



2011-2013 STRATEGIC PLAN SUMMARY

Overview: The strategic plan identifies the focus and provides direction for the organization through 2013 in four principal, or priority, areas: Organizational Sustainability; Encouraging Development; Community Building and Identity, and Advocacy. Goals identified in each of the priority areas describe the key roles in which the organization will engage toward accomplishing the identified priorities. Each goal is accompanied by identified action steps and measures of success envisioned for the organization by December 31, 2013.

Vision: Wheat Ridge is a great city in which to conduct business, live, learn, work, shop, and play.

Mission: Advancing Wheat Ridge as a vibrant and sustainable community.

Priorities: Organizational Sustainability, Encourage Development, Community Building and Identity, and Advocacy.

Priority A: Organizational Sustainability

Goal 1: Achieve financial sustainability in order to continue attracting and retaining stakeholder households and businesses.

Goal 2: Increase the organization's visibility in order to demonstrate the value of our work and contributions toward a vibrant and sustainable community.

Priority B: Encourage Development

Goal 3: Promote and ensure a diversity of quality housing options.

Goal 4: Pursue opportunities for supporting commercial development.

Goal 5: Support development and investment along 38th Ave corridor and adjacent neighborhoods.

Priority C: Community Building and Identity

Goal 6: Support and further define the positive and cohesive brand for the Wheat Ridge community.

Goal 7: Develop leaders and engaged community members to contribute to a vibrant and sustainable community.

Priority D: Advocacy

Goal 8: Advocate for a regulatory & policy environment that is competitive with neighboring communities.