



Built On What Matters

**NEWS RELEASE
FOR IMMEDIATE RELEASE**

MEDIA CONTACT

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Town of Frederick Board of Trustees Adopts Strategic Plan
Fostering an Exceptional and Inclusive Community.

FREDERICK, Colorado (August 17, 2021) – The Board of Trustees adopted a Strategic Plan for the Town of Frederick at the regular board meeting on August 10, 2021. The Plan considers goals set at a Board retreat held in April and work sessions held on each month's first and third Tuesdays. The Board's mission statement, "Our mission is to foster an exceptional and inclusive community that is Built On What Matters.", will guide the Town to reach established goals well into the future.

The focus areas for the 2021-2022 Town of Frederick Strategic Plan includes:

- Effective, Efficient & Strategic Government Operations
- Community & Economic Vitality
- Dynamic, inclusive & Connected Community
- Strategic, Reliable & Sustainable Infrastructure
- Safe & Secure
- Fiscally Responsible Governance

The Frederick Board of Trustees actively listens to the community through events, community programs, neighborhood tours, and a monthly opportunity for residents to meet up with the Mayor. In addition, the Town's elected officials take an active role in Town commissions. Residents are encouraged to speak at public meetings and contact the Board directly via phone and email.

Mayor Tracie Crites professed, "Community is much more than belonging to something; it's about doing something together that makes belonging matter. It's with this sentiment that we have prepared our strategic community goals together. Goals have been thoughtfully shared by citizens, collaborated on by staff and the Board, and purposefully planned to continue to build Frederick on what matters. Each goal is a representation of our values and our intention to celebrate our heritage and future. It won't be overnight; it will be every day. Every day with our community in mind."

Also announced in the Plan are the Town's values: We are FRED – Family, Respect, Empower, and Dedicated. Town staff has embraced a culture of family where individuals feel respected and empowered by others and are dedicated to the Town. Short-term, mid-term, and long-term goals for each focus area of the Strategic Plan are in progress. Town staff will use the Plan to serve the community's daily needs, guide projects, and align goals with master plans.

View the Strategic Plan with focus areas, priorities, and timelines at FrederickCO.gov.

For information, please get in touch with Angela Wilson at AWilson@FrederickCO.gov.

ABOUT THE TOWN OF FREDERICK –With its close proximity to the Denver metro area and the Northern Front Range, the Town of Frederick is a dynamic community at the center of commerce, industry, and education. In addition, multiple recreational and residential



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facilities make the Town of Frederick a retreat full of diverse opportunities that respect its heritage as a mining town incorporated in 1907.

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