



# DRAFT Strategic Plan

## **Our Mission: why Town government exists**

The Town of Windsor strengthens community through the responsible and equitable delivery of services and support of hometown pride and resident involvement.

## **Our Vision: a view of what Windsor will be in 2023**

Windsor's hometown feel with vibrant community spirit and pride makes our town a special place in Northern Colorado.

Windsor has a unique downtown and lake which is a community focal point and destination.

Windsor has a strong local economy with diverse businesses that provides jobs for residents and promotes quality development through managed growth.

Windsor residents enjoy a friendly community with housing opportunities, choices for leisure, cultural activities, and recreation, and easy mobility for all.

Windsor is a good environmental steward.

## **Our Goals: what we intend to achieve in the next 3 to 5 years. Our objectives: something that we will actually do in the next 1 to 2 years**

### **Goal Topic 1: Community Spirit and Pride**

- Goal #1 Strive for residents feeling safe and secure throughout Windsor
- Goal #2 Encourage strong community events with active participation of residents
- Goal #3 Provide and support ample opportunities to be actively involved in the Town governance process and in serving the community
- Goal #4 Promote healthy neighborhoods
- Goal #5 Provide for diverse and healthy lifestyle choices in leisure, cultural activities, and recreation
- Goal #6 Lead through environmental stewardship

### **Goal Topic 2: Promote Historic Downtown and Lake as a Destination and Focal Point**

- Goal #1 Preserve architectural character
- Goal #2 Make downtown visitor-friendly
- Goal #3 Continue implementation of the Downtown Master Plan

**Goal Topic 3: Diversify, Grow, and Strengthen the Local Retail and Industrial Economy**

*This goal area will remain as a placeholder until the economic development assessment and work has been completed. These are an outline of the possible goals from the report.*

- Goal #1 Establish a dedicated economic development Town Staff position
- Goal #2 Develop new, creative business attraction tools
- Goal #3 Establish a business retention and expansion program
- Goal #4 Develop a competitive retail strategy for I-25 Interchange properties
- Goal #5 Develop a multi-faceted, unique, and effective marketing strategy
- Goal #6 Consider working toward a business group with the Chamber of Commerce

**Goal Topic 4: Encourage a Wide Variety of Housing Opportunities**

- Goal #1 Promote a range of housing choices: single family, townhomes, lofts, condos, multi-family units, senior and transitional living units
- Goal #2 Strive for housing availability for all income levels

**Goal Topic 5: Promote, Manage and Facilitate an Effective Transportation System within the Town and the Northern Colorado Region**

- Goal #1 Complete construction on the I-25/392 interchange
- Goal #2 Improve traffic flow within and around Windsor through alternate routes
- Goal #3 Support multi-modal transportation
- Goal #4 Retain Windsor's streets to safe standards with adequate maintenance