



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 – May 28, 2024

Strategic Visioning Priority 4. Provide Excellent Municipal Services

Agenda Item:

Consider and act to adopt and re-affirm the revised Strategic Visioning Priorities of the Prosper Town Council.

Description of Agenda Item:

In April of 2023, the Town Council formally adopted a set of priorities that would set the Strategic Vision for the next few years:

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.

On April 13, 2024, the majority of the Town Council and Council-elect Cameron Reeves met in a work session to review the Strategic Visioning Priorities established from the previous year. The work session was facilitated by Marc Rylander to re-affirm the existing strategies, make changes where appropriate, and provide better definitions and clarity of the objectives going forward.

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 we prepare the fiscal year 2024-25 budget.

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 budget impact on this item.

Legal Obligations and Review:

There was no legal review on this item.

Attached Documents:

1. Strategic Visioning Priorities – redline version.
2. Strategic Visioning Priorities – clean version.

Town Staff Recommendation:

Town Staff recommends re-affirming the amended Strategic Visioning Priorities discussed on April 13, 2024.

Proposed Motion:

I move to approve the re-affirmation of the Town Council's Strategic Visioning Priorities as discussed and agreed upon on April 13, 2024.