

Breckenridge

Create harmony
between quality of life for
residents and quality of
place for visitors

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Goals

Established 2019

More Boots & Bikes, less cars

- Improve pedestrian access, lighting, safety, and use of crosswalks
- Increase public transportation use and busses
- Reduce visitor & resident car traffic by 10%
- Develop and implement a balanced parking & multi-modal transportation plan that preserves the character of the community

Goals

Leading Environmental Stewardship

- Develop cutting edge messaging/programs around responsible tourism & responsible citizenry
- Improve current recycling programs, usage, and education
- All major events are zero waste by 2024
- Identify & earn appropriate national sustainability certification
- Implement action that furthers the Town's efforts towards suitability and reduction of our community's carbon footprint.

Goals

Hometown Feel & Authentic Character

- Protect cultural heritage & National Historic Designation
- Develop more robust peak day management strategy
- Augment transit services (public and private), increase messaging regarding not using cars in town, reconsider parking fee structure for peak season
- Develop more family-oriented programming and events
- 47% of the Breckenridge workforce lives in Town and there is a diversity of housing types and prices for locals (sufficient to preserve the sense of community and support the local economy)
- Further short-term rental regulation, Buildout employee housing and rental units/programs
- Ensure access to affordable quality childcare for local working families
- Enhance and develop avenues for citizens to engage with the Town of Breckenridge so they are informed, feel heard, become involved, and collaborate to find solutions

Goals

Deliver A Balanced Year Round Economy

Overall objectives:

- Ensure long-term economic viability irrespective of climate conditions by diversifying and amplifying arts, historic, culinary products, and experiences on a year-round basis
- Attract and retain entry and mid-level workforce
- Fill in need periods; Metrics: Sales tax revenue, occupancy, visitor mix ratios – more level across twelve months
- Provide reliable and competitive Broadband services to citizens/businesses/visitors

Challenges

Key: HARMONY

- Ultimately all goals intended to create balance, harmony
- Cannot ignore resident sentiment
- Analyzing data to better understand visitor and local resident patterns
- Create a dashboard of analytics to inform next steps

Thank you!

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