

City of Lake Dallas 2020-21 Strategic Goals and Objectives

MISSION, VISION & VALUES	STRATEGIC GOAL	STRATEGIC OBJECTIVES	OUTCOME METRICS
	1. Maintain small-town feel	1.1 Continue to have quality community events. 1.2 Work on improving walkability throughout the community. 1.3 Ensure that development adheres to high architectural standards that reflect a lakeside community. 1.4 Implement a quarterly community newsletter to help keep citizens informed. 1.5 Seek opportunities to create or support water front activities. 1.6 Maintain safe and attractive neighborhoods.	
	2. Revitalize Downtown	2.1 Work on improving pedestrian connectivity within and to the downtown. 2.2 Implement aesthetically pleasing amenities, including phase two components of the Main Street project. 2.3 Review the Downtown Overlay District for possible improvements. 2.4 Make improvements to wayfinding signage, including the existing kiosks, to improve circulation, direct residents to local businesses and recreational opportunities, and give the city an identity while creating a sense of place. 2.5 Promote mixed-use development. 2.6 Promote infill development with a focus on pedestrian-oriented services.	
	3. Business friendly	3.1 Work to streamline the development permit process including moving towards an on-line platform and development of informational materials. 3.2 Adopted an Economic Development Strategic Plan that will encourage business recruitment, business retention, business expansion, and job growth. 3.3 Seek opportunities to promote and support local businesses as part of business retention efforts. 3.4 Create business programs and services to help with business retention, expansion and recruitment.	
	4. Organizational integrity	4.1 Adhere to organizational core values. 4.2 Manage financial resources in a responsible manner to ensure financial sustainability. 4.3 Provide training opportunities to employees at all levels of the organization including leadership development. 4.4 Strengthen relationships between city council and the various boards and commissions. 4.5 Develop long-term plans for City facilities and assets.	
	5. Regionalism	5.1 Strengthen relationships with regional partners, especially in the Lake Cities. 5.2 Identify and prioritize infrastructure projects that would require regional cooperation and possible funding for the project.	