

OREGON MAIN STREET

2025-2027 Strategic Plan Overview

OMS Mission: Support Local Efforts to build vibrant, inclusive, and welcoming downtowns respectful of community heritage and culture.

Goal 1: Develop and support thriving organizations so they can implement local priorities.

- ◇ Foster a culture that values and incorporates diverse perspectives.
- ◇ Establish clear structure with defined roles and responsibilities for board, staff, and volunteers.
- ◇ Support the development and implementation of strategic and sustainable funding plans.
- ◇ Encourage internal and external evaluation and recognition of successes.
- ◇ Strengthen local partnerships and elevate local collaborative efforts.



Goal 2: Recognize and value connectedness to heritage community.

- ◇ Educate about local heritage and character.
- ◇ Strengthen historic preservation efforts.
- ◇ Facilitate connections to relevant resources.
- ◇ Integrate with other Oregon Heritage & OPRD efforts.



Goal 3: Increase awareness of Main Street's impact.

- ◇ Engage local volunteers to develop and share stories of their efforts highlighting the impact of people, projects, and activities.
- ◇ Promote key initiatives and achievements to demonstrate value.



Goal 4: Foster a healthy, impactful, and sustainable structure.

- ◇ Continuously improve the Network and manage resources to support thriving organizations while balancing workload.
- ◇ Encourage boards to cultivate a supportive organizational culture for executive directors and volunteers.
- ◇ Facilitate peer-to-peer networking and collaboration.
- ◇ Celebrate accomplishments to sustain morale and momentum.



Goal 5: Build and sustain strategic partnerships.

- ◇ Support and strengthen existing partner relationships.
- ◇ Actively explore additional opportunities for mutual collaboration and shared success.

