

TOWN COUNCIL STRATEGIC VISIONING PRIORITIES

APPROVED BY THE TOWN COUNCIL ON MARCH 10, 2026



PROVIDE EXCELLENT MUNICIPAL SERVICES

- Strive to be a high-performing organization focused on continuous improvement, best practices, and benchmarking.
- Develop a culture of excellence and efficiently provide resources necessary to support these goals.
- Provide a professional environment for residents, visitors, and Town employees.



ACCELERATE INFRASTRUCTURE DELIVERY

- Work with the Capital Improvement Subcommittee to identify gaps in the Town's infrastructure and increase the number of shovel ready projects.
- Identify and address infrastructure gaps that limit development.
- Expedite the completion of projects focusing on concurrent activity when possible.



DEVELOP DOWNTOWN PROSPER AS A DESTINATION

- Collaborate with the Downtown Business Alliance, Community Engagement Committee, Downtown Advisory Committee, and direct the Prosper EDC to implement the Downtown Master Plan.
- Pursue a mix of public and private developments as catalysts for office, retail, restaurants, entertainment, housing, and outdoor events.



ENSURE THE TOWN'S COMMERCIAL CORRIDORS ARE READY FOR DEVELOPMENT

- Prioritize infrastructure investment to meet demand, using incentives when appropriate.
- Implement a corridor overlay for the Dallas North Tollway.
- Partner with Prosper EDC to develop and communicate a branding strategy to market the Dallas North Tollway corridor.



GROW AND DIVERSIFY THE TAX BASE

- Position Prosper as a center of excellence for healthcare, specifically as it relates to manufacturing, research and development.
- Proactively recruit businesses to the Town through the Prosper EDC that will broaden the commercial tax base and support long-term economic stability.