



## MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**  
**FROM: TOM FISHER, TOWN MANAGER**  
**RE: A RESOLUTION ADOPTING THE 2023-2026 STRATEGIC PLAN**  
  
**DATE: JULY 25, 2023**

**Summary and Background:** The Frisco Town Council met in two public sessions during the first half of 2023 to discuss and decide on drafting a newly proposed Strategic Plan Update that is being presented for adoption. With two new Council members elected in 2022, and a Town Manager hired in 2022, it was an appropriate time for the Council to discuss the previous strategic plan, and progress in reaching its goals. Individual goals and desires for the Town and Town government were also discussed to start to build consensus around what the Council would project to the organization and the community about their future strategy.

The purpose of this document is to provide clear, concise, and future-focused direction to all on what our Town of Frisco organization is, who it serves, what it does and why it does what it does. This communication from the Town Council, adopted by Resolution at a Regular scheduled Council meeting, will provide the schematic for all in Town government service to direct the actions of the organization for the next few years.

### **Analysis:**

This Strategic Plan will be used for the following purposes:

- To articulate our 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 to the Town to look and act like 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 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 and their contribution are as follows:

- Public Service Commitment to the Town of Frisco: a statement of how our government will conduct itself in doing the public's business.
- Vision: a statement of the future state of the Town of Frisco that is desired to be achieved.
- Mission: What it is our Town Government does.
- Values: The guiding principles that our Town government keeps in mind while operating.

- Strategic Objectives: The major areas of concentration that will lead Town government to meeting the Council's vision.
- 2023 Accomplishments of Goals: A review of what has happened or is still to happen in 2023. This demonstrates how the organization uses the strategic plan
- 2024 and beyond Goal expectations: Initial, but not a complete, list of project and program goals that will help the Town move towards Strategic Objective accomplishment and meeting the future vision

**Alignment with Strategic Plan:** This will establish a new Strategic Plan for the years 2023-2026.

**Staff Recommendation:** Staff recommends that Council adopt Resolution 23-23, adopting the 2023-2026 Town of Frisco Strategic Plan.

**Attachments:**

Attachment 1 – Resolution 23-23

Attachment 2 – Draft 2023-2026 Town of Frisco Strategic Plan