

# Town of Farragut Strategic Planning Framework



## Vision

Farragut—redefining quality of life with a beautiful, close-knit, connected community where families and businesses thrive.

## Mission and Values

Farragut—an appealing and engaged community set apart by a **dedicated** team committed to **integrity**, **innovation**, and **friendly service**.

## Critical Success Factors



### Providing Excellent Parks, Recreation, Cultural Amenities and Programs

Farragut's expanded parks allow for a variety of experiences for visitors and residents. The Town provides events, programs and cultural activities that support tourism and enhance a sense of community. The Town's neighborhoods are connected by greenways and sidewalks to commercial activity hubs and parks.

#### Priority Initiatives

- Hire a tourism coordinator to implement the Town's marketing plan.
- Develop a detailed implementation plan for each phase of McFee Park development.
- Stabilize Campbell Station Inn and develop plaza and road infrastructure.
- Identify and prioritize the trail/sidewalk connections that are needed to be a fully-connected community.



### Building and Maintaining the Town's Infrastructure and Assets

The Town of Farragut has established a safe transportation network for pedestrians, bicycles and automobiles. The stormwater system is reliable and well-maintained and the Town has the equipment it requires to meet the needs of a growing community. The Town's investment in technology, parks and buildings is cared for through proper maintenance and improvements.

#### Priority Initiatives

- Assess the Town's stormwater infrastructure.
- Build an adequate reserve for improvement of our five substandard corridors and prioritize implementation.



### Enhancing the Town's Financial Position

Strong fiscal leadership has enabled the Town to maintain its excellent financial position. Expanded retail opportunities and additional revenue sources will support important programs and services. The Town actively pursues grants and sponsorships to maintain and support programs and assets and sets goals, establishes benchmarks and utilizes best practices to fund priority initiatives.

#### Priority Initiatives

- Establish a dedicated funding mechanism for tourism, marketing and capital infrastructure investment.

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## Regional Leadership and Collaboration

The Town of Farragut cultivates relationships with regional partners to ensure it is at the forefront of innovation, process and service delivery. The Town advocates for its interests and the future of the region by participating in decision making with other governmental and non-governmental entities.

### Priority Initiatives

- Establish a youth council.



## Advancing a High-quality Built Environment

The Town ensures a high-quality built environment through deliberate formal planning and community engagement, incentivizing innovation and promoting design before engineering.

### Priority Initiatives

- Expand opportunities to implement best practices for traffic calming.
- Review, assess, and update key elements of the land use plan.



## Supporting and Caring for a Committed Workforce

The Town recognizes that excellent service delivery happens through its dedicated and committed workforce. The Town is a model employer that attracts talent and provides competitive compensation and benefits as well as ongoing training and professional development. The Town encourages innovation and cost saving and has appropriate staffing levels to meet growth and service level expectations.

### Priority Initiatives

- Develop a workplace culture initiative.



## Promoting a Convenient Retail and Services Destination

Farragut is known for family entertainment venues, vibrant commercial centers, neighborhood activity hubs, high building maintenance standards and collaborating with strategic partners to promote business development. Farragut's Town Center is a result of a bold vision and effective public-private partnerships.

### Priority Initiatives

- Develop a strategy to create a unique downtown for Farragut.
- Explore opportunities for development north of the interstate.
- Attract family entertainment venues (bowling, movies, etc.) for residents to enjoy and access.
- Address the advance of online retail and learn how to prosper in a changing environment. Look at zoning ordinance to ensure sales tax is encouraged.