



FRISCO TOWN COUNCIL MISSION STATEMENT

To preserve a family-oriented and economically vibrant mountain community that encourages citizen involvement, respects our community character and natural environment, and enhances our quality of life.



FRISCO TOWN COUNCIL STRATEGIC PLAN 2016–2018

Goals and Objectives

Items highlighted in red are the highest priorities in the Town Council work plan

I. WE BALANCE THE BUDGET – Assure financially sound Town government

- Use available revenues to maintain and expand Town services based upon community need.
- Maintain sufficient reserves in all funds.
- Diversify revenue sources.
- Evaluate fee structure.
- Maintain Town infrastructure and facilities.
- Employ established, effective methods of long-range revenue and expenditure forecasting.
- Employ cost-containment and cost-control measures, including program prioritization and performance measurement, to prevent expenditures from exceeding revenues (e.g. ensuring that the Capital Fund is able to address future community needs).

II. WE SERVE AND PROTECT – Provide a safe and secure community

- Coordinate with other government agencies to ensure optimal disaster and emergency preparedness, specifically wildfire mitigation.
- Maintain safety in public gathering places.
- Keep Town facilities secure.
- Ensure citizen safety throughout the Town with a focus on safe access to schools.
- Promote positive community relations and customer service to improve relationships, trust, and foster confidence in our Police Department's mission to protect and serve.
- **Improve pedestrian, bicyclists and vehicle safety throughout Frisco.**

III. WE HAVE PRIDE – Pursue a balanced and sustainable local economy

- Actively work to develop communication with the business community to maximize economic opportunities.
- Strengthen and diversify the retail base to increase sales tax revenues.
- **Maintain an integrated marketing plan for the Frisco Adventure Park, Frisco Bay Marina, Frisco Nordic Center and Frisco Main Street for the purpose of generating revenue.**
- Increase the number of workforce, family friendly and attainable housing units in Frisco.
- Maintain a leadership role in the local and regional issues of transportation, water quality, housing and healthcare.

IV. WE HAVE BRIGHT IDEAS – Promote sustainable environmental policies and practices

- Preserve and restore existing open space and wetlands.
- Implement and incentivize environmental stewardship and update sustainability plan to reduce greenhouse gas emissions.
- Develop solid waste reduction targets and plan (e.g., construction, restaurant, residential, and large retail waste reduction, and single use plastic bags).
- Update and implementation of a town-wide reforestation plan.
- Participate in regional efforts to consider more efficient recycling services and waste management.

V. WE PLAY – Enhance community amenities

- Ensure Town infrastructure and facilities are well-designed and well-maintained.
- **Update and implement a year-round Peninsula Recreation Area Plan and maintaining a working relationship with the US Forest Service).**
- **Update and implement the Marina Master Plan.**
- Continue to explore opportunities for diverse recreational facilities and activities.
- **Design and complete Frisco Trails Plan.**

VI. WE LISTEN – Foster proactive community involvement and communication

- Proactively utilize public input on specific issues through the use of ad-hoc committees, social media and other technologies.
- Improve information dissemination to our citizens (e.g., utilize technology to provide easy and accessible access to governmental information).
- Partner with the community to foster involvement, communication and volunteerism.
- Update Community Plan to focus on community values.
- Encourage and regulate smart growth to maintain Frisco's community character.



FRISCO TOWN COUNCIL VALUES 2016 - 2018

The Frisco Town Council is committed to operating in an open government format that:

- Fosters open communication
- Works to understand issues and concerns
- Encourages involvement
- Maintains the highest level of accountability
- Acknowledges the previous work of the community by updating and implementing adopted plans
- Supports countywide goals consistent with Frisco's interests

