

## STRATEGIC PLANNING

**Definition of vision and mission: A vision statement focuses on tomorrow and what an organization wants to ultimately become. A mission statement focuses on today and what an organization does to achieve it. Both are vital in directing goals.**

### Vision

Visionary  
Aspirational  
Building blocks for goals and objectives

#### **Vision Statement Questions**

Who do we want to be?  
What problems are we solving for those we serve?  
Who/What are we inspiring to change

#### STAFF DRAFT VISION STATEMENT:

*“The City of Breckenridge is committed to creating a safe, family-centered environment, in a growing community, that serves with pride and professionalism.”*

### Mission

Who do we serve?  
What do we do?  
Why do we do it?  
How do we get there?  
(Building blocks of strategies and tactics)

#### **Mission Statement Questions**

What do we do?  
Who/m do we serve?  
How do we serve them?

#### STAFF DRAFT MISSION STATEMENT

*“Consistently plan for higher quality of life through positive community relationships that welcomes visitors and tourism and appreciates business growth, by a focus on innovation and safety.”*

#### STAFF DRAFT CORE VALUES

### Values

Characteristics that we aspire to define us and influence how we will achieve our vision, mission, goals and objectives

#### **SWOT**

Internal - Strengths/Weaknesses  
External – Opportunities/Threats

ID resources, liabilities, roadblocks

#### **SMART principles ( applied to goals/objectives)**

Specific – clear and concise  
Measurable-makes it easy to see when we are complete  
Actionable – steps to achieve  
Realistic – within our control and reach, step-by-step  
Timebound – sets a target deadline

