


Glenwood Springs DDA Strategic Plan 2024 - 2028 *updated April 2024*

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