

GRAND AVENUE BUSINESS ASSOCIATION STRATEGIC PLAN

Adopted July 2022



GRAND AVE
Experience the Tradition

WE'RE REBUILDING!

MISSION

We support Grand Avenue business success and promote our community as a unique destination experience.

CORE VALUES

- Teamwork
- Respect
- Inclusivity
- Diversity
- Transparency
- Excitement
- Fun

WHAT WE DO

PROMOTE GRAND AVENUE

Ensure Grand Avenue is well known for its world-class shopping, dining, and services in a vibrant, historic, and unique neighborhood setting.

CREATE FAMILY-FRIENDLY SEASONAL EVENTS (INCLUDING GRAND OLD DAY)

Produce and promote creative events throughout the year that showcase a vibrant corridor, drive community identity, and promote our many unique neighborhood businesses and assets for the enjoyment of neighbors and visitors alike.

SUPPORT MEMBER BUSINESSES

Provide invaluable marketing, resources, and networking services to Grand Avenue businesses to achieve shared goals and prosperity.

COMMUNITY PARTNERSHIP

Seek and be responsive to input and feedback from the community in all areas of mutual concern to continually enrich our community relationship.