Mission: To improve the economic opportunities and quality of life for all residents of Frisco

Vision: Expand and diversify the local tax base; Create quality job opportunities for all levels of employment; Encourage responsible, diverse growth and development, and; Enhance Frisco’s quality of life as an attractive and desirable place to live, work, play and grow.

Goal: Attract Jobs From Outside The Area
Goal: Retain & Expand Local Businesses
Goal: Improve Product Readiness & Competitiveness
Goal: Enhance Frisco’s Innovation Culture through Entrepreneurship
1. Attract jobs from outside the area
   - Organize to compete
   - Marketing for lead generation
   - Proactive sales

2. Retain and expand local businesses
   - Research
   - Outreach
   - Communications

3. Enhance Frisco’s innovation culture through entrepreneurship
   - Venture community events
   - Student entrepreneur contest

4. Improve product readiness and competitiveness
   - Incentive policy
   - Market demand for real estate
   - Green Frisco
   - Enhance innovation and labor skills