



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

B

Be Bold

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

R

Be Responsible

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

E

Be Excellent

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

C

Be Compassionate

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

K

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.

Our Goal is to: Enhance Awareness | Correct Misconceptions | Communicate Value



The Beauty of Texas Beckons

This “external” messaging captures the appeal of Breckenridge, showcasing its natural beauty, rich cultural heritage, activities, amenities, and community spirit.

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

LIVE

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

WORK

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

PLAY

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

#1



#2



#3



#4



Fleet Vehicle Examples

