

# COUNCIL OBJECTIVES/PRIORITIES FOR 2023–2024



1. Advance housing projects within Winter Park and Fraser Valley
  - ▶ Diversification of housing types for attainable housing
  - ▶ Advance lodging tax and bedroom impact fee for a direct funding source for attainable housing



2. Develop infrastructure improvement plans (downtown streetscape, resort connectivity, and natural spaces planning) to address negative impacts where infrastructure is required or mitigation is needed (dispersed camping areas) to maintain Winter Park's natural areas
  - ▶ Form financing authorities like a URA or DDA for funding necessary infrastructure
  - ▶ Finalize a Memorandum of Understanding (MOU) with Alterra/ Winter Park Resort and Johnson Group for the Resort to Town connections
  - ▶ Negotiate and find grant funding from state and federal levels for private-public partnerships for the needed infrastructure
  - ▶ Financial planning and stabilization – continue the diversification of revenues, development of planning models, and planning for future capital improvement projects



3. Finalize the Town's zoning code and development regulations
  - ▶ Initiate a study for a downtown parking plan
  - ▶ Develop land use policies to develop workforce housing (inclusionary zoning)
  - ▶ Meet with the Planning Commission periodically to provide input and desired direction



4. Advance mental health initiatives in the community
  - ▶ Work with HOPE Committee and other strategic partners to increase the availability of services in the Winter Park area
  - ▶ Establish ongoing funding for programs



5. Promote a year-round economy by creating more opportunities in the community to activate businesses
  - ▶ Off-season activation
  - ▶ Explore opportunities such as higher education
  - ▶ Develop an Economic Development Committee of key stakeholders



**6.** Bring back more community engagement events (such as reestablishing Mary Jane Days, etc.) that capture our local character and culture



**7.** Pursue the creation of a regional transit authority



**8.** Advance environmental sustainability initiatives through the commitment of staff resources, the pursuit of grant funding, and working with community partners and engaging the consultant from the Imagine Winter Park Plan to evaluate and better define the four core values



**9.** Continue the Town's marketing strategy through partnerships with the Chamber of Commerce, Winter Park Resort and other community partners



**10.** Maintain communication and relationship building with the Town's strategic partners

- ▶ Locally
- ▶ Broader region (Denver and Front Range)
- ▶ State representatives