

What is a Strategic Plan?

A strategic plan serves as a community's roadmap and is used to prioritize initiatives, resources, goals, and department operations and projects. The strategic plan is a big-picture document, adopted by Council, directing efforts and resources toward a clearly defined vision.



Background

- First Adoption 2013
- Updated
 - **-** 2015
 - **-** 2017
 - 2019
 - 2021
 - **-** 2022
- 2021 Charter Amendment



Process Overview





Provide a safe and welcoming environment for Little Elm residents and visitors

- Addition of two objectives
 - Explore partnerships for public safety and animal facilities.
 - Create and implement a special events policy.







Ensure strong relationships within the community and region

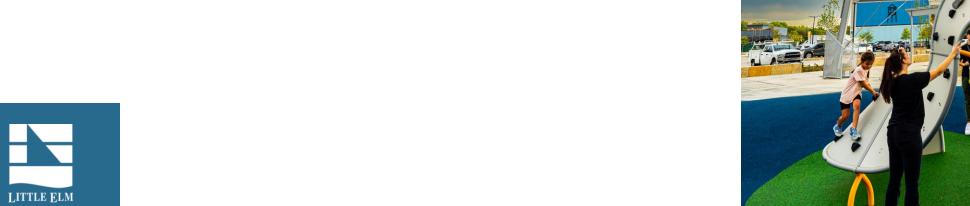
- Addition of one objective
 - Create and implement a communications and engagement plan.





Maximize community recreation and leisure activities

- Addition of one objective
 - Explore options to enhance streetscape and pedestrian connectivity in The Lakefront™ District.

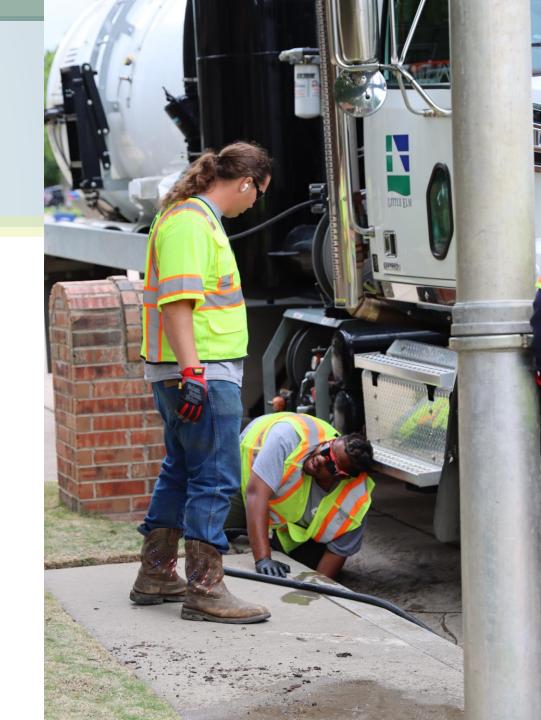




Maintain operational integrity and viability

No recommended changes





Promote and expand Little Elm's identity

- Change the current objective "Continue to grow the Lakefront District's brand identity and ensure strong marketing and outreach efforts of the area." to "Continue to grow The Lakefront™ District as a tourism destination."
- Remove the objective "Implement the wayfinding signage program throughout the community."





Ensure excellence in public services while keeping up with the growth in the community

- Addition of one objective
 - Review and update the Town's Hiring Policy.





