

# STRATEGIC



# PLAN

## OUTCOMES



The community's needs are **visible & acknowledged**



Myrtle Avenue is a **thriving commercial corridor**



We **influence the development** of Myrtle Avenue



Myrtle Avenue is **welcoming & inclusive**



**Supportive partnerships exist** among residents, businesses and community-based organizations



Families can **meet their needs locally**

## CHALLENGE

A sustained period of dramatic development and change in the neighborhood has benefited some, while rendering the needs of others invisible and unmet.

## VALUES & GUIDING PRINCIPLES

### CARING



We bring heart to our work and honor each other's humanity

### INNOVATION



We respond to challenges in courageous and creative ways

### COMMUNITY ENGAGEMENT



Input and feedback directs our purpose and amplifies our impact

### COLLABORATION



We build stronger relationships and results by working together

### EQUITY



We identify opportunities and resources to create a just and healthy neighborhood

## STRATEGIES

WE... *assess* and *address* neighborhood needs through a qualitative and quantitative approach

WE... *celebrate* the history and culture of the neighborhood

WE... *use storytelling* to highlight our community's strengths and challenges

WE... *advocate* for resources for our community

WE... *create* connections to resources and opportunities

WE... *design* and *implement* innovative programs and approaches

WE... *leverage* partnerships to learn and strengthen our work

WE... *take an active role* in shaping policies that impact our neighborhood

WE... *are stewards* for the Myrtle Avenue streetscape