

Strategic Vision, Goals & Progress Update



Our Mission

Consistently plan for higher quality of life through positive community relationships that value citizens, welcome visitors, and invite business growth by focusing on innovation, education, and safety.

Our Vision

A thriving, family-centered community in the heart of Texas: welcoming and fostering growth, investment, and tourism.

Our Values





Dear Breckenridge Community,

Our strategic plan reflects our commitment to preserving Breckenridge's rich heritage while boldly stepping into the future. As we progress through 2025, I'm pleased to share the significant strides we've made in key areas that matter to our community.

We're **investing in critical infrastructure improvements**, from street renovations to park enhancements, ensuring our city remains vibrant and welcoming. Our **dedicated employees continue to serve with excellence**, supported by competitive compensation and professional development opportunities. The **beauty of our city grows through enhanced code enforcement and beautification efforts**, while Lake Daniels development and downtown initiatives strengthen our position as a destination city.

Most importantly, we're building on the warm, hometown spirit that makes Breckenridge special. Through improved communication channels and community engagement, we're keeping you informed and involved in shaping our city's future.

Together, the Mayor, Commissioners and staff are focused on partnering with our community to build a place where families thrive, businesses prosper, and our heritage stands proud. Thank you for your continued support and partnership in making Breckenridge an exceptional place to call home.

Cynthia Northrop, City Manager

Strategic Goals & Objectives

1 Invest in Infrastructure

Develop and implement Street Plan

- ✔ Improvements to Elliott, Rose, 7th and various intersections
- ✔ 2024 Paving Projects (with CO funds)

Maintain and improve water/wastewater system

- ✔ TWDB 2020 projects include water/wastewater improvements - operational and water/sewer lines
- ✔ In-house projects (6th Street, 3rd Street, McAmis water line replacement projects)

Continue to invest and diversity Park Recreation

- ✔ New playground, Foundation Park, Booker T Park lighting, sand volleyball, pickleball, dog park, misc, see list.

2 Invest in Employees

Continue to increase employee pay to match market

- ✔ 3% in FY 2022-2023, 4% in FY 2023 - 24, PD Officer base pay increase, various equity adjustments
- ✔ Vehicle Replacement Program (Enterprise)

Develop phased in approach for Certification Pay

- ✔ Funded eligible employees to Basic level

Develop Professional Development Plans and required training

- ✔ Emphasis/funding on increased training organization-wide

Develop a positive organizational culture with employee investment

- ✔ Created employee committee to develop employee relations, annual calendar of events, input on personnel policies, increased recognition for employees (employee of the month), continued monthly birthday celebrations

Update/maintain city facilities, promoting safe work environment

- ✔ CO improvements to PW facilities (creating (3) new storage/work facilities for inventory and shop activities)



3 Invest in Beautification

Increase Code Enforcement

- ✔ Updated various ordinances
- ✔ Initiated development review meetings to proactively ensure quality development
- ✔ Hired full-time code enforcement officer

Evaluate partnering and re-establishing Beautify Breckenridge

- ✔ Discussions with EDC

Street Department to address grass growing in streets

- ✔ Street Department and Parks weeding along 180/183
- ✔ Training for street foreman to gain weed spray certification
- ✔ Gunsolus Creek maintenance
- ✔ Running street sweeper on weekly basis

Explore partnership with County, TX Ag Ext., Master Gardener Program, 4-H

4 Promote Economic Development & Tourism

Evaluate efficacy of Main Street Program (coordinating with BDDC)

Improve and market Lake Daniels as a destination

- ✔ Addressing vegetation on dam
- ✔ Developed 5 year plan

Selected City Events (coordinate with Chamber, EDC, & other community groups)

5 Promote Transparency & Communication

Development of Communication Plan

- ✔ Updated website - increased content, education/info
- ✔ Increased FB activity & followers by over 1000
- ✔ Initiated livestreaming and meeting recordings
- ✔ Created YouTube Channel

Updated and efficient records management

- ✔ Continued work on digitizing operations and records
- ✔ Increased use of digital tools

Inform and involve residents and community members (surveys, newsletters, digital communication tools, city employment involved in various community events and civic organizations)

- ✔ Surveys, digital communication tools
- ✔ City employees involved in various community events and organizations from FD, PD, Parks, PW and Admin staff
- ✔ Initiated Citizens Academy

