



Oregon Main Street Network

Strategic Plan Overview

Mission: Support Communities in their 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

Objectives	Metrics
Increase board member commitment, engagement, and participation	<ul style="list-style-type: none"> - committee participation - board participation in board institute - clear list of decisions - local onboarding processes in place
Encourage and support development of strategic plans and implementation	<ul style="list-style-type: none"> - # communities adopting strategic plan - Seeing forward progress in at least one to two goals
Assist communities in sustainable fund planning	<ul style="list-style-type: none"> - # organizations developing sustainable funding plans - # achieving \$ goals
Elevate local collaborative efforts and partnership development	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - # 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 DEI or "welcoming" training

Goal 2: Increase Awareness of Main Street Impact

Objectives	Metrics
Encourage local efforts	<ul style="list-style-type: none"> - # outreach/advocacy activities - Use of annual report - # Excellence on Main award nominations - # award video shares
Promote key projects/activities	<ul style="list-style-type: none"> - Increase blog articles - # video shares - grant updates - annual report - TO marketing - LOC, CAC

Goal 3: Create Structure That Is Healthy, Impactful, And Sustainable

Objectives	Metrics
Combine service delivery across multiple communities to increase peer to peer contact	- # services provided
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 4: Strengthen Historic Character Focus

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, CLG's, ODOT)	

Goal 5: Engage Partners

Objectives	Metrics
Strategic partnership development (TO, ODOT, TGM, DLCD, RDI)	- # times partners invite us to participate - # times we reach out to partners - program re-alignment - \$ support