

# **Downtown Golden Vitality Project**

## **Vision, Mission, Objectives & Strategies**

**(February 11, 2010)**

### **Vision Statement:**

Downtown Golden is a dynamic, neighborly, and profitable residential and business district in which residents, commercial interests, and cultural organizations work cooperatively to enhance each other's use of the downtown area.

### **Mission Statement:**

The Golden Vitality District is a volunteer organization dedicated to the use of communication, education, and proactive problem-solving to ensure a dynamic, neighborly, and profitable residential and business district for downtown Golden.

### **Objectives:**

1. To create a cooperative sense of shared responsibility and destiny for the continued vitality of downtown Golden.
2. To improve the engagement of the downtown stakeholders with their local government, including City Council, City Departments, Liquor Licensing Authority, and Urban Renewal Authority.
3. To reduce or eliminate current conflicts among the major downtown stakeholders, including conflict stemming from: outdoor music; street noise from vehicles, deliveries, trash haulers, etc; events; and late night disturbances.
4. To prevent conflict among the major downtown stakeholders, especially conflict stemming from noise and sound.

### **Strategies:**

1. Create informal associations of the various major stakeholders with real property or commercial interests in the downtown area.
2. Create a coordinating committee comprised of the leadership of the informal associations. This coordinating committee will be responsible for ensuring feedback among the associations
3. The coordinating committee and the stakeholder associations will be responsible for educating each other as to each group's values and expectations for the downtown area via a series of regularly scheduled meetings and discussions
4. The coordinating committee and stakeholder associations will be called upon to attempt to mediate or prevent conflicts in advance of potential enforcement actions by the Police or Planning Departments, or by the Liquor Licensing Authority.