



The Grand Vision Communications Primary Tools

Elevator Speech:

- The Grand Vision is a “big-picture” vision of the future of our region.

Talking Points:

- The Grand Vision was developed by thousands of citizens across a six-county region. The vision is centered around six Guiding Principles, which citizens expressed as priorities for realizing a prosperous region.
- These principles can be used as a framework for each of the network conveners and their members, and for decision-making at a local level.
- The Grand Vision was developed because it is projected that our region will grow by 50,000 people within the next 50 years.
- The Grand Vision is based on a process that involved thousands of people across six counties.
- Based on input gathered from this process, four possible growth scenarios were developed.
- 12,000 people voted on the scenario they liked best.
- 81% of the people who voted preferred scenarios where growth occurs in existing cities and villages.
- The Grand Vision revolves around six issue areas that citizens identified as essential for the prosperity of our region.
- The Grand Vision has now moved into its “action” phase, where individuals, organizations, and communities are actively pursuing programs and projects that are in support of The Grand Vision.
- It’s up to citizens, organizations, businesses, governments – in other words, all of us – to implement the Grand Vision, through projects inspired by The Grand Vision.



Frequently Asked Questions:

- What is The Grand Vision?
 - The Grand Vision is a bold, big-picture vision of our region's future. It is centered around six guiding principles that citizens said were priorities for our future.
- What are the principles?
 - Transportation: A regional multi-modal transportation system that supports energy conservation
 - Energy: Sustainable-energy uses in construction, transportation and economic development
 - Natural Resources: Protected and preserved water, forests, natural and scenic areas
 - Growth and Investment: A unique and vibrant community that strengthen the local economy
 - Food and Farming: Local farms and regional food systems as a viable part of our communities
 - Housing: A diverse mix of regional housing choices with affordable options
- Who's in charge?
 - The Grand Vision leadership is defined by many organizations, businesses, citizens and governments. Every entity that participates is contributing resources – staff time, contacts, etc.
 - There is a group called the CORE committee that helps to coordinate aspects of The Grand Vision, such as Communications, Outreach, Project Development and Technical Guidance. This committee's membership represents the geographic and organizational diversity of the Grand Vision.
- Where does the money come from?
 - \$1.2 million of a federal earmark was used to gather data and citizen input. In addition, about \$500,000 was raised locally through public and private donations.
 - These original investments have since been leveraged to raise millions of additional dollars for local projects that align with The Grand Vision. [Click here for a list.](#)
- What's been happening with the Grand Vision?
 - Lots! The six networks have convened to focus on activities that support each of the six Guiding Principles. [Click here to see a current list of activities that have been inspired by The Grand Vision.](#)



Media Messaging

The Grand vision is...

... best-case scenarios of the region's future, circa 2058, defined through input from 15,000 citizens in six counties;

... a framework for community action and investment;

... a leading model for community planning and participation, attracting recognition at the state and national levels;

... a set of principles, helping guide local and regional priorities for planning, growth, and investment;

... six networks, aligning organizations that focus on issues impacting the region's future ... a regional asset, leveraged for millions of dollars in support from the public, private, and non-profit sectors.