



1026 Park Ave · PO Box 99
Grand Lake, CO 80447
970-627-3435
www.townofgrandlake.com

To: Mayor Kudron and the Board of Trustees
From: John Crone, Town Manager
Re: Strategic Plan Discussion
Date: February 26, 2024

Mission Statement

The Town of Grand Lake will protect its natural environment, preserve its history, and enhance its economic vitality to ensure quality of life for its residents, businesses, and visitors

Natural Resources

We value the Grand Lake area's unique natural surroundings, the water, trails, forests, wildlife, and mountains. We appreciate those organizations that work to protect our wonderful natural resources and provide access to them.

Water

Access

Forest, Parks, Wildlife, Mountains

Economic Development

We value the cultural, interactive and recreational activities and events available in and around Grand Lake and recognize how meaningful they are to the social and economic life of our community and its visitors. We appreciate and recognize the many essential volunteers that make our year-round community events successful.

Activities, Arts, and Creatives

Outdoor Events

Cultural Activities

Economic Development - Businesses

We value the businesses providing quality services, employment opportunities and an economic base for our community. Grand Lake is noted for the casual, historical, western character of its shops, restaurants and lodgings, even more convenient as our year-round economy is strengthening. We welcome current and future business opportunities like Grand Lake's designation as a Creative District and the award of Space to Create.

General

Retail

Lodging

Year-round Sustainability

Employment Opportunities / Housing

Economic Development – Land Use

We value Grand Lake's walk-able streetscape, historically appropriate building design, and accessibility to Town amenities. We appreciate the Town's efforts to improve parking, road safety and traffic flow, transportation options, signage upgrades, and overall Town maintenance.

Infrastructure



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Design Codes
Transportation
Beautification
Historical Preservation
Growth

Quality of Life

We value the historical character and serenity of our small-town community that support the quality of life in and around Grand Lake.

We value a diverse, inclusive and equitable community that is welcoming and supportive to everyone since it enriches our lives and enhances our individual and community well-being.

We value efforts and innovative ideas that improve economic opportunities for the benefit of current and future generations while maintaining our small-town appeal.

Authentic Small Town

Family
Community
Local Residents

Community Services

We value positive, transparent collaboration between Town, surrounding community and other contributing organizations to provide quality services.

We value attainable quality housing that positively impacts the economic and social stability of everyone in our community.

We value effective and consistent services to improve the health and safety of our community members and visitors, like the Grand Lake Center, Middle Park Health Clinic, Fire & Ambulance Services, 3 Lakes Water & Sewer, Town Services and others which enhance and strengthen our quality of life.

Health
Safety
Seniors
General Services

Governance

We value accessible, inclusive and transparent local government that welcomes and facilitates active participation and local community input.

Town Government
Community Involvement
Implementation