

# 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
- Diversity
- Excitement
- Respect
- Transparency
- Fun
- Inclusivity

### 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.