

# **ELYRIA** **COMMUNITY PARTNERSHIP**

## **STRATEGIC PLAN**

### MISSION

The Elyria Community Partnership drives and supports the revitalization of Elyria's historic downtown & neighborhoods.

### VISION

Elyria is a vibrant, diverse, and historic city where our neighborhoods are rich with community assets and activities, thriving businesses, and quality housing for all.

### VALUES

*Collaboration*

*Equity &  
Inclusion*

*Impact Oriented*

*Integrity*

*Transparency*

### GOALS & STRATEGIES

#### Establish Operational Capacity & Sustainability

1. Recruit Staff Leadership & Build Overall Capacity
2. Maintain Existing Funders & Expand Number of Supporters
3. Create and Promote Independent Organizational Identity, Voice, & Culture
4. Continue Growth, Governance Efforts, & Board Training
5. Involve Key Institutional, Business, and Public Sector Partners
6. Engage Elyria Residents to Build Trust & Organize around Community

#### Drive Downtown Development & Vibrancy

1. Energize & Activate the District through Ongoing Events
2. Promote the District through Consistent, Compelling Marketing
3. Recruit New & Support Existing Small Businesses
4. Lead Placemaking, Planning, & Beautification Efforts
5. Preserve Historic Buildings & Fabric by Direct Ownership, Partnership, and/or Advocacy
6. Improve Connections to Natural Areas, Residential Areas, & Key Assets

#### Spur New & Restore Existing Housing

1. Lead or Support Vacant / Distressed Housing Rehab
2. Increase & Diversify Quality Housing Options
3. Generate Private and Nonprofit Sector Interest & Partnerships for New Housing
4. Support Current Homeowner Maintenance and Repairs
5. Team with City / County on Targeted Housing Programs