



## Town Manager's Office

**To: Mayor and Town Council**

**From: Mario Canizares, Town Manager's Office**

**Re: Adopting the Revised Town Council's Strategic Visioning Priorities**

**Town Council Meeting – March 10, 2026**

**Strategic Visioning Priority 4. Provide Excellent Municipal Services**

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**Agenda Item:**

Consider and act upon adopting the revised Strategic Visioning Priorities of the Prosper Town Council.

**Description of Agenda Item:**

In April 2023 and again in May 2024, the Town Council formally adopted a set of priorities that would set the Strategic Vision for the next few years that included the following:

1. The Acceleration of Infrastructure.
2. The Development of Downtown Prosper as a Destination.
3. Ensuring that the Town's Commercial Corridors are Ready for Development.
4. Continue to Provide Excellence in Municipal Services.
5. Work towards a Growing and Diversified Tax Base.

While the overall five strategies did not change, the definitions contained within the strategies were modified to provide better clarity for the Council and staff.

As part of ongoing efforts to review and refine the goals within each priority, the Council held a work session in January 2026 with a facilitator to discuss and refine each. The outcome was to reposition the five top priorities as such:

1. Provide Excellent Municipal Services
2. Accelerate Infrastructure Delivery
3. Develop Downtown Prosper as a Destination
4. Ensure the Town's Commercial Corridors are Ready for Development
5. Grow and Diversify the Tax Base

The definitions contained within the strategies were modified and updated. Once these priorities are re-affirmed by the Town Council, the staff will update documents accordingly and will utilize these directives in building budgets and setting work plan priorities for the next few years.

**Budget Impact:**

There is no budgetary impact on this item.

**Attached Documents:**

1. Draft Strategic Visioning Priorities

**Town Staff Recommendation:**

Town Staff recommend adopting the amended Strategic Visioning Priorities as presented.

**Proposed Motion:**

I move to approve the Town Council's Strategic Visioning Priorities as presented.