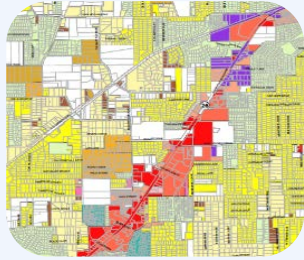


ZONING STRATEGY



- Retain larger lots community-wide
- Retain character and protect the integrity of existing neighborhoods
- Drive quality
- Adapt Code continuously to achieve quality
- Empower all levels to speak with cohesive voice consistent with the strategy

ECONOMIC DEVELOPMENT STRATEGY



1. Improve aesthetics / quality
2. Attract new businesses consistent with Colleyville's Vision
3. Retain and support existing businesses
4. Support/Initiate redevelopment of commercial properties
5. Nurture an Entrepreneurial Ecosystem

FINANCIAL STRATEGY



1. Invest in exceptional City services and infrastructure
2. Cash funded / avoid debt
 - a) Measure: Fund balance of 100+ days
 - b) Measure: Transfer \$1.5M from General Fund to Capital Projects Fund
 - c) Measure: Maintain a General Fund net surplus at end of year
3. Strive for an effective tax rate only after the first two objectives are satisfied