

The Battlement Mesa Service Association

“Your City’s Pride”

By Keith Lammey, President, Battlement Mesa Service Association

I suppose that every community’s “city pride” falls somewhere on the “city pride” scale. I imagine it to be how I envision the “love/hate” scale. I believe that love and hate are simply varying degrees of the same feeling.

On the “love/hate” scale, the mid-point is where we neither love nor hate. We’re just neutral. We tend to interact most frequently with people on the love side and the people we avoid on the hate side. That’s just my opinion derived from a few decades of experience. I have no scientific facts to support my conclusion.

Like my vision of the “love /hate” scale, I think all communities can be placed on a “city pride” scale. At the far end we have communities that have zero city pride. This is the community where everyone hates everything about the community and will complain for hours to whomever will listen about how terrible this place is. They will say things like, “You ought to be glad you don’t have to live here.”

The communities where everything is just about perfect, as judged by the people that live there, are on the opposite end. There are two extremes and a lot of communities between the two extremes.

My question is, where does Battlement Mesa fall on this city pride scale? Another way to express it is, does Battlement Mesa have a little or a lot of city pride?

I remember a time, back in the 1970s, when I lived in Denver. I don’t know who created it, but a slogan there became very popular. It was a simple slogan: “I’d rather be in Denver!” At one point, I even had a T-shirt that proudly proclaimed the slogan. I wore it often, especially when I traveled out of town. I wore it proudly. I thought Denver was a cool city. It was a great place to live. At least I thought so, and apparently a lot of other people thought so too, because when I wore this T-shirt, a lot of people stopped me and said, “I agree! I’d rather be in Denver.”

In my opinion, Denver was a great place to live and, it still is. It had and still has its flaws. I can say that now because I don’t live there anymore. It has crime, pollution, traffic...oh, the traffic!

I haven’t seen one of those old T-shirts in a long time but I am willing to bet that if I printed up a bunch of T-shirts with the slogan, “I’d rather be in Denver” and sold them on Denver’s 16th Street Mall, they’d still sell like hot cakes. You see, Denver is a community with a lot of city pride.

Oh, but what about Battlement Mesa? Sometimes I hear a resident say that they’d rather not live here. On the other hand, I hear a lot of people say that it’s a nice place to live and some that even refer to it as a great place to live. In fact, I am so convinced that enough people love living in Battlement Mesa that I am thinking about printing some T-shirts that say, “I’d rather be in Battlement Mesa!”

Why not? It is a great place to live, to visit, to raise a family, to do business or to retire. The climate is just about perfect...not too hot or too cold. The sunsets, sunrises and the vistas are magnificent. By almost anyone’s standards, we have zero traffic and crime. We have a great school system. We have a splendid golf course and a 53,000-square-foot Activity Center. We have affordable housing occupied by really nice people. Our Colorado back yard is filled with wildlife, wild flowers, hiking and biking trails and we can ski, hunt, raft, fish...well the list is long.

I don't know about you, but I have tossed out my "I'd rather live in Denver" T-Shirt and traded it in for a "I'd rather live in Battlement Mesa" T-Shirt. Order yours here!