

1	MISSION: <i>We are a community of innovative economic stewards focused on preserving and enhancing the Lake Orion DDA District to drive prosperity and a strong sense of connection for all.</i>																
2	DOWNTOWN VISION: <i>A lively lakeside downtown, where all ages come together for endless fun, connection, and unforgettable experiences in unique businesses, community spaces, and historic and natural treasures.</i>																
3	ORGANIZATION VISION: <i>To be a Catalyst, Connectors, Leaders, Innovative, and assure Integrity.</i>																
4	METRICS OF SUCCESS: Broad-based Community Support/Buy-in, Large Volunteer Force, Financial Strength & Support to Meet Goals, Projects & Deliver on Program Needs, Target Market Grows, A Community for All Ages , Diversity & Retention																
5	STRATEGY	OBJECTIVE	PRIORITY	TASKS	TIMELINE	COMMITTEE	ACTION ITEMS	PROJECT CHAMPIONS (Individual(s))	PARTNERS	RESOURCES NEEDED	FUNDS NEEDED	STATUS	COMMUNITY PRESERVE & NUTURE KEY ASSETS WELCOMING INTEGRITY				
6	Lakeshore Economy																
7		Enhance Downtown Connections	1														
8				Gateway Project – Lumberyard	2025-28	All Committees	Activation & Business Plan						x	x		x	x
9							Fundraising Plan										
10							Communications & Storytelling										
11				Trail Access & Amenities	2026-27	Design Committee	Amenities Needs Assessment						x	x		x	
12							Installation of Amenities & Art										
13							Directional & Interpretive Signage										
14				Walkable Lake Access	2025-27	Design & Promotions Committee	Crosswalk Improvements						x	x		x	x
15							Greens Park Activation										
16				New Community Gathering & Green Spaces for All Ages (Public & Private)	2027	Design & Organization Committee	Identify Locations						x			x	
17							Concept Designs & Budgets										
18							Grant Research & Applications										
19																	
20		Grow Local Community & Tourism Business	2	Business Recruitment	2025	EV Committee	Business Mix Analysis						x	x		x	
21							Recruitment Strategy & Market Profile Summary										
22							Business Location Incentive										
23				Business Retention	2026	EV Committee	Assess & Provide Small Business Support Tools						x	x		x	x
24							Business Assistance Team/Retention Visits										
25							Identify Business or Product Expansion Opportunities										

												COMMUNITY PRESERVE & NUTURE KEY ASSETS				WELCOMING INTEGRITY	
STRATEGY	OBJECTIVE	PRIORITY	TASKS	TIMELINE	COMMITTEE	ACTION ITEMS	PROJECT CHAMPIONS (Individual(s))	PARTNERS	RESOURCES NEEDED	FUNDS NEEDED	STATUS						
27	Lakeshore Economy (cont.)	Grow Local Community & Tourism Business (cont.)	Lakeshore-centric and Trail-based Events & Promotions - Signature Events, Recreational Activities for Families & All Ages	2025-27	Promotions Committee	Annual Assessment of Events						x	x		x	x	
28						Focus on Unique Signature Events											
29						Enhance promotions with cross-marketing											
30						Create Collaborations amongst Destinations											
31						Make it easy for businesses to promote											
32						Support or Create Activity Events – ie: bike rides, runs, swims (start & stop downtown), boat parade tie-in; businesses open later, work with high school events											
33																	
34			Tourism Marketing – Co-op & Coordinated Business Opportunities	2025-26	Promotions Committee	Enhance Online Presence & Searchability						x			x	x	
35						Leverage Partnerships with Local & Regional Tourism & Recreation-based Organizations & Businesses											
36																	
37		Create Great First Impressions	Façade Improvements	2025	Design Committee	Target Priority Buildings							x			x	
38						Budget Accordingly											
39			Dumpster Enclosures	2026	Design & EV Committee	Develop Plan for Consolidated Locations & Public Areas of Improvement									x	x	
40						Fund/Installation of Public Improvements & Consolidated Locations											
41						Update Code of Ordinance for Private Dumpsters (if needed)											

											COMMUNITY PRESERVE & NUTURE KEY ASSETS				WELCOMING INTEGRITY				
42	STRATEGY	OBJECTIVE	PRIORITY	TASKS	TIMELINE	COMMITTEE	ACTION ITEMS	PROJECT CHAMPIONS (Individual(s))	PARTNERS	RESOURCES NEEDED	FUNDS NEEDED	STATUS							
43	Community Building																		
44		Strengthen Local Partnerships	1	Optimize Operations	2025	Board/Organization Committee	Reorganize/Assess Contracts & Accounts						x			x			
45				Improve Village Partnership	2025	Board/Organization Committee	Annual/Bi-annual Working Meetings						x		x	x			
46							Define Roles & Responsibilities												
47							Communication Plan												
48				Expand Other Organizational Partnerships for Volunteer Resources & Project Alignment	2025-26	Organization Committee	Identify Partners & Goal Requests						x		x	x			
49							Determine Common Goals/Collaborations												
50				Fundraising Plan	2025-26	Organization Committee	Identify & Pursue Grants/Foundations/Resources							x					
51																			
52		Increase Community Involvement & Understanding	2	Refreshed Communications & Brand Messaging Plan	2025	Organization & Promotions Committee	Identify Audiences, Key Issues/Needs, Messaging , Approach & Communication Tools for each						x		x	x			
53							Revise/Refresh Content												
54				Volunteer Outreach & Management Plan	2025-26	Organization Committee	Identify Needs, Roles & Responsibilities						x		x	x			
55							Create Recruitment Pitch, Job Descriptions, Informational Resources												
56							Develop Reward/Recognition System												
57							Training for Volunteers & Board Members												
58							CRM												
59																			
60																			
61	Identify Project Champions, Resources Needed and Funds Needed.																		
62	Resources needed can include number of volunteers, other organizations, research/data, vendors, etc.																		