

Parker City Revitalization Corporation Executive Summary

MISSION STATEMENT

The mission of the Parker City Revitalization Corporation, a nonprofit organization, is to enhance and strengthen the local economy of the City of Parker by empowering the businesses and future businesses of Parker to create an inviting atmosphere and improve the quality of life for the community. This will be accomplished through business development and the promotion of clean, safe, and green recreational and tourism opportunities where all will feel welcome. A positive image will be created through façade and streetscape improvements while preserving the heritage of our small city.

VISION STATEMENT

By the year 2012, the Parker City Revitalization Corporation will have promoted the City of Parker as a signature destination for the Allegheny-Clarion Valley region – a quaint American city that is clean, safe, and pedestrian-friendly, with historically appealing and significant architecture. It will have business and recreational offerings that continue to attract new residents and engage visitors. Increasing use will be made of the riverfront, parks, and businesses to enrich life in the City of Parker.

The Business District will be healthy and diverse, blending cooperation among public and private entities, services, and entertainment, while providing basic and specialty retail offerings for the residents, workers, and visitors. This revitalization effort will have a positive impact on the region while maintaining the City of Parker's unique distinction as "The Smallest City in the United States."

KEY GOALS

GOAL 1: Organization & Promotion

To develop long-term financial plan and annual fundraising activities; provide oversight to the organization; promote the organization in the community and media; to provide training and recognition to Board and Committee members, and to advance a positive general image of the City of Parker.

GOAL 2: Design

To stimulate the business district through physical improvements of the buildings, streetscapes, riverfront, and parking areas.

GOAL 3: Economic Restructuring

To retain and recruit businesses through the restructuring of the business district to include new economic uses and E-commerce opportunities.

GOAL 4: Clean, Safe & Green

To improve the city's cleanliness and public safety, and create landscaping and gardening projects throughout.