



DESTINATION GRANBY

STRATEGIC PLAN
2024 - 2027

MISSION

Destination Granby is committed to engaging with the community and fostering a dynamic economy by connecting people, places and businesses. We honor our small-town charm and history while advocating for a vibrant downtown, as the community gathering space for locals and visitors alike.

VISION

To build a vibrant and inclusive downtown as the heart of our community, so that all of Granby thrives.



AREAS OF IMPACT

Destination Granby executes its Mission and strives to achieve its Vision through its focus on four Areas of Impact. These four areas of Impact define the organization's priorities and serve as the foundation for all activities and projects Destination Granby undertakes. Our work aligns with and is a result of collaborative partnerships with the city, community stakeholders, area organizations and businesses.



COMMUNITY ENGAGEMENT

Harness the Energy of Granby

Produce and promote community events that bring people together, activating downtown as an inclusive space. Build relationships with community partners and rally volunteers, while seeking input from all residents to help guide our collective vision.



PLACEMAKING

Enhance Granby as a Place to Gather

Activate and beautify the physical aspects of Granby, creating a place where all residents and visitors want to gather, shop, dine and celebrate. Enhance the downtown space by honoring our small-town charm and history through creative endeavors. Make Granby the place where people want to stop and explore.



BUSINESS SUPPORT

Sustain and Grow Granby's Economic Health

Advocate for the business community by leveraging our tools and resources to promote strategic growth and stability. Creatively support Granby's economic health through partnerships and the Main Street Approach.



PROMOTIONS

Tell the Story of Granby

Illustrate the beauty, charm and history of the downtown and Granby region by showcasing our independent businesses, family-friendly town, outdoor recreation and community events. Our marketing efforts support local while attracting people to Granby for their next Rocky Mountain escape.

GOALS

Goals define how Destination Granby will advance each Area of Impact through effective planning that takes into account the different methods needed to achieve their focus.

COMMUNITY ENGAGEMENT: Harness the Energy of Granby

- **Advocate for community participation** and engagement on downtown specific projects.
- **Develop and foster inclusive relationships** with all Granby populations to enhance and expand community pride and a sense of belonging.
- **Create volunteer opportunities** to promote and develop community connection and support for residents and visitors.

PLACEMAKING: Enhance Granby as the Place to Gather

- **Communicate the importance of design and beautification**, working collectively to preserve and enhance Granby's unique character.
- **Support streetscape improvements** to enhance the usability of downtown Granby.
- **Advocate for the safety, walkability and connectivity** of the downtown corridor.
- **Champion the arts** and creative endeavors in the downtown and beyond.

BUSINESS SUPPORT: Sustain and Grow Granby's Economic Health

- **Assist in the revitalization efforts** of downtown Granby to improve the economic health of the downtown corridor.
- **Provide support through Main Street resources** to existing and new local businesses.
- **Develop recruitment strategies** to attract new business through collaborative partnerships.

PROMOTIONS: Tell the Story of Granby

- **Partner with community members and organizations** to create a downtown historical project, commemorating Granby's history.
- **Honor our independent businesses**, residents and events locally and regionally through marketing campaigns, attracting both locals and visitors.
- **Promote Granby as a unique Rocky Mountain destination**, highlighting the small-town charm and unique assets of our community.

ORGANIZATIONAL SUSTAINABILITY

Destination Granby is committed to raising awareness of our work and the services we provide to our community as a nonprofit organization. Through diversifying our funding, attracting committed and passionate community members to our board, working in the Main Street Approach™ and supporting the Town of Granby's master planning efforts, we strive to grow and sustain the organization by celebrating and enhancing the unique qualities and character of Granby.



DESTINATION
GRANBY
COLORADO

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