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Mission/Strategy

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.

Target Clusters



ADVANCED TECHNOLOGY



**PROFESSIONAL &
INFORMATION SYSTEMS**



CORPORATE HEADQUARTERS



**SPORTS,
DIGITAL MEDIA
& VIDEO GAMING**

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

