

2022 Town Council Goal Setting Statement

The Town Council recognizes and is dedicated to capturing and maintaining the current momentum in the community and is excited about the future of Parachute and will help guide the Town to realize its full potential of being the best place to live, work, and raise a family in western Colorado. This includes diversifying the local economy, beautifying the community, and creating additional amenities for existing residents and businesses. The Council understands that these objectives and the expected outcomes are endless, and will take years to accomplish, and the Council's goal statement is intended to direct Town projects and initiatives that will harvest high, mid, and low-hanging fruit in the community over the next 1-5 years. This goal statement will be re-visited approximately every two years.

Diversify and Grow the Local Economy

The Town Council values the oil and gas industry that fuels the local economy and also welcomed the marijuana industry when it was an emerging market. The Town Council now endeavors to further diversify the local economy and strives to create a strong and resilient tax base that can provide reliable services to the community - throughout and despite economic downturns. The Town Council also wishes to create opportunities that reduce the necessity for our friends and families to endure daily "super commutes" out of the community to higher paying jobs elsewhere. The Town Council recognizes that this will require a high degree of flexibility and the ability to "think big," but it is fully embracing this challenge and will undertake the following initiatives:

1. Use creative and aggressive tactics to attract retail stores and businesses that fill missing markets to allow those that live here to shop here and prevent leakage to nearby communities – ultimately increasing the Town's tax revenue base and increasing the amount of resources available to improve the community's quality of life. Examples of missing markets include:
 - a. Grocery store
 - b. Sporting goods store
 - c. Restaurants and entertainment
2. Promote and strengthen existing businesses by aiding their advertising efforts and materials, and by educating local business owners on digital marketing.
3. Evaluate permitting and approval processes to make Parachute one of the easiest and most inviting places to do business.

Beautify and Revitalize Business Corridors

The Town Council acknowledges and embraces that the Town of Parachute has two primary business corridors: 1st Street and Cardinal Way. Each of these areas are equally important to the community, and they will be essential to the Town's future and economic growth. The Town wishes to invest in these corridors, and the Town's business district, to foster public-private investment partnerships, and stimulate economic, cultural, and social growth in the heart of Parachute. The Town Council will take steps to accomplish this through the following priority initiatives:

1. Create a plan to redesign and reconstruct the 1st Street corridor, that is seamless with other areas in the community (e.g. rest area, pedestrian bridge, etc.) to create a more inviting and vibrant experience for shoppers and guests in downtown Parachute.

2. Evaluate legal entities and options to provide long term and sustainable funding sources to address deteriorated infrastructure and blighted properties in Town, such as Tax Increment Financing and/or a Business Improvement District.
3. Evaluate possible “vacancy” fees on vacant properties and buildings to incentivize development in Town and de-incentivize property owners from over-speculating and land-banking with properties that are vital community and economic assets.
4. Develop proactive educational and strong enforcement measures to achieve compliance with the Town’s Code regulations, such as treating noxious weeds, reducing illegal storage on Town streets, picking up pet waste, and other violations that have aesthetic and safety impacts on the overall community – especially in the central business area of Parachute.

Unify and Promote a Strong Sense of Community

The Town Council values Battlement Mesa residents and recognizes their vital role in the community and local economy, and strongly believes that positive momentum for Parachute is positive for Battlement Mesa, and vice versa. The Town Council acknowledges the history of the two communities, and their unique identities and dissociation from one another, but the Council desires to work towards bringing the two communities together to create a single sense of community to capture the true potential of the area. The Town Council will strive to accomplish this, in part, by continuing to host events that bring the community together, working with community stakeholders, and evaluating potential projects that physically connect the two areas – such as a future additional bridge connection.

Enhance and Create Additional Outdoor Recreation Opportunities

The Town Council loves where we live and wishes to capitalize on the surrounding abundance of natural resources for outdoor recreation. In addition to traditional recreation opportunities, the Town Council is also open to innovative and creative opportunities that can further showcase the region as an outdoor recreation destination. The Town Council further recognizes that providing opportunities for our residents and guests to enjoy the outdoors have numerous benefits on public health and the overall quality of life for the community. Therefore, expanding outdoor recreational opportunities will continue to be a priority for the Town Council, especially in the following areas and initiatives:

1. In partnership with the Bureau of Land Management and other property owners, conduct an evaluation and complete a preliminary design for the possible expansion of recreational trails and amenities at the base of Mt. Callahan on the Town owned and adjacent BLM public property.
2. Partner with the Parks Association and Parks and Rec District to beautify and revamp the existing infrastructure at the Cottonwood Park rodeo fairgrounds and create a common vision / plan for the area’s future that can host year-round social and cultural events that bring vitality to Parachute.
3. Complete a trails master plan that will create a strategic list of priority projects and trails, such as a Colorado Riverfront Trail, a Parachute Creek Trail, and Trails around the Spring Lake, Parachute Island, and Parachute Ponds State Wildlife Area.

Promote Community Engagement

The Council will strive to continue to increase effective community engagement. This includes creating many types of opportunities, formal and informal, to receive feedback, improve Council visibility, and to listen to the community. As a top priority, the Council desires to work with and engage community stakeholders, such as business owners and community organizations such as the Parks and Recreation District, Parks Association, Historical Society, GV Fire District, BMMD, BMSA, School District, Senior Center, Grand Valley Residents Team, Garfield County, CDOT, and others. To accomplish this, the Council will explore ideas for enhanced communication that may include creating additional formal Advisory Boards and Commissions, planning committees, and conducting regular community surveys.

Anticipate and Embrace Future Challenges, Technology and Trends

The Town Council values innovation, risk taking, and being welcoming to future opportunities and challenges. The Town Council embraces the Town's historic nature of uncertainty and believes this has helped make our community strong, adaptable, and nimble to whatever the future may hold. The Town Council acknowledges that the future remains uncertain in the wake of COVID with labor shortages, inflation, and the housing crisis, but the Council will lead the community into the future and make the necessary investments to be prepared and resilient to thrive. Specifically, the Town Council will make the necessary investments to recruit and retain a high-quality Town staff, cultivate internet and telecommunication services, advance public safety equipment and technology, and employ cutting-edge applications and software to streamline and simplify Town processes – such as paying bills, applying for permits, and communicating with the public.

