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## MEMORANDUM

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P.O. Box 4100 ♦ FRISCO, COLORADO 80443

**TO: MAYOR AND TOWN COUNCIL**  
**FROM: DIANE McBRIDE, INTERIM TOWN MANAGER**  
**RE: TOWN OF FRISCO 2020-2021 STRATEGIC PLAN UPDATE + 2022 PROJECT PLANS**  
**DATE: FEBRUARY 8, 2022**

**Summary and Background:** In 2019, the Town Council identified five high-priority goals, actions to achieve those goals, and timelines by which they intended the work to be completed. This work was compiled into the 2019-2020 Strategic Plan and adopted by Council on May 29, 2019. This document established the clear priorities of the Town Council and aligned them with budget and department priorities.

In July 2020, the Town Council held a two-day retreat to review the list of priorities and goals to be accomplished during the next six to 12 months. Following this retreat, the Town's leadership team and department staff aligned operations, projects and programs to the Town Council's priorities, and presented this information in the form of the 2020-2021 Strategic Plan to Town Council on November 10, 2020.

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 discussed the need to fully evaluate the future vision for the Town of Frisco, including where the Town is today, and where the Town Council would like it to be five years from now. To accomplish this, two worksessions were facilitated in 2021 by the Insights Collective Team. The Insights Collective Team laid the foundation for a shared understanding of current realities. Topics included economic drivers for Frisco and their importance or value for the Town, and realities the Town should consider including community changes, retail/restaurants and the changes in customer expectations, special events and impact on community culture, municipal funding models, will there be a lasting impact of the pandemic on the mindset, etc. They also shared their knowledge of both the successful and not so successful

strategies, which municipalities have deployed to support the harmony between resident quality of life and visitor experience, and they discussed how these strategies aligned with the Town's Strategic Plan and Community Plan priorities.

While this work was occurring, a major transition was also occurring in the Town Manager's office, and as a result, the work with the Insights Collective Team was put on hold. Over the last year, staff has continued work on the five strategic priorities from the 2020-2021 Strategic Plan and will present an update to Council on these goals and action items during the February 8th Council meeting.

During the preparation for the 2022 budget, staff continued to work closely with Council on their strategic priorities. Each of the policy questions associated with a financial request was tied to the Strategic Plan and the five strategic priorities. Staff will also present an update on these 2022 projects, including a timeline for implementation and anticipated completion.

**Analysis:** Strategic planning has been shown to be a worthwhile process for the Town of Frisco Council and staff. The process establishes clear priorities of the Town Council. These priorities are aligned with the budget and department priorities. The plan also includes measurable milestones and supports accountability at all levels.

An update on the 2020-2021 Strategic Plan has not been formally presented to the Town Council, although work continued on this plan throughout 2021 and now into 2022. This update with Town Council will review the progress that has been made on the Strategic Plan, confirm priorities, and establish the project plan for 2022.

**Financial Impact:** The Strategic Plan has action items and goals associated with each priority. The majority of these action items and goals are included in the 2022 budget. If an action item or goal is not associated with a budget line item, this will be noted in the presentation and pending Council direction, may be included in a budget amendment at a later date.

**Alignment with Strategic Plan:** It is the recommendation of the Interim Town Manager that the Town Council discuss the goals and action items associated with the 2020-2021 Strategic Plan and the 2022 priorities. Once the new Council is seated and a new Town Manager is under contract, staff recommends the Town Council establish a new strategic plan, vision plan and/or project plan for the future.

**Environmental Sustainability:** n/a

**Staff Recommendation:** It is the recommendation of the Interim Town Manager that the Town Council discuss the goals and action items associated with the 2020-2021 Strategic Plan and the 2022 priorities. Once the new Council is seated and a new Town Manager is under contract, staff recommends the Town Council establish a new strategic plan, vision plan and/or project plan for the future.

**Approved By:**  
Leslie Edwards, Finance Director

**Attachments:**

Attachment 1 – Town of Frisco 2020-2021 Strategic Plan