# Boldly Leading Breckenridge Together, We Are Building A Community Where Everyone Can Thrive

This "internal" messaging underscores the city's dedication to preserving Breckenridge's rich heritage while fostering a forward-thinking spirit, ensuring a fulfilling experience for all who call Breckenridge home.

## **Core Values**

Together, We Are Building A
Community Where Everyone Can Thrive

#### Be Bold

We embrace creative solutions and innovative ideas that help our city flourish.

#### Be Responsible

We faithfully serve our citizens to create a community where everyone can thrive.

#### Be Excellent

We give each day our best effort because we know our work makes a difference.

#### Be Compassionate

We foster an environment of genuine care for each other, our residents, and our neighbors.

#### Be Knowledgeable

We're committed to professionalism and personal growth so we can serve our community well.

## **Vision Statement**

A thriving, family-centered community in the heart of Texas: welcoming and fostering growth, investment, and tourism.

## **Mission Statement**

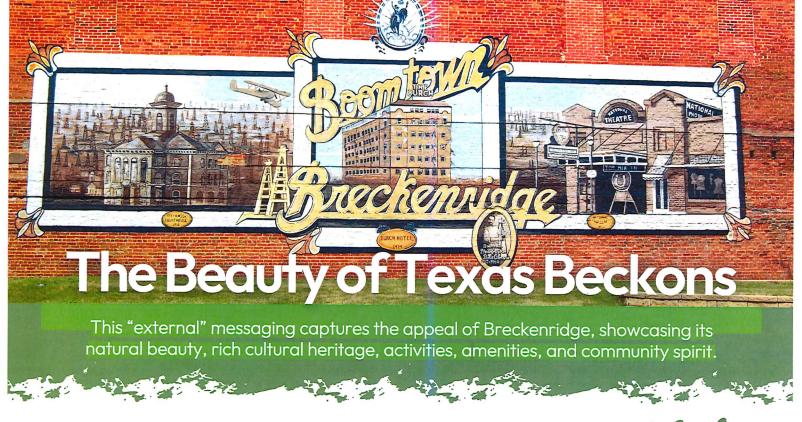
Consistently plan for higher quality of life through positive community relationships that value citizens, welcome visitors, and invite business growth by focusing on innovation, education, and safety.

# **Our Purpose**

Leading our city with strategic initiatives that elevate our community's worth, educate our citizens, encourage civic engagement, and enhance the well-being of our residents.

## **Our Promise**

Our focus on safety, education, and forward-thinking ushers our community into a future brimming with opportunity.



# History, Hospitality, and a Hometown Feel

Unplug, Unwind, and Discover Something Unique in Breckenridge



#### Buckaroo Pride

Experience the Warm Feeling of a Close Community that Revels in its Hometown Pride.

### Rich Heritage

Journey Back in Time to the 'Boomtown' Oil Era and Explore Historic Murals Downtown.

# Explore the Outdoors

Immerse Yourself in the Great Outdoors with Fishing, Boating, Hunting, and More.

# Community Charm

Indulge in Fine Art, Explore Charming Boutiques, and Savor Local Flavors.

#### Kick Back and Relax

Reconnect with Life, Surrounded by the Natural Beauty of Texas.

# Breckenridge Beckons: Lakes, Murals, and Memories Await!

Rich Texas History with Modern-Day Charm



A vibrant community with charming hospitality, historic murals, and an inviting atmosphere to call home.



An ideal hometown that's booming with opportunity, and boasts a more relaxed pace of life.



Scenic lakes and recreational activities make it the perfect place for hunting, fishing, shopping, dining, or enjoying the arts.

Rooted in History, Blooming with Hospitality

# **Proposed Logo Options**







#3



#4



# **Fleet Vehicle Examples**

