

STRATEGIC PLANNING – FINAL VMC and GOALS

Draft Objectives May 2023

VISION STATEMENT:

“The Community of Breckenridge aims to be an appealing, family-centered environment inviting growth, investment, and tourism.”

MISSION STATEMENT

“Consistently plan for higher quality of life through positive community relationships that value citizens, welcomes visitors, and invites business growth focusing on innovation, education, and safety.”

CORE VALUES

B – Bold

R – Responsible

E – Excellent

C – Compassionate

K - Knowledgeable

Goals

GOAL ONE: INVEST IN INFRASTRUCTURE

Objective 1 - Develop and implement Street Plan

Objective 2 – Maintain and Improve Water/Wastewater System

- TWDB projects
- Identification of facilities
- Continue to pursue grant funding

Objective 3 - Continue to invest and diversify Park Recreation

- Replace/update playground equipment
- Explore feasibility of splash pad
- Identify low-cost activity items using existing resources
 - Pickle ball
 - Sand Volleyball Court
 - Dog Park

GOAL TWO: INVEST IN EMPLOYEES

Objective 1 – Continue to increase employee pay to match current market pay

Objective 2 – Develop phased in approach for Certification Pay

Objective 3 – Develop Professional Development Plans and required training

Objective 4 – Develop a positive organizational culture with employee involvement

Objective 5 – Update/maintain city facilities, promoting safe work environment

GOAL THREE: INVEST IN BEAUTIFYING BRECKENRIDGE

Objective 1 - Increase Code Enforcement

- Substandard housing
- High grass & weeds
- Enforcement of blowing grass clippings in street
- Junk vehicles

Objective 2 - Evaluate partnering and re-establishing Beautify Breckenridge

Objective 3 - Street Department to address grass growing in streets

Objective 4 - Explore partnership with County, TX Ag Ext, Master Gardener program, 4-H

GOAL FOUR: PROMOTE ECONOMIC DEVELOPMENT, TOURISM, AND BRECKENRIDGE AS A DESTINATION!

Objective 1 - Evaluate efficacy of Main Street Program (coordinating with BDDC)

Objective 2 - Improve and market Lake Daniels as a destination

Objective 3 - Selected city events (coordinate with Chamber, EDC & other community groups)

- Chalk walk
- Food Truck Friday
- Movies in the park
- Shop Local (coordinate with Chamber, EDC and cross-promote on website)

GOAL FIVE: PROMOTE TRANSPARENCY AND COMMUNICATION

Objective 1 - Development of Communication Plan

- Website & Social Media
- Update website platform
- Increase Social Media presence
- Increase use of YouTube platform

Objective 2 - Updated and efficient records management

Objective 3 - Inform and involve residents and community members

- High School – student representative on City Commission
- Surveys
- Newsletter
- Digital communication tools
- City employee involvement in various community events and civic organizations