



Town of Chino Valley

WHO WE ARE

Chino Valley is a peaceful, rural community that supports recreation and regional tourism. We are committed to preserving our community's expansive vistas, endless grasslands, and starry night skies while supporting limited and sustainable growth. We honor our proud agricultural and equestrian tradition.

OUR VISION

Make Chino Valley a desirable place to build a future.

OUR MISSION

To provide services and opportunities that keep Chino Valley a safe, desirable place to live, grow, and thrive.

OUR VALUES

*Safety
Integrity
Honesty
Transparency
Communication*



Council Strategic Priorities and Goals

Effective Government	Quality of Life	Water & Land Stewardship	Quality Infrastructure	Financial Stability
Connected Community	Safe & Secure Community	Sustainable Water Supply	Infrastructure & Asset Management	Prosperous Community
Collaborate & Engage	Sustainable Development	Natural Resources & Open Spaces	Sustainable Circulation	Recreation & Tourism Opportunities
Transparent Government	Respect Character & Culture		Expand Water & Sewer System	Local Shopping Opportunities
Innovative & High Performing Organization	Recreation for all Ages			

Strategic Priorities and Goal Setting Process

The Council conducts annual reviews of strategic priorities to ensure that our planning and resources align with the evolving needs of our community. During the most recent strategic review meeting in February 2024, councilmembers had the opportunity to assess current initiatives, integrate new priorities, and define goals. This meeting served as a crucial platform for dialogue and decision-making, allowing the Council to dynamically adjust Chino Valley’s strategies to better serve the community. These annual reviews further ensure that efforts are comprehensive and reflective of the community's immediate and long-term needs.