

“The Addison Way”

This phrase encompasses who we are as an organization. It is a philosophy that serves as the cornerstone of our service delivery to our stakeholders. At the heart of the “Addison Way” is staff’s charge to find a way to say “yes” to service requests rather than responding that we cannot do something. The staff searches out all options to try and meet expectations during each customer service interaction.

Guiding Principles

The City Council sets policy direction that guides staff implementation. A critical step for the City Council in setting a policy course is to undertake their own visioning and goal setting process. This self-assessment endeavor resulted in the Addison City Council determining their Value Proposition. For fiscal year 2012-2013, the City Council decided they want Addison to continue to be known as a “Best Product” city. This means Council will set policy that promotes creativity, innovation, and a culture of excellence that will drive a clearly articulated “Addison” brand – all firmly grounded in sound fiscal policy.

Council’s Vision

To be an attractive, thriving community that delivers the “Addison Way” with superior services, enhanced sense of community, and a safe, high-quality experience for residents, businesses, visitors, and all other stakeholders. Addison will lead the way in creativity, innovation and fiscal responsibility within a culture of excellence and kindness.



Our Goals

Addison consistently offers a unique, innovative, high-quality, vibrant, and fun experience, or the “Addison Experience” by setting and executing a core set of goals. The Council’s goals are to:

- Increase revenues by at least 10% while holding the tax rate to \$.58 or less and reserves to at least 30%.
- Create raving fans of the “Addison Experience”.
- Practice mindful stewardship of town resources.
- Maintain and enhance our unique culture of creativity and innovation.

Our Council’s Role

The role of the Council is to develop a long-term vision for the Town, to develop policies necessary to achieve the vision, and to communicate with, and seek buy-in from, stakeholders. This includes:

- Identifying future trends, challenges, and opportunities.
- Being a positive and resourceful representative for the Town.
- Communicating with residents, businesses, and regional partners.
- Being good financial stewards.
- Trusting and supporting the City Manager to implement the operational aspects of the Council’s vision.

Council Strategies

Like most cities, Addison is confronted with a number of issues that demand the time and attention of elected officials and the Town's management team. In order to best apply the Town's limited resources, the City Council re-evaluated several of the major initiatives from the previous fiscal year and developed new projects during the budget process. These initiatives were scored and ranked based on how they impacted the Council's goals for the year.

Rank	Strategy
1	Create a vision for the airport to maximize the value.
2	Define, measure, evaluate, and improve success for all Town businesses.
3	Raise property values.
4	Attract new businesses to Addison.
5	Create and implement a Comprehensive Land Use/Revitalization Plan.
6	Brand protection and enhancement.
7	Continue to attract, hire, develop, and retain great employees.
8	Infrastructure improvement and maintenance.
9	Fully integrate the Arts as part of our brand.
10	Implement bond propositions.
11	Look for operational efficiencies without cutting services.
12	Explore new/other revenue sources.
13	Enhance sense of community for all stakeholders and expand volunteer opportunities.
14	Develop "Next Great Idea".
15	Establish a non-profit funding strategy.
16	Sustainability.
17	Enhance public safety.
18	Create and implement a strategy for Town-owned real estate.
19	Identify opportunities for improved governance.