



Town of Little Elm

Strategic Plan Update 2024



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.





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