



FY 2025 - 2029

TABC Strategic Plan

AT A GLANCE

Goal 1



Promote compliance with Texas laws through transparent and timely communications.

Objectives

- Effectively communicate with the public by promoting education and public relations to proactively inform and engage the communities we serve.
- Improve public service announcements and other communication strategies to release timely and transparent information.

Goal 2



Improve and support a safe and competitive Texas alcoholic beverage industry.

Objective

- Maximize technology innovations to streamline the review and approval process to reduce time needed for agency decisions.

Goal 3



Enhance regulatory oversight and law enforcement services focused on protecting the peace and safety of the communities we serve.

Objectives

- Address alcoholic beverage violations and threats to public safety.
- Provide efficient and effective regulatory oversight activities by improving processes, correcting inefficiencies, and adapting to change.

Goal 4



Promote a culture of excellence.

Objectives

- Foster an environment that prioritizes people first.
- Strengthen and support a highly skilled, effective, accountable, and motivated workforce.
- Promote operational continuity by increasing workforce stability and retention.

