

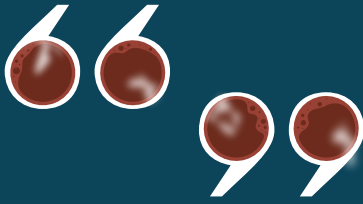
**BOLD ENDURING VALUE  
IMAGINE 2075**



**MISSION:  
PROVIDE ESSENTIAL SERVICES  
TO EMPOWER THE COMMUNITY**

**VISION:  
CREATE BOLD, ENDURING VALUE  
FOR FUTURE GENERATIONS**





### COMMUNITY POWER

Keep the public informed and involved by sharing details and collaborating with them.



### PARTNERS IN SUCCESS

Strengthen partnerships with governments, community organizations, and others to support a high quality of life.



### ENERGY & WATER FOREVER

Ensure energy and water are available for future generations, even if they cost more.



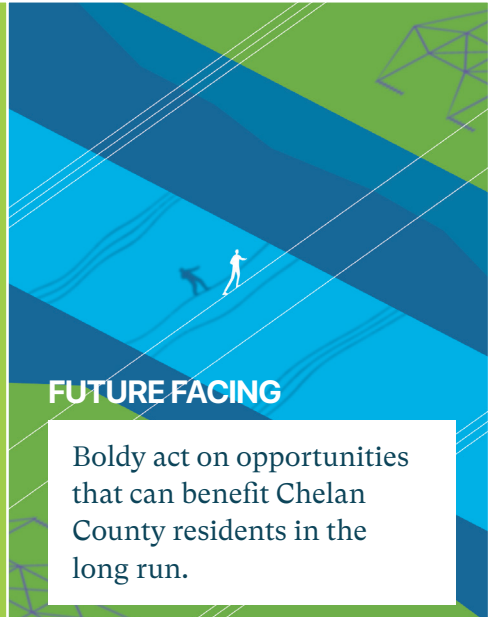
### HARNESS THE POWER FRONTIER

Invest in clean energy sources to support future community needs.



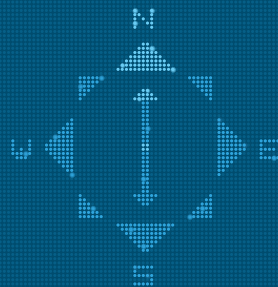
### BEND DON'T BREAK

Invest in equipment, people, and technology to make Chelan PUD's services more resilient.



### FUTURE FACING

Boldly act on opportunities that can benefit Chelan County residents in the long run.



### LEAD WITH PURPOSE

Board provides proactive guidance for long-term goals.



### CAN DO!

Build a strong workforce where we help each other succeed.



### FLY IN FORMATION

Align purpose, culture, and operating rhythm to work together.