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Mustang celebrates 50 years of service

District debuts new logo to usher in new era

AUBREY, TEXAS – The Mustang Special Utility District (SUD) is celebrating 50 years of service to northeast Denton County in 2016.



Chris Boyd

“When I first arrived at Mustang 15 years ago, I couldn’t imagine that we’d be where we are now,” said Mustang SUD General Manager Chris Boyd. “I wish I could have the chance to show the founding Board of Directors what’s happened since they formed the organization and drilled one well to serve 50 people.

“Much of the success we are having now is the result of many tough and thoughtful decisions made by the Mustang Board of Directors over the years. The decisions we are making now will have a profound impact on the organization over the next 50 years.”

Mustang SUD was formed in 1966 as Mustang Water Supply Corporation with five board members and 50 connections.

In 2011, Mustang SUD had more than 9,000 connections. The current system consists of ten groundwater wells, 2.8 million gallons-per-day of surface water capacity and capacity in three wastewater plants.

By 2013, Mustang added the 10,000th connection and currently has more than 12,500 connections.

To celebrate a half century of service, Mustang also unveiled its new logo.

“For many years, we’ve recognized the importance of the equine community, which made up much of our service area. The horse was a part of our logo for decades. With all the growth creating a more urban influence in our customer base, we really wanted to express a greater focus on the environmental aspects of the natural resource we manage,” Boyd said. “The colors of green and blue correspond to colors of pipe we use in water (blue) and wastewater (green).”

Mustang engaged Cooksey Communications as a consultant to look at the overall communication strategy.

The first elevated tower to have the new logo will be located in Cross Roads. It is expected to be built over the next year.

Follow Mustang SUD on Twitter at @mustangSUD, and like us on Facebook.

For more information, contact Mustang SUD General Manager Chris Boyd at 940-440-9561 or cboyd@mustangwater.com.