



FY 2021 Business Plan

The City of DeSoto is guiding its future and development with a Strategic Plan consisting of seven strategic priority areas and objectives based on input from the City Council, City staff, and DeSoto residents and businesses. As part of the City's annual budget process, key objectives and initiatives to be achieved over the next one to two years are identified and included in the City's Business Plan for that year. Systematic attention to the long-term Strategic Plan and the immediate action Business Plan allows the City to dedicate time and resources to important community initiatives and drive advancement in the areas that matter most.

City Council Vision Statement

DeSoto is an All-America City, rich in history and educational opportunities, where people come to live, work, and play in a prosperous, attractive, culturally-inclusive community that is a destination for arts, family entertainment, and sports.

DeSoto's Strategic Priorities

1. Image
2. Building Trust
3. Thriving Economy
4. Learning Environment
5. Engaged & Vibrant Community
6. Safe & Healthy Community
7. Beautiful City

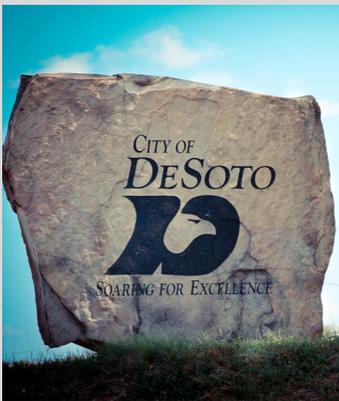
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Define DeSoto's Identity, Promote Its Uniqueness, and Communicate Effectively

Business Plan Goal #1

Create a City identity and marketing and communications strategy to improve marketing and public relations efforts.



City Work Plan

1. Hire a branding and marketing firm to create a consistent brand and marketing identity for DeSoto | **City Manager's Office** | Start FY 2021 Q2 | Complete FY 2021 Q4
2. Hire a marketing manager in the City Manager's Office | **City Manager's Office** | Start FY 2021 Q1 | Complete FY 2021 Q1
3. Obtain City Council approval of a new City-wide brand identity, marketing campaign, and logo update | **City Manager's Office** | Start FY 2021 Q4 | Complete FY 2021 Q4
4. Overhaul the City's website to a more modern and easy-to-use platform consistent with the City's new brand identity | **IT Department** | Start FY 2022 Q1 | Complete FY 2022 Q3
5. Ensure City-produced materials are consistent with the City's new brand identity | **City Manager's Office** | Start FY 2022 Q1 | Complete FY 2023 Q3
6. Organize a steering committee of staff and elected officials to review logo options and to make recommendations to the City Council | **City Manager's Office** | Start FY 2021 Q2 | Complete FY 2021 Q4

Building Trust



Increase public support by providing open two-way communication with greater transparency

Business Plan Goal #2

Create a Citizen Police Advisory Committee to provide transparency and community input into Police Department enforcement activities.

City Work Plan

1. Obtain City Council approval on all appointees to the Citizen Police Advisory Committee (CPAC) | **Police Department** | Start FY 2021 Q1 | Complete FY 2021 Q1
2. Provide training to CPAC members on their roles and responsibilities, including training for new CPAC members to become familiar with the functions of the DeSoto Police Department | **Police Department** | Start FY 2021 Q1 | Complete FY 2021 Q2
3. Conduct regular meetings of the CPAC to review Police Department policies and procedures | **Police Department** | Start FY 2021 Q1 | Complete FY 2021 Q4

Thriving Economy



Grow a diverse and innovative economy with increased commerce and employment opportunities

Business Plan Goal #3

Create an economic development plan for Hampton Road, Belt Line Road at Cockrell Hill, and general citywide commercial nodes.

City Work Plan

1. Develop a transition plan to go from Type A to Type B Economic Development Corporation | **City Manager's Office** | Start FY 2021 Q1 | Complete FY 2021 Q2
2. Develop a land-use plan and market study for Belt Line Road and general citywide commercial nodes | **Development Services** | Start FY 2021 Q2 | Complete FY 2021 Q4
3. Create an economic development policy for Hampton Road to include a strategy for marketing City-owned land and an incentive policy to encourage targeted economic development in the area | **City Manager's Office** | Start FY 2021 Q3 | Complete FY 2022 Q1
4. Develop a city-wide economic development policy to include an incentive policy that encourages retail and restaurant development for Belt Line Road and general City-wide commercial nodes | **City Manager's Office** | Start FY 2022 Q1 | Complete FY 2022 Q3

Business Plan Goal #4

Improve affordable housing options and ownership opportunities for DeSoto residents.

