MISSION
To support the District’s transformation and growth into the community’s business, social, cultural, and economic center.

CORE VALUES
Grand Central District welcomes and embraces the passion, individuality, and diversity of all who own, visit, live, or work throughout the District. The doors are open for everyone.

MISSION
A thriving and creative collaborative environment with local businesses, property owners, and residential neighborhoods working together for the success of all.

VISION
Grand Central District welcomes and embraces the passion, individuality, and diversity of all who own, visit, live, or work throughout the District. The doors are open for everyone.

MARKETING GOAL
Promote the District as the community’s social, cultural, and economic center.

ECONOMIC VITALITY GOAL
Strengthen and broaden the economic base of the District.

MARKETING OBJECTIVES
- Establish branded content and year-long Social Media strategy
- Launch directory distribution county wide
- Create and produce branded anniversary events & material
- Redesign and launch new brand identity system

ECONOMIC VITALITY OBJECTIVES
- Support business relocation, transition, improvements, or launch in the District
- Establish relationships, support, and involvement of property owners and developers in the District
- Recruit potential businesses to relocate in the District

DESIGN GOAL
Encourage visual improvements through good design compatible with historic features and the District master plan.

ORGANIZATION GOAL
Provide effective management & support for human and financial resources.

DESIGN OBJECTIVES
- Develop a plan to convert underpass into pop-up entertainment venue
- Design District gateway marker on the overpass (TIF project)
- Finalize District Masterplan, gain City support, and continue to implement
- Arrange, replant, maintain planters

ORGANIZATION OBJECTIVES
- Revise levels/benefits and increase membership
- Increase and obtain new revenue/grants
- Establish support, and involvement of businesses in the District

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STRENGTHS
- Location
- Parking (Available & Free)
- Trees (Shaded)
- Diversity/Eclectic
- Local Ownership
- Personalities
- Non-tourist Destination
- Bohemian Environment
- Potential Membership
- Main Street Preservation
- Neighborhood Engagement
- Arts Engagement
- Additional Residential

OPPORTUNITIES
- Surrounding Neighborhoods
- Membership
- Partnerships
- Artist Studios/Warehouse
- Diverse Professions
- LGBTQ/Diverse Majority
- Property Owner’s Involvement
- Openness to Diversity
- Underpass Use
- Donors/Sponsors
- Funding (Public Arts, CRA, etc.)

WEAKNESSES
- Infrastructure
- Absentee Property Owners
- Lack of Funding Sources
- Safety
- Code Violations
- Approved Masterplan
- Lack of Greenspace
- Lack of participation
- Flower Planter Maintenance
- Lack of Parking
- Unchecked Development
- Crime
- Staffing

THREATS
- Competition
- Other Memberships
- Absentee Property Owners
- Possible Recession
- City Elections
- Rogue Developers

SWOT
WHO WE ARE
2020 GRAND CENTRAL

GOALS