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## MEMORANDUM

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P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**  
**FROM: NANCY KERRY, TOWN MANAGER**  
**RE: TOWN OF FRISCO 2020-2021 STRATEGIC PLAN UPDATE**  
**DATE: NOVEMBER 10, 2020**

**Summary and Background:** In July of this year, the Town Council held two retreats reviewing the list of priorities and goals to be accomplished during the next 6 to 12 months. In 2019 the Council identified five high-priority goals, actions to achieve those goals, and timelines by which they intend the work to be completed. This year the council realigned Vibrant Recreation to include the history and arts. Following the workshop, the Town's Leadership Team and staff within each department aligned operations, projects and programs to the Town Council's priorities.

Note: The Town Council recently addressed the need to fully evaluate the future vision for the Town of Frisco, which is agendaized to be considered in January of 2021. Evaluating and adopting a specific vision will provide guidance as to purpose and expected outcomes for Town Council priorities, projects, and programs. Following a discussion and adoption of the Town vision, staff will bring forward Town Council discussion regarding summer 2021 events and potentially reconsideration of the priorities and projects included in the attached 2020-2021 Strategic Plan.

**Analysis:** When implemented effectively, strategic planning is a worthwhile process establishing clear priorities of the Town Council, which are in turn aligned with the budget and department priorities. Meaningful strategic planning also includes measurable milestones to establish necessary urgency among departments, ensuring progress is made in accordance with the expectations of the Town Council. The Town Council identified the following five strategic priorities:

- (1) The Town of Frisco will be an Inclusive Community;
- (2) The Town of Frisco will strive to create a Thriving Economy;
- (3) The Town of Frisco will take action to achieve a Sustainable Environment;
- (4) The Town of Frisco will prioritize its Vibrant Culture, Art & Recreation; and
- (5) Providing Quality Core Services are the heart of the Town of Frisco.

The Town Council also identified several high-priority goals to be incorporated into the Town's work plans immediately:

- (1) **Strategic Priority, Inclusive Community High Priority Goals: Increase Full-time Residents to 50%, Implement Plans to improve Social Equity and Justice, Adopt a five-year Housing Plan and Implement Housing Projects (CDOT, Granite Street).**

- (2) Strategic Priority, Thriving Economy Priority Goal: **Development Main Street Economy**
- (3) Strategic Priority, Sustainable Environment High Priority Goal: **Net Zero** along with **Implementation of the Climate Action Plan**
- (4) Strategic Priority, Core Services High Priority Goals: **Strengthen Infrastructure Resiliency** along with **Digitize Government Services**

**Financial Impact:** The Strategic Plan itself does not have a financial impact to the Town. However, *implementing* the strategic priorities does have significant financial impact in order to accomplish the goals described in the plan. If the Council adopts the Strategic Plan as presented, staff will incorporate these goals, aligning the Council's vision, priorities, goals, budget, and department work plans to create the environment in which high-performing teams excel.

**Staff Recommendation:** It is the recommendation of the Town Manager that the Town Council discuss and direct implementation of the attached 2020-2021 Strategic Plan and support continuing the discussion with a January 2021 Town vision discussion.

**Attachments**

- 1) Proposed Strategic Plan

**Reviews and Approvals:** This report has been written by Nancy Kerry, Town Manager.