City Work Plan

1. Create a first-time homeowner assistance program to increase homeownership opportunities for DeSoto residents | **City Manager's Office** | Start FY 2021 Q1 | Complete FY 2021 Q2
2. Consider expansion of the Over-65 Homestead Exemption to improve seniors' ability to maintain homeownership in DeSoto | **Finance** | Start FY 2021 Q1 | Complete FY 2021 Q2

Business Plan Goal #5

Develop an Impact Fee Policy that has developers paying to expand identified infrastructure on new development.

City Work Plan

1. Complete Phase II of City's impact fee study currently underway | **Development Services** | Complete FY 2021 Q4
2. Organize a steering committee to include staff and elected officials to discuss impact fee policy decisions | **Development Services** | Start FY 2021 Q2 | Complete FY 2021 Q2
3. Consider policy decisions and obtain City Council approval of an impact fee ordinance | **Development Services** | Start FY 2022 Q1 | Complete FY 2022 Q2
4. Implement the collection of impact fees consistent with the Council approved policy | **Development Services** | Start FY 2022 Q2 | Complete FY 2022 Q2

Learning Environment

Cultivate an environment of learning and enrichment by supporting excellence in education, professional development, and job training

Business Plan Goal #6

Coordinate strategic plans for DeSoto ISD and the City of DeSoto.



City Work Plan

1. Strengthen and support efforts to engage DeSoto youth.
 - Develop recommendations from the City's Youth Master Plan upon completion | **City Manager's Office** | Start FY 2021 Q2 | Complete FY 2021 Q3
 - Participate in the Texas Municipal League Youth Advisory Council Summit | **Parks Department** | Start FY 2021 Q3 | Complete FY 2021 Q3
 - Support youth participation in the Library Teen Advisory Board | **Library Department** | Start FY 2021 Q1 | Complete FY 2021 Q4
 - Reimagine and restructure the Junior Civic Academy to engage additional youth | **City Manager's Office** | Start FY 2021 Q3 | Complete FY 2021 Q4
 - Establish a DeSoto Teen Council for youth engagement with the Mayor and City Council | **City Manager's Office** | Start FY 2021 Q3 | Complete FY 2021 Q4
2. Establish regular quarterly meetings for staff and elected officials to review the status of strategic plan outcomes and plan for opportunities for collective goal achievement | **City Manager's Office** | Start FY 2021 Q2 | Complete FY 2021 Q4

Engaged & Vibrant Community

Provide access to community amenities that support the arts, culture, sports, entertainment and retail for families, and proactively engage and involve the community.

Business Plan Goal #7

Work with the ownership of Thorntree Golf Club to support an attractive and well-maintained facility and neighborhood.

City Work Plan

1. Conduct regular meetings with Thorntree Golf Club corporate ownership to explore partnership opportunities that will support an attractive and well-maintained neighborhood | **City Manager's Office** | Start FY 2021 Q1 | Complete FY 2021 Q4
2. Organize a steering committee of staff and elected officials to identify opportunities to collaborate with Thorntree Golf Club | **City Manager's Office** | Start FY 2021 Q1 | Complete FY 2021 Q1



Provide access to community amenities that support the arts, culture, sports, entertainment and retail for families, and proactively engage and involve the community

Business Plan Goal #8

Construct a high-quality natatorium and recreation center consistent with the Meadow Creek Master Plan.

City Work Plan

1. Update the feasibility study for the construction and operation of a natatorium and recreation center at Meadow Creek Park | **Parks Department** | Start FY 2021 Q1 | Complete FY 2021 Q2
2. Organize a steering committee to obtain community input | **Parks Department** | Start FY 2021 Q1 | Complete FY 2021 Q2
3. Hire an architectural firm to design a natatorium and recreation center | **Development Services** | Start FY 2021 Q2 | Complete FY 2021 Q3
4. Develop construction drawings for the natatorium and recreation center | **Development Services** | FY 2021 Q4 | Complete FY 2022 Q4
5. Provide a report to the City Council and the public with updated capital and operating financial projections for a natatorium and recreation center | **Finance** | Start FY 2021 Q4 | Complete FY 2022 Q1
6. Select Construction Manager at Risk (CMAR) | **Development Services** | Start FY 2022 Q2 | Complete FY 2022 Q3
7. Begin construction | **Development Services** | Start FY 2024 Q1 | Complete FY 2025 Q3



Safe & Healthy Community



Create an environment where residents feel safe, and have access to healthy lifestyle choices

Business Plan Goal #9

Explore criminal justice reform for fair and equitable enforcement of laws for adults and juveniles.



