



# DESTINATION DELTA

An All-America City in the heart of western Colorado with community spirit and abundant natural resources that fosters responsible economic growth and prosperity to create an attractive and vibrant rural community for residents, business owners and visitors of all ages.

All-American City Award: Recognizes the work of communities in using inclusive civic engagement to address critical issues and create stronger connections among residents, businesses and nonprofit and government leaders.

# CITY OF DELTA GOALS

GOAL	What this means:
<b>Celebrate Delta!</b>	<p>We want to celebrate our community including our amazing people and assets like our golf course, Confluence Park, Con-Trails, Recreation Center, ACCESS to the outdoors, fun community events, civic organizations, and business community.</p> <p>We believe our pride could use a little boost, and want to focus on ways to reengage with <u>all</u> of our citizens. We want to have a clean, well maintained community that everyone is proud to call home. That starts here with a recommitment by the City to engage more with our community, keep our city clean, take care of our assets, and make informed decisions to guide us into the future. For the City to be successful, we need our entire staff and organization on board.</p>
<b>Invest and <u>reinvest</u> in our infrastructure</b>	<p>Our infrastructure is in need of attention. We need to reinvest in maintaining, repairing, and replacing what we have, and make sure we can take care of any new infrastructure we build.</p>
<b>Broaden our economy and focus on community development</b>	<p>Our business community needs our help. We need to be more business friendly in our implementation of policies and regulations, demonstrate to our business community that we support them, and are here to help clear hurdles out of their way so they can be successful. We need to make sure workers in our community can afford housing by supporting industries that pay livable wages, and that they have access to affordable housing, daycare, healthcare, and other essential services.</p>
<b>Downtown Revitalization</b>	<p>Main Street should be a cool place to stop, eat, and be entertained. We want to see a business in every store front on Main Street, and people taking advantage of a vibrant downtown atmosphere. We want to ride our bikes on our trail system along the Gunnison River, take a selfie in front of our amazing public art, stop at the coffee shop for some great coffee on the way home, and then come back in the evening for music and amazing food. Let's create this!</p>
<b>Keep our City safe</b>	<p>We are concerned about crime. We want to invest in community policing and mental health support to be more proactive in reducing crime before it starts. We believe we need to tackle the drug problem that our community experiences, and help find solutions for supporting our homeless population.</p>
<b>Be a leader in regional collaboration</b>	<p>The City of Delta is the hub for the entire county. Our location between Grand Junction and Montrose is an opportunity yet to be captured. Many of our needs like transportation, broadband, and tourism are directly connected to our neighbors in all direction and we need to take a leadership role in the region so that Delta can realize its full potential as a City and as a regional hub.</p>

# OUR PRIORITIES:

These are the ideas, projects, and programs where we will focus our energy and resources.

Celebrate Delta!	Examples
<p>Restore Delta’s central gathering locations and put our assets back to work as locations for fun, family, and community.</p>	<ul style="list-style-type: none"> <li>• Bring Cleland Park back to life with new equipment and fencing to support festivals and gatherings.</li> <li>• Show pride in our golf course, parks, and trails by addressing deferred maintenance needs.</li> <li>• Make downtown <u>THE PLACE TO BE</u> by finishing West Legacy Park, City Hall Pocket Park, wayfinding, and restoration of the façade program.</li> <li>• Encourage the use of City facilities for arts and culture programming to grow interest and demand!</li> </ul>
<p>Show our Pride in our City</p>	<ul style="list-style-type: none"> <li>• Start a <i>Return Home</i> campaign.</li> <li>• Continue to invest in marketing all of our assets including golf, Confluence Park, Con-Trails, Historic Downtown, and our access to the outdoors like the Dobies, Gunnison River, Grand Mesa, and Escalante-Dominguez!</li> <li>• Tell EVERYONE about Delta</li> </ul>
<p>Engage our Community</p>	<ul style="list-style-type: none"> <li>• Build bridges with our businesses, and encourage creation of a Main Street Business entity like a DDA.</li> <li>• Start a Diversity Committee to help the City meet the needs of all residents of the City.</li> <li>• Establish a Leadership Program to grow future community leaders.</li> </ul>
<p>Celebrate our Employees</p>	<ul style="list-style-type: none"> <li>• Build strong teams with leadership development programs, management training, mentorships, and reward programs.</li> <li>• Encourage cross department collaboration at all levels of the organization.</li> <li>• Celebrate the diversity of our work teams.</li> <li>• Empower our employees to identify and implement solutions to challenges.</li> <li>• Encourage all employees to be proactive. Recognize and reward those that go above and beyond to make Delta a great place for our residents.</li> </ul>
<p>Target our marketing efforts to showcase everything Delta offers to residents and visitors.</p>	<ul style="list-style-type: none"> <li>• Start a <i>Return Home</i> campaign.</li> <li>• Show off our natural resources, golf course, airport, parks, and facilities.</li> </ul>

Invest and <u>reinvest</u> in our infrastructure	Description & Examples:
Identify specific roads that are in need of repair and develop a strategy to move the projects forward.	<ul style="list-style-type: none"> <li>9<sup>th</sup> Street, 4<sup>th</sup> Street, Grand, 16<sup>th</sup>, and A street are all in desperate need of repair. Engineering needs to be completed for these streets, and funding secured. This may require a bond and tax question to the voters to achieve.</li> </ul>
Make Main Street Work!	<ul style="list-style-type: none"> <li>Identify strategies to reduce truck traffic on Main Street and make Main Street more walkable. Finish the pocket parks and then maintain them! Improve signage so visitors to our downtown can find their way around AND find parking!</li> <li>Implement big and small projects that improve downtown like bathrooms, a façade improvement program, wayfinding, and public art.</li> </ul>
Broadband	<ul style="list-style-type: none"> <li>Improve it! We don't want to be the only community in the region that doesn't have fiber to the home.</li> </ul>
Invest in redundancy in critical infrastructure	<ul style="list-style-type: none"> <li>Make sure our power system, sewer system, and water system can be taken offline and maintained by building critical redundancies.</li> </ul>
MLP Building	<ul style="list-style-type: none"> <li>Implement the voter authorization to sell the ML&amp;P Building so it can become an economic driver and anchor to our downtown and Main Street</li> <li>Identify a new home for the ML&amp;P department.</li> </ul>
Police Building	<ul style="list-style-type: none"> <li>Find a new home for police department that fits our needs and solves the problems of a building that is too small for our modern police department.</li> </ul>
Assess our internal policies and regulations and move updates forward	<ul style="list-style-type: none"> <li>Review charter, budget process, tax structure, regulations, and other policies to remove hurdles to taking care of our infrastructure and buildings.</li> <li>If we plan on building it, we must plan on maintaining it from Day 1. This must be our mantra!</li> </ul>

**Broaden our economy and focus on community Development**

**Description & Examples:**

**Business Engagement**

- Connect with our business community regularly and often. Identify their needs and concerns and respond.
- Encourage and support development of a Downtown Development Authority that can help do the work of Main Street businesses need.
- Be at the table with the Chamber of commerce and One Delta County.
- Be more business friendly by improving our planning, building, and utility processes.

**Make Main Street Work!**

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- Implement big and small projects that improve downtown like bathrooms, a façade improvement program, wayfinding, and public art.

**Broadband**

- Improve it! We don't want to be the only community in the region that doesn't have fiber to the home.

**Riverfront Redevelopment**

- Develop a master plan that guides the future redevelopment of properties between downtown and the river. This development should be a visual and physical extension of downtown, and help facilitate a direct connection to the river corridor.
- Future development of the riverfront properties should facilitate increased access to the river and river corridor for recreation. This is one of our must underutilized assets!
- Cottonwood Park is important to our recreation programs. If we can't replace Cottonwood Park through sale and redevelopment of fields elsewhere, then upgrade it! Our kids deserve quality fields.

**Housing**

- We need more. Encourage development of all types of housing, and development planning and building codes that are easier to navigate.

Broaden our economy and focus on community Development (Continued)	Description & Examples:
MLP Building	<ul style="list-style-type: none"> <li>• Implement the voter authorization to sell the ML&amp;P Building so it can become an economic driver and anchor to our downtown and Main Street</li> <li>• Identify a new home for the ML&amp;P department.</li> </ul>
Support our workforce	<ul style="list-style-type: none"> <li>• Participate in all efforts to bring livable wage jobs to Delta.</li> <li>• Support workforce training programs, especially those for the trades.</li> <li>• Support efforts to build more attainable housing.</li> <li>• Increase access to quality daycare for working families.</li> </ul>
Target our marketing efforts to showcase everything Delta offers to residents and visitors.	<ul style="list-style-type: none"> <li>• Start a <i>Return Home</i> campaign.</li> <li>• Show off our natural resources, airport, golf course, parks, and facilities.</li> </ul>
Restore Delta’s central gathering locations and put our assets back to work as locations for fun, family, and community.	<ul style="list-style-type: none"> <li>• Bring Cleland Park back to life with new equipment and fencing to support festivals and gatherings.</li> <li>• Show pride in our golf course, parks, and trails by addressing deferred maintenance needs.</li> <li>• Make downtown <u>THE PLACE TO BE</u> by finishing West Legacy Park, City Hall Pocket Park, wayfinding, and restoration of the façade program.</li> <li>• Encourage the use of City facilities for arts and culture programming to grow interest and demand!</li> <li>• Determine the future for Horse Country Arena, and the best use of the property.</li> </ul>
Assess our internal policies and regulations and move updates forward	<ul style="list-style-type: none"> <li>• Reorganize the City Departments and recreate the Community Development Department.</li> <li>• Review charter, budget process, tax structure, regulations, and other policies to remove hurdles to taking care of our infrastructure and buildings.</li> </ul>

## Downtown Revitalization

## Description & Examples:

### Make Main Street Work!

- Identify strategies to reduce truck traffic on Main Street and make Main Street more walkable. Finish the pocket parks and then maintain them! Improve signage so visitors to our downtown can find their way around AND find parking!
- Implement big and small projects that improve downtown like bathrooms, a façade improvement program, wayfinding, and public art.

### Riverfront Redevelopment

- Develop a master plan that guides the future redevelopment of properties between downtown and the river. This development should be a visual and physical extension of downtown, and help facilitate a direct connection to the river corridor.
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### Business Engagement

- Connect with our business community regularly and often. Identify their needs and concerns and respond.
- Encourage and support development of a Downtown Development Authority that can help do the work of Main Street businesses need.
- Be at the table with the Chamber of commerce and One Delta County.
- Be more business friendly by improving our planning, building, and utility processes.

### Put DURA to work

- Restart the urban renewal authority with a commitment to action.



## Keep our City safe

## Description & Examples:

### Support the Abraham Connection Shelter

- Work with the Board of Directors to find additional funding to support shelter services and support programs year round.
- Encourage City Departments to volunteer at the shelter.
- Engage with the State to find solutions and funding to reduce the homeless population.

### Reduce Crime and Drugs

- Increase community policing practices.
- Support Back the Badge and use new funds to target crime reduction
- Support efforts to increase access to mental health support, domestic violence prevention, and drug rehabilitation.

### Emergency Management

- Train and plan for emergencies.
- Increase communication and coordination with the County Emergency Manager, and State Emergency Management.
- Provide training to our business community to be better prepared in the event of business disruption from disaster.

## Be a leader in regional collaboration

## Description & Examples:

Be an active participant in all regional discussions

- Take an active role at the table with all regional partners and conversations.
- Advocate for Delta's needs.
- Support our neighbor communities in advocating for their needs.
- Develop a clear message and work towards implementation of solutions for enhanced transportation, broadband, economic development, and tourism partnerships.

Partner with the County in areas of common interest

- Work with County to develop a plan and strategy for increasing development potential at and around the airport.
- Be an active participant with the County to identify a solution for the Carnegie Library that preserves the building and ensures ongoing Library services for Delta residents.