



Vision Statement Selection

A Vision Statement is a concise, aspirational declaration of the City's long-term desired future state and ultimate impact.

The City of Sunrise Vision Statement created in 1991:

To be recognized within and beyond our community as a city government of excellence.

Vision Statement Option #1

To be recognized as a thriving, dynamic and welcoming community that fosters an exceptional quality of life, making it the community of choice to live, work and play.

Vision Statement Option #2

The City of Sunrise strives to be a connected, collaborative, and innovative community where everyone can enjoy a safe, vibrant, and modern way of life.

Vision Statement Option #3

To be recognized as a model for good government, known for its commitment to community engagement and accessibility while being proactive and innovative in shaping Sunrise for a better tomorrow.



Mission Statement Selection

A Mission Statement defines the City's core purpose and primary objectives.

City of Sunrise Mission Statement created in 1991:

We are dedicated to enhancing the quality of life by providing superior services which meet the current needs of our citizens, as well as planning for their future needs. We are dedicated to maintaining a receptive and ethical work environment which is conducive to the development of innovative and creative solutions to meet the ever-changing community needs.

Mission Statement Option #1

The City of Sunrise leads with excellence, delivers outstanding services, fosters sustainable growth, and promotes a safe, thriving, dynamic community for all.

Mission Statement Option #2

To meet the needs of our community by delivering world-class services, advancing strategic growth, supporting a dynamic local economy, and fostering a safe, healthy environment for all.

Mission Statement Option #3

The City of Sunrise delivers exceptional public services that prioritize safety and health while enhancing our community through innovative, strategic, and sustainable development for all.



Tagline Selection

The City of Sunrise Original Tagline:

The Center of It All

Other Taglines we have used informally:

The City that Rises Above the Rest

Rise and Shine with Sunrise

Your Business and Entertainment Destination

Tagline Option #1

A Great Place to Be

Tagline Option #2

Bright Today. Brighter Tomorrow.

Tagline Option #3

Brighten Your Life. Experience Sunrise.

Tagline Option #4

Discover Sunrise