City Work Plan

1. Explore removing the criminal history background question from the initial employment application
 - Conduct a City Council Work Session to discuss potential City and business-community policies related to the criminal background history question on initial employment applications | **Human Resources** | Start FY 2021 Q2 | Complete FY 2021 Q2
 - Conduct a Town Hall Meeting to discuss potential policies related to criminal background history questions on employment applications | **Human Resources** | Start FY 2021 Q2 | Complete FY 2021 Q2
2. Review enforcement of marijuana-related offenses
 - Conduct a City Council Work Session to discuss the City's procedure for enforcement of marijuana possession | **Police Department** | Start FY 2021 Q3 | Complete FY 2021 Q3
 - Conduct a Town Hall Meeting to discuss City procedures for enforcement of marijuana possession | **Police Department** | Start FY 2021 Q3 | Complete FY 2021 Q3
3. Provide a report to the City Council at a Work Session on the outcomes of the Citizens Police Advisory Committee | **Police Department** | Start FY 2021 Q4 | Complete FY 2021 Q4





Business Plan Goal #10

Explore the development of a regional mental health services unit with partner Best Southwest cities.



City Work Plan

1. Establish a regional steering committee to investigate regional partnership to develop a mental health services unit | **Police Department** | Start FY 2021 Q1 | Complete FY 2021 Q4
2. Create a regional mental health needs report | **Police Department** | FY 2021 Q2 | Complete FY 2021 Q3
3. In collaboration with partner cities, develop a regional mental health action plan including an operating and capital budget | **Police Department** | Start FY 2021 Q3 | Complete FY 2021 Q4
4. Identify grant opportunities to support costs related to a regional mental health services unit | **Police Department** | Start FY 2021 Q1 | Complete FY 2021 Q4
5. Provide ongoing mental health training to DeSoto police officers | **Police Department** | Start FY 2021 Q1 | Complete FY 2021 Q4
6. Identify and recommend potential mental health diversion programs to regional partners | **Municipal Court** | Start FY 2021 Q1 | Complete FY 2021 Q4
7. Conduct a town hall meeting to review outcomes of DeSoto's Mental Health Services Unit | **Police Department** | Start FY 2021 Q4 | Complete FY 2021 Q4
8. Develop a dispatch plan and policy for dispatching regional mental health unit services | **Southwest Regional Communications Center** | Start FY 2021 Q1 | Complete FY 2021 Q4

Business Plan Goal #11

Develop and participate in programs to improve mental and physical health.



City Work Plan

1. Conduct a town hall meeting to provide community education on mental health resources and assistance programs | **Fire Department** | Start FY 2021 Q2 | Complete FY 2021 Q2
2. Work with a mental health service provider to provide education sessions for DeSoto residents | **City Manager's Office** | Start FY 2021 Q1 | Complete FY 2021 Q2
3. Develop a 2021 community calendar focused on events and opportunities designed to improve mental and physical health | **Parks Department** | Start FY 2021 Q1 | Complete FY 2021 Q1





Foster community pride by enhancing the natural beauty of our well-maintained City through use of art, sustainability, and revitalization

Business Plan Goal #12

Explore and consider the Community Cultural Arts Master Plan to focus on and support the arts and citywide events.

City Work Plan

1. Review and obtain City Council approval of the Cultural Arts Master Plan | **City Manager's Office** | Start FY 2021 Q1 | Complete FY 2021 Q2
2. Develop an implementation plan to include potential staffing changes and/or increases based on the recommendations of the Cultural Arts Master Plan | **City Manager's Office** | Start FY 2021 Q1 | Complete FY 2021 Q2

Business Plan Goal #13

Increase community engagement for a Beautiful DeSoto.



City Work Plan

1. Conduct Fall and Spring Clean-Up Events
 - Participate in the Great American Clean-Up
 - ◇ Create a fall and spring clean-up plan to coincide with the Great American Clean-Up | **Parks Department** | Start FY 2021 Q1 | Complete FY 2021 Q2
 - ◇ Conduct spring and fall clean-up events | **Parks Department** | Start FY 2021 Q2 | Complete FY 2021 Q4
2. Promote the Code Enforcement Eyes & Ears Program | **Police Department** | Start FY 2021 Q1 | Complete FY 2021 Q4
3. Create a public relations campaign for cleaning up city streets and neighborhoods | **City Manager's Office** | Start FY 2021 Q1 | Complete FY 2021 Q2
4. Conduct a City-wide Arbor Day Event | **Parks Department** | Start FY 2021 Q1 | Complete FY 2021 Q1
5. Create a public relations campaign to double HOA involvement in the Adopt-a-Street Program | **City Manager's Office** | Start FY 2021 Q1 | Complete FY 2021 Q2

Business Plan Goal #14

Create a naming policy for City assets (facilities, parks, streets).

City Work Plan

1. Develop a naming policy for City Council consideration for street names, honorary street names, facilities, parks, streets, trails, and other City assets | **City Manager's Office** | Start FY 2021 Q2 | Complete FY 2021 Q4
2. Identify opportunities for corporate sponsorships on certain City facilities | **City Manager's Office** | Start FY 2020 Q2 | Complete FY 2021 Q4