



DESTINATION GRANBY C O L O R A D O

BUILDING COMMUNITY TOGETHER
ROADMAP 2021



NOTE FROM THE BOARD

Granby is changing and evolving with every passing year. Destination Granby (formerly the Granby Chamber of Commerce) is proud to be a part of this evolution and wants to ensure that the community continues to create a vibrant and prosperous economy while holding on to the traditions that our quality of life and economic strengths are built on.

Destination Granby is an outgrowth of several community development functions that have taken root in Granby. The most established and well-known function is as a traditional chamber of commerce. Over time, we grew to encompass so much more than the expected networking and ribbon-cutting chambers are known for to also include Main Street development and the Granby Visitor's Center.

The addition of the Main Street approach added a placemaking focus to our work and highlighted the impact that the built environment can have on the success of businesses. As the tourism economy has stretched through the area, more people have discovered the charm that Granby has to offer. They are using the town as a basecamp to access abundant outdoor amenities and our organization took on the responsibility to help navigate visitors to the area. Wrapping together these three main functions into one dynamic organization offers an opportunity to leverage resources and maximize impact. It also emphasizes that Destination Granby provides a full suite of community development services encompassing promotions, business support, community engagement, and placemaking.

We are proud to reintroduce ourselves to the community as Destination Granby and look forward to working together on a shared vision and mission for Granby.

**BUILDING COMMUNITY TOGETHER,
THE DESTINATION GRANBY BOARD OF DIRECTORS AND STAFF**



OUR MISSION

Destination Granby is the driving force for revitalization, leveraging the power of place to support thriving businesses while delivering unforgettable mountain-town experiences.

OUR VISION

Granby is not just your trailhead to the Rockies, it's your four-season forever town where you can build your business, connect with the community, and launch your next adventure.



AREAS of IMPACT



PROMOTIONS

JOB: Tell the Story of Granby Today

ROLE: Illustrate the beauty and charm of downtown and the Granby region. Showcasing businesses, outdoor recreation, and events, our marketing efforts attract people to Granby as a basecamp for their next Rocky Mountain escape.



COMMUNITY ENGAGEMENT

JOB: Harness the Energy of Granby

ROLE: Produce and promote community events that bring people together. Building relationships with community partners, rallying volunteers, and seeking input from locals to help guide our vision. The focus is on activating and building trust within the organization's network of partners.



BUSINESS SUPPORT

JOB: Sustain and Grow Granby's Economic Health

ROLE: Focus on the key actions that will result in increased public and private investment in Granby. Working to retain and grow existing businesses while also attracting new development projects, and helping to identify and promote new business opportunities in town.



PLACEMAKING

JOB: Enhance Granby as a Place to Gather

ROLE: Activate and beautify the physical aspects of Granby and connect them to neighboring residential neighborhoods. Creating a place where residents and visitors want to gather to shop, dine, and celebrate.



PROMOTIONS

TELL THE STORY OF GRANBY TODAY

We connect residents and visitors to one another as much as we connect them to local businesses, destinations, and outdoor pursuits. Drawing people to gather in our delightful downtown or at the trailhead of their next adventure.

- Staff the Information Center to help navigate visitors to ensure they have the best Grand County experience.
- Create beautiful and user-friendly resources that showcase Granby's shops, restaurants, attractions, events, and recreation opportunities.
- Promote community happenings to support our partners and drive participation.
- Produce promotional events with a focus on moving people throughout Granby's businesses like shop local campaigns or restaurant week.
- Launch print, digital, and social media advertisements to promote tourism and Granby as a basecamp for adventure, family destination, or quiet mountain retreat.



COMMUNITY ENGAGEMENT

HARNESS THE ENERGY OF GRANBY

We bring pride and vibrancy to our town that roots our residents and sparks authentic experiences for visitors. Creating memories again and again.

- Produce events that draw people into the heart of our region like the 3 Lakes Ice Fishing Contest, 4th of July celebrations, and a summer Farmers Market.
- Showcase local businesses as a part of our event theme and design.
- Build partnerships with local and regional businesses that enhance the local economy.
- Create volunteer opportunities for all age ranges that root the community to this place.
- Seek community input in the vision and direction of Granby's culture.



BUSINESS SUPPORT

SUSTAIN AND GROW GRANBY'S ECONOMIC HEALTH

We provide support for existing businesses and attract new businesses to enhance the mountain culture, convening people and resources. Building off of the momentum of Granby's economic successes and beautiful natural resources.

- Advocate for policies that support small businesses and act as a liaison between the business community and local government.
- Provide and advertise workshops, networking, and funding opportunities to the business community.
- Convene with local partners and organizations to promote the interests of Granby businesses.
- Promote and assist local businesses and attract new businesses.
- Sustain the health of the organization Destination Granby as an integral part of the success of Granby's economy.



PLACEMAKING

ENHANCE GRANBY AS A PLACE TO GATHER

We believe in the power of place and the community fabric that is woven in the spaces between our businesses. Providing spaces to bump into neighbors and friends while walking among the local shops is the soul of a town. A welcoming and walkable downtown reflects the charm and vibrancy of the people who live here.

- Activate unused spaces in order to beautify and revitalize downtown Granby.
- Partner with the Town of Granby to award design grants.
- Offer design guidance on projects to improve open spaces and building facades.
- Decorate and light up public spaces during seasonal celebrations.
- Advocate for a beautiful, walkable, and bikeable economic core.
- Support public art, music, and a creative culture in Granby.

DESTINATION GRANBY TEAM

BOARD OF DIRECTORS

President: Jennifer Laspesa, *Granby Ranch*

Autumn Bishop, *Granby Property Owner,
Public Arts Committee*

Kristie Delay, *Next HomeChoice Real Estate, Town Liaison*

Tim Hubbard, *Brickhouse 40*

Amy Kaplanis, *Country Ace Hardware*

Frank Reeves, *East Grand Schools Superintendent*

Andrea Toy, *Mystic Mountain Mushrooms*

Ali Williams, *Homegrown Talent Initiative*

EXECUTIVE DIRECTOR

Lauren Huber

TEAM MEMBERS

Jessi Burns, *Marketing Manager*

LOCAL GOVERNMENT

Town of Granby

Grand County Colorado Tourism Board

BUSINESS COMMUNITY/ MEMBERS

RESIDENTS/DONORS





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