Preservation of Historical Assets:** This pillar emphasizes the importance of maintaining and protecting varied historical assets for future generations, ensuring that the Town's broad history is preserved and accessible.
- **Arts, Culture and Recreation for Residents:** The town prioritizes providing arts, culture, and recreational opportunities for its residents, aiming to enhance their quality of life through diverse and engaging activities.
- **Accessible Opportunities for All:** Recognizing the value of tourism, this pillar focuses on offering unique and accessible arts, culture, and recreational opportunities to all residents and visitors.

STRATEGIC OBJECTIVES



Enhance Community Inclusivity

The Town of Frisco is committed to making decisions and policies which welcome and support all, so they can pursue their full potential in our unique mountain town.

Pillars:

- **Diverse Housing:** Offering a variety of housing types to support the workforce and residents.
- **Lasting Social Sustainability:** Considering equity, inclusivity, and accessibility in decisions and policies.



Support a Thriving Economy

The Town of Frisco strives to create a thriving economy for our community by encouraging a variety of businesses which provide needed goods and services:

Pillars:

- **Infrastructure Development:** This includes preserving and improving infrastructure that helps the business community, as well as making plans for and investing in Main Street and Summit Boulevard infrastructure.
- **Workforce and Community Support:** This pillar focuses on increasing workforce housing to appropriate levels, supporting increased access to childcare, and continuing to support regional transit and mobility improvements.
- **Economic Growth and Regulation:** This involves supporting business development and diversification, having a regulatory system that protects health, safety, and welfare while promoting customer service, funding programs, and regulations that support the visions for Main Street and Summit Boulevard.