


Glenwood Springs Downtown Development Authority Strategic Plan 2022 - 2027

| Mission and Values | Vision & Desired Outcomes | Goals/Objectives | Priority Projects |
|---|---|---|--|
| <p style="text-align: center;">MISSION</p> <p style="text-align: center;">To create vitality for the downtown; strengthening downtown as the retail, entertainment, office, government & tourist; ensuring access for all.</p> <p style="text-align: center;">VALUES</p> <p style="text-align: center;">Focus on the Local Collaboration Access & Equity You Are Here The Third Place</p>  | <p style="text-align: center;">Economic Vitality</p> <p style="text-align: center;">Use creativity, economic diversification and a local emphasis to ensure economic prosperity and opportunity for a diversity of businesses and ventures.</p> <p style="text-align: center;">Placemaking</p> <p style="text-align: center;">Emphasize the authentic small town character, tone, art and history of Glenwood Springs.</p> | <p>Goal 1: Activate & Revitalize North Glenwood</p> <p>Goal 2: Increase Economic Vitality through Activation, Promotion & Communication</p> <p>Goal 3: Revitalize Cooper</p> | <p style="text-align: center;">Now</p> <ul style="list-style-type: none"> <input type="checkbox"/> Rocky Mountaineer Engagement <input type="checkbox"/> Vacancies on Website <input type="checkbox"/> Facade Grants <input type="checkbox"/> 6th Street Phase 1 <input type="checkbox"/> List & Prioritize Enhancement Projects <input type="checkbox"/> Cooper Alley Design <input type="checkbox"/> Wings Signs <input type="checkbox"/> Sell Bethel Lot <input type="checkbox"/> Parking Enforcement |
| | <p style="text-align: center;">Communications</p> <p style="text-align: center;">Clear communication conveys the character, history and sense of place downtown.</p> <p style="text-align: center;">Leadership & Activation</p> <p style="text-align: center;">Advocate for downtown perspectives and serve as a resource for partners hoping to engage in downtown.</p> | <p>Goal 4: Improve Traffic & Parking Management</p> <p>Goal 5: Promote Facade Improvements</p> <p>Goal 6: Create Active Alley Connections</p> | <p style="text-align: center;">Next</p> <ul style="list-style-type: none"> <input type="checkbox"/> Alley Lighting <input type="checkbox"/> Parking App <input type="checkbox"/> North Landing <input type="checkbox"/> Cooper Revitalization <input type="checkbox"/> Event Investment <input type="checkbox"/> Downtown Circulator <input type="checkbox"/> Cooper Lighting <input type="checkbox"/> Cooper Alley Construction |
| | <p style="text-align: center;">Connectivity & Mobility</p> <p style="text-align: center;">Create a downtown that is bicycle and pedestrian friendly encouraging movement, connectivity and vitality.</p> | <p>Goal 7: Promote the DDA</p> <p>Goal 8: Redevelop the Confluence</p> | <p style="text-align: center;">Future</p> <ul style="list-style-type: none"> <input type="checkbox"/> Confluence Redevelopment <input type="checkbox"/> Alley Connections <input type="checkbox"/> TIF/DDA Renewal |

Glenwood Springs Downtown Development Authority Strategic Plan 2022 - 2027