

**Frisco Community Development Corporation (CDC)
Strategic Focus Areas**



Long-Term Financial Health

Long Term Goals and Objectives:

- Maintain a fund balance of at least half of the debt service payment.
- Manage current debt obligation ratio (approximately 75%) to ensure ability to fund future capital projects.
- Maintain a discretionary fund balance for short-term project needs.
- Partner with the City and Frisco Economic Development Corporation (FEDC) to expand and enhance the City's retail tax base.

Objectives for 2010-2011:

- Provide continued support for economic development within the City of Frisco and FEDC initiatives.
- Provide continued support for projects like the Frisco Discovery Center that bring visitors to the city from other cities / regions.



Public Health & Safety

Long Term Goals and Objectives:

- Citizens will feel safe in CDC funded projects throughout the city.
- Earth-friendly, green projects wherever possible and practical.
- Proactively improve public health and the environment through park development.

Objectives for 2010-2011:

- Provide continued support for the Frisco Athletic Center.
- Consider the potential for the development of an organic farm / community farm project.
- Participate in tour of Exide Technologies facility with City and FEDC.
- Continued support and participation in the development of the city hike and bike trail system.

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Community Infrastructure

Long Term Goals and Objectives:

- Proactively plan and participate in capital projects for the overall community.
- Participate in development of parks and trail systems to connect all parts of our city and our regional trail network.
- Collaborate and partner with our ISD's, private enterprise, other local communities, County, State and Federal agencies to expedite improvements and expansion of services.

Objectives for 2010-2011:

- Continued support and participation in the development of the city hike and bike trail system.
- Evaluate the participation in the installation of bike lanes within the city.



Unique Sustainable City

Long Term Goals and Objectives:

- Committed to being a destination city.
- Maintain strong sense of community pride and preserve Frisco's heritage.
- Continue to make Frisco a great place to live, work, play and grow.
- Demonstrate leadership as a community committed to preserving and protecting the environment.
- Support quality high density mixed use centers including quality entertainment venues, arts, shopping, and park system.
- Continued strong support for and participation with the Frisco Independent School District.

Objectives for 2010-2011:

- Support continued involvement in Frisco Junction / Heritage Center project.
- Support for Downtown Frisco initiatives.
- Evaluate potential aesthetic improvements for Downtown Frisco / Downtown Frisco park development.
- Support the attraction of a small liberal arts college to Frisco.

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Excellence in City Government

Long Term Goals and Objectives:

- CDC will remain 'citizen focused.'
- CDC Board Meetings and Staff will be accessible and convenient to all citizens.
- Maintain consistent communication of our goals, objectives and activities.
- Cost to deliver services will remain competitive with surrounding cities

Objectives for 2010-2011:

- Pursue publicity for what CDC does and raise public awareness of CDC activities and projects.
- Complete review of the CDC Website and complete link to the Frisco Discovery Center Website.
- Pursue story in Frisco Style Magazine on the CDC / FEDC.



Leisure and Culture

Long Term Goals and Objectives:

- Provide an array of facilities for entertainment and cultural development.
- Continue to provide a variety of sports venues like the homes of the Rough Riders, Dallas Stars, Texas Legends, Texas Tornado and FC Dallas in addition to sports fields for youth sports, regional and national tournaments.

Objectives for 2010-2011:

- Pursue the development of tennis courts and basketball courts at City park facilities.



Civic Involvement

Long Term Goals and Objectives:

- Encourage citizen participation across all age groups.
- Be a leader in regional initiatives and projects to enhance life and leisure.

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- Encourage greater civic pride and sense of ownership in City.

Objectives for 2010-2011:

- Continue to support and promote volunteerism within the City.
- Continue to support and promote Frisco events.