

02.12.2025

Memo

TO

Lake Orion DDA
Board of Directors &
Staff

FROM

Cristina Sheppard-
Decius, CMSM,
POW! Strategies, Inc.
Founder & President

CC

RE

2025 Strategic Plan

OVERVIEW & NEXT STEPS

POW! Strategies, Inc. facilitated the Lake Orion DDA strategic planning process on January 9, 2025, with a majority of its Board of Directors and staff in attendance to set a prioritized plan of its goals and objectives for the next three years. The attached presentation of the results will be reviewed with the Board of Directors at a special meeting on [REDACTED].

The 2025 Strategic Plan includes refreshed options for the DDA's mission and vision statements, as well as core values in which to guide its decision making. Based upon the prioritization of needs and long-term goals of the TIF plan for the DDA, two key strategies rose to the top in which to base its objectives and tasks, including focusing on a *Lakeshore Economy* and *Community Building*. We will review this in detail, steps the Board and committees can take to reach these goals, and determine if any modifications are needed before adopting the plan. This Strategic Plan should then be the framework for the DDA's budget and action plan.

During this meeting we will also finalize the mission and vision statements, work on developing some key messaging Board members can use to help build community involvement and engagement, as well as determine timelines for the action plan moving forward. Once the Board adopts the Strategic Plan, it should then share it with committee members and have each committee refine the action plan so that the Board can better monitor and track its progress on a regular basis (quarterly). Empowering Board and committee members to take an active part in championing projects, programs and initiatives is important to the success of the plan.

It's been a pleasure working with the Lake Orion DDA, and I look forward to helping you finalize your Strategic Plan at the upcoming meeting. POW! Strategies, Inc. will continue to be at your service if there are ever questions, adjustments or follow-up needs.

POW! STRATEGIES, INC.

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