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**Oregon Main Street Network**

**Strategic Plan Overview**

Mission: Support local efforts to create welcoming, sustainable, and livable communities respectful of community heritage.

Goals & Objectives

**Goal 1: Ensure Organizational Advancement of Main Street Communities Based on Local Priorities**

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| **Objectives** | **Metrics** |
| Increase board member commitment, engagement, and participation | * committee participation * board participation in board institute * clear list of decisions * assist local organizations in development good processes for onboarding new board members and staff |
| Encourage and support development of strategic plans and implementation | * # communities adopting strategic plan * Seeing forward progress in at least one to two goals |
| Assist communities in sustainable fund planning | * # organizations developing sustainable funding plans * # organizations achieving state and local $ goals |
| Elevate local collaborative efforts and partnership development | * local programs promoting work at least two ways (e.g. city council presentation) * enhance/develop partnerships linked to their goals/strategic plan |
| Support volunteer and staff development with a focus on being inclusive and welcoming to all | * # communities adopting welcoming statement * # communities with succession plans * Achieving one to two succession plan goals * budget for development for staff and volunteers * # communities participating in Diversity, Equity, and Inclusion or "welcoming" training |

**Goal 2: Strengthen Historic Character Focus**

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| **Objectives** | **Metrics** |
| Connect to resources (other agencies, webinars, preservation standards) | * promote information resources * # preservation-based trainings |
| Promote value of historic character/local assets | * # strategic plans that include hp as a focus |
| Reinvigorate/develop key partners (Restore Oregon, Certified Local Governments, Oregon Department of Transportation) |  |

**Goal 3: Increase Awareness of Main Street Impact**

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| **Objectives** | **Metrics** |
| Encourage local efforts | * # outreach/advocacy activities * Use of annual report * # Excellence on Main award nominations * # award video shares * Examples of how communities are using the Oregon Main Street Impact Study |
| Promote key projects/activities | * Increase blog articles * # video shares * grant updates * annual report * Travel Oregon marketing * League of Oregon Cities, Cultural Advocacy Coalition |

**Goal 4: Create Structure That Is Healthy, Impactful, And Sustainable**

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| **Objectives** | **Metrics** |
| Provide trainings or assistance across multiple communities to increase peer to peer contact | * # services/trainings provided that connect board members/staff/or volunteers across the state or regionally |
| Support executive directors so they have the confidence and tools they need to engage volunteers and partners in main street efforts | * # of check-ins to see how ed’s are doing * # trainings |
| Celebrate accomplishments (pause and reflect) | * # shares of key metrics * # communities achieving accreditation status * 1-2 case studies/year |
| Continuously seek to improve the Network and wisely manage resources | * Meeting coordinating program standards * 100% use of logo on eligible network programs |
| Balance workload (mentors, build in planning time/thinking time, use vacation time) | * Use of multiple delivery tools (zoom, webinars, in-person) * # mentor connections |

**Goal 5: Engage Partners**

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| **Objectives** | **Metrics** |
| Strategic partnership development (Rural Development Initiatives, Travel Oregon, Oregon Arts Commission, Cultural Trust, Business Oregon, Oregon Department of Transportation, Transportation Growth Management, Department of Land Conservation and Development, Oregon Housing and Community Services) | * # times partners invite us to participate * # times we reach out to partners * program re-alignment * $ support |