



STRATEGIC DIRECTION 2018-2021

VISION

The Mt. Lebanon Partnership makes Uptown Mt. Lebanon's community-serving business district a best-in-class regional destination.

GOALS

Economic Development and Design: Uptown's streets incorporate innovative best practices in design, making it the attractive and accessible center of community life. The Partnership proactively identifies opportunities for municipal action in keeping with Main Street principles and successfully facilitates adoption of new policies relevant to a vibrant business mix.

Organization: The Partnership's structure and policies