

FALL
2022

THE MAIN THING

ORGANIZATION:
Your Key to a
Better Plan



COLORADO
Department of Local Affairs
Division of Local Government



INSIDE »

ORGANIZATION:

Your Key to a Better Plan



VIDEO HIGHLIGHT

TOWN OF MEEKER



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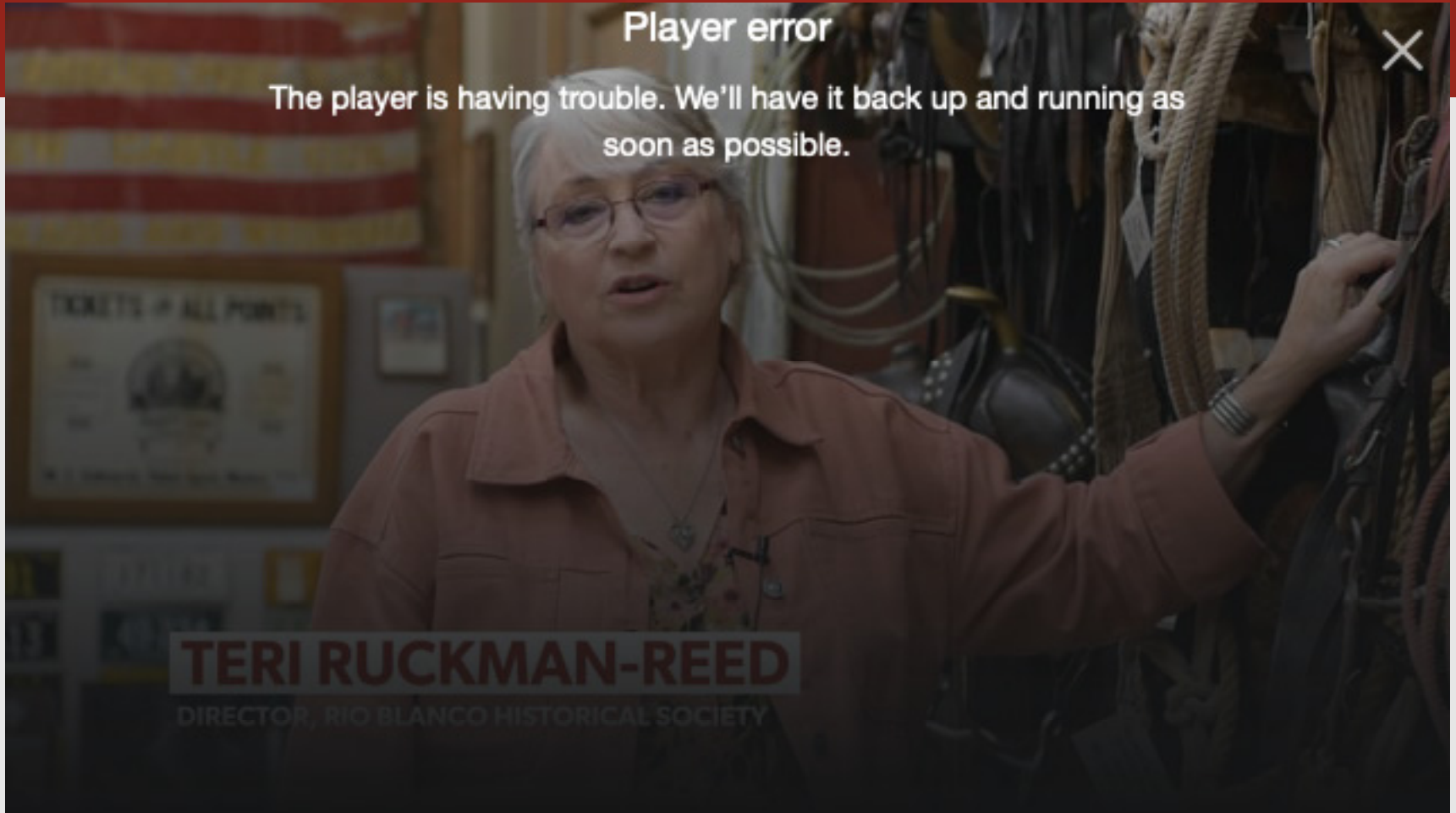
VIDEO

VIDEO HIGHLIGHT

TOWN OF MEEKER



VIDEO HIGHLIGHT | TOWN OF MEEKER



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QUESTION & ANSWER

MATT ASHBY

TOWN OF WINDSOR
MAIN STREET MANAGER
AND AYRES ASSOCIATES



Why is it important for communities to have a vision, mission, and strategic plan?

“Having that vision, mission, and strategic plan gives Main Streets a clear ‘why statement’. If you can’t explain why your organization is important, it will be really difficult to gain traction as organizations compete for volunteers and funding.”



QUESTION & ANSWER

MATT ASHBY

TOWN OF WINDSOR
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What makes a good vision and mission statement?

“They should be short, clear, concise, and use memorable language. If somebody cannot remember what your vision/mission statement is off the top of their head, it’s not serving the purpose of communicating effectively. It may take a few revisions to get there, but if your statement includes absolutely everything, it doesn’t mean anything. It is essential to be able to focus that language to have a functional statement.”



QUESTION & ANSWER

MATT ASHBY

TOWN OF WINDSOR
MAIN STREET MANAGER
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What purpose do strategic plans serve?

“A strategic plan looks at where you want to be in a short amount of time (two to five years) and compartmentalizes action steps to develop a work plan. The work plan is detailed enough that it can serve your daily, weekly, and monthly to-do lists so that you have clear action steps. Plans often have very broad goals and don’t provide people with the recipe and actions to achieve the goals. So being able to dig into smaller, bite-sized chunks of activities is essential to being able to provide an actionable plan.”



HOW-TO GUIDE

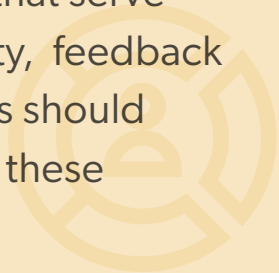
Elements of Successful Strategic Plan



Strategic plans set the goals of an organization, generally with a three- to five-year horizon. Elements include:

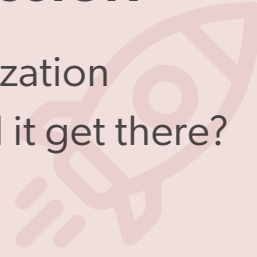
COMMUNITY PROFILE

History and demographics – where your community has been, how it has changed, and where it looks to go in the future. For organizations like Main Streets that serve the community, feedback from residents should be integral to these aspirations.



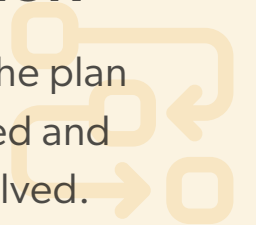
VISION AND MISSION

Where is the organization going, and how did it get there?



EXPLANATION

Review how the plan was developed and who was involved.



HELPFUL INFORMATION

Such as program partners and potential funding sources, other plans (such as a master or comprehensive municipal plan) that helps guide the strategies identified.



HOW-TO GUIDE

Elements of Successful Work Plan

Strategic plans set the goals of an organization, generally with a three- to five-year horizon. Elements include:



MAIN POINT

Identify the strategy being addressed. This helps avoid mission creep.



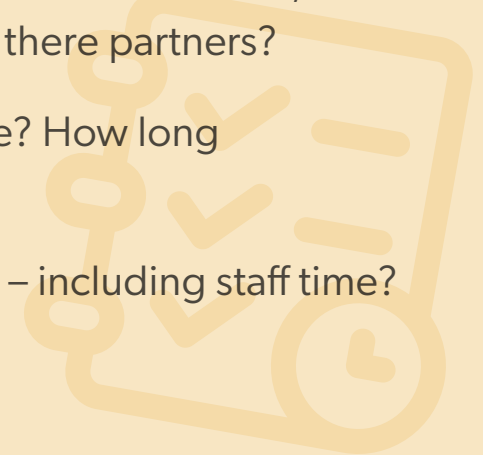
ACTION ITEMS

List the projects, broken into specific tasks if complex. Each action item should include:

Who: Who is the leader? Who is on the team, and what are their roles? Are there partners?

When: What is the timeframe? How long will it take to complete?

How much: What is the cost – including staff time?





REVISIT AND REVAMP YOUR COMPREHENSIVE PLAN

WHO »

HOW »

PARTNERS »

THOUGHTS »

- The Town of Granby put together a steering committee that represented a wide array of individuals including Destination Granby Main Street program, the nearby ski resort, Old Town residents, hospital employees, the school district, and business owners.
- The process was nine months long, led by a consulting firm.
 - **Phase One:** discovery, identifying residents' visions, working with experts
 - **Phase Two:** identify big ideas and gather community feedback
 - **Phase Three:** drill down into the details
- Residents could find timelines, see proposed plans, and leave comments or submit feedback at [imaginegranby.com](https://www.imaginegranby.com).



REVISIT AND REVAMP



WHO »

HOW »

PARTNERS »

THOUGHTS »

DESTINATION GRANBY

The Town of Granby invited Destination Granby to be a partner in the process of revamping the comprehensive plan. “It’s such an important partnership because whether it’s beautification projects, planning for wayfinding, or anything that we do, we need to work with the Town,” Lauren Huber, Destination Granby executive director and Main Street manager, said. “That relationship is vital, and we are really fortunate to have such a great working relationship with Granby.”

DEPARTMENT OF LOCAL AFFAIRS

Granby also received a \$99,450 grant from the Department of Local Affairs to offset the costs of the consulting firm that helped to develop the plan.



REVISIT AND REVAMP



WHO »

HOW »

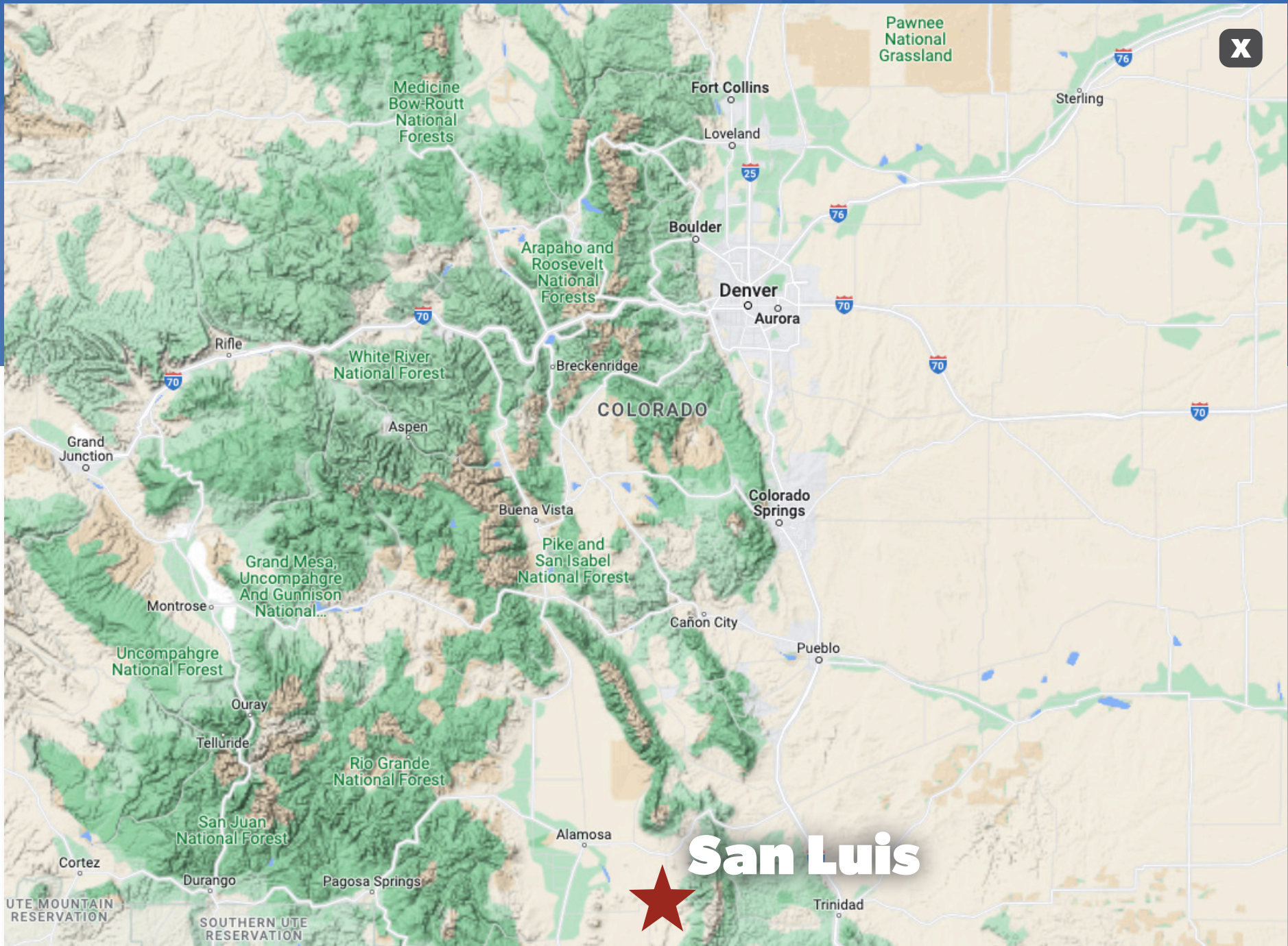
PARTNERS »

THOUGHTS »

For Granby, this process took many months and gathered a lot of buy-in from the community. Additionally, the plan was written with residents in mind.

“ *While we are a tourist destination and welcome visitors, we don't want that to be our number one priority. We want to plan this for the locals, knowing that if it is better for the locals, the visitors will have a good experience. It's more about how we improve the quality of life for the people that live here.* — Lauren Huber, Main Street manager





PLANS THAT WORK FOR YOUR COMMUNITY

WHO »

HOW »

PARTNERS »

THOUGHTS »

- San Luis created a new strategic work plan with the help of the Colorado Main Street program in 2021.
- The strategic plan provides big-picture direction for the board for the next 3-5 years.
- The work plan identifies action items to take in the next 1-2 years.
- The plans were created by a volunteer board comprising business owners, those with an interest in Main Street, and representatives from partner organizations.
- Community members were kept informed about the process via a monthly town newsletter.



PLANS THAT WORK



WHO »

HOW »

PARTNERS »

THOUGHTS »

COLORADO MAIN STREET

Colorado Main Street provided the consultant to guide San Luis in developing the discussions on big ideas and goals, along with a vision, mission, and work plan, to establish a strategic plan. This work plan then identifies strategies to achieve those goals, such as ways to activate empty buildings, direction to move forward on a Town Plaza project, and a project to place flowerpots along Main Street. Following the development of the strategic plan, Colorado Main Street currently is providing consultant services for the design of the Town Plaza, including design elements, architectural elements, utilities, and cost estimates for future funding.



PLANS THAT WORK



WHO »

HOW »

PARTNERS »

THOUGHTS »

San Luis focuses on community first. The board asks themselves, “What uplifts our community? What nurtures our community?” Tourism will follow if residents are taken care of. As a historical area with a lot of culture, preserving that is a huge priority, and the board was conscientious of it when outlining a new mission, vision, and work plan.

“All board members gave their input. It was a collaborative engagement project of where they wanted to see Main Street go in its revitalization efforts.” — Susan Sanderford, San Luis Town Administrator and Main Street manager

