


# Glenwood Springs DDA Strategic Plan 2023-2027 *updated April 2023*

Mission and Values	Vision & Desired Outcomes	Goals/Objectives	Priority Projects
<p><b>MISSION</b> To create vitality for the downtown; strengthening downtown as the retail, entertainment, office, government &amp; tourist; ensuring access for all.</p> <p><b>VALUES</b> Focus on the Local Collaboration Access &amp; Equity You Are Here The Third Place</p> 	<p><b>Economic Vitality</b> Use creativity, economic diversification and a local emphasis to ensure economic prosperity and opportunity for a diversity of businesses and ventures.</p> <p><b>Placemaking</b> Emphasize the authentic small town character, tone, art and history of Glenwood Springs.</p>	<p><b>Goal 1:</b> Activate &amp; Revitalize North Glenwood</p> <p><b>Goal 2:</b> Create Active Alley Connections</p> <p><b>Goal 3:</b> Revitalize Cooper</p> <p><b>Goal 4:</b> Promote Facade Improvements</p>	<p><b>Now</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> 6th Street Phase 1</li> <li><input type="checkbox"/> North Landing Design</li> <li><input type="checkbox"/> Market on 7th</li> <li><input type="checkbox"/> Enhancement Projects (2 per year goal)</li> <li><input type="checkbox"/> Cooper Streetscape</li> <li><input type="checkbox"/> Facade Grant Program</li> <li><input type="checkbox"/> Alley Lighting Program</li> <li><input type="checkbox"/> Alley Blocks 44 &amp; 45 Improvements</li> </ul>
	<p><b>Communications</b> Clear communication conveys the character, history and sense of place downtown.</p> <p><b>Leadership &amp; Activation</b> Advocate for downtown perspectives and serve as a resource for partners hoping to engage in downtown.</p>	<p><b>Goal 5:</b> Increase Economic Vitality through Activation, Promotion &amp; Communication</p> <p><b>Goal 6:</b> Connect to Two Rivers Park</p>	<p><b>Next</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Delivery Truck Parking Organization</li> <li><input type="checkbox"/> 6th Street Phase 3</li> <li><input type="checkbox"/> Strengthen connections to Two Rivers</li> <li><input type="checkbox"/> Temporary Improvements - Confluence Area</li> </ul>
	<p><b>Connectivity &amp; Mobility</b> Create a downtown that is bicycle and pedestrian friendly encouraging movement, connectivity and vitality.</p>	<p><b>Goal 7:</b> Redevelop the Confluence</p> <p><b>Goal 8:</b> Improve Traffic &amp; Parking Management</p>	<p><b>Future</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Confluence Redevelopment</li> <li><input type="checkbox"/> N/S Alley Block 43 Improvements</li> <li><input type="checkbox"/> 6th Street Phase 3</li> </ul>