



CITY OF
FARMERS BRANCH
TEXAS

CRITICAL BUSINESS OUTCOMES - 2025

STUDY SESSION | MARCH 19, 2024



OBJECTIVE

**City Council to review, discuss, and finalize
2025 Critical Business Outcomes**



CRITICAL BUSINESS OUTCOMES 2025

CBO1 - Ensure strategic planning alignment to the current status of the City & mission/vision

CBO2 – Improve access to responsible & diverse housing

CBO3 – Plan for, build & maintain high quality public assets **& INFRASTRUCTURE**

CBO4 – Support the evolution of the arts, culture, **ENTERTAINMENT &** recreation in Farmers Branch

CBO5 – Strategically identify & acquire property to further the goals of the City

CBO6 – Improve overall & targeted community engagement **& COMMUNICATION**

CBO #1 THROUGH CBO #6 ARE NOT LISTED IN ANY SPECIFIC ORDER OF PRIORITY.

HOWEVER, THE COUNCIL HAS THE AUTHORITY TO ESTABLISH A PRIORITY RANKING FOR THE CBOs.



NEXT STEPS ...



DISCUSSION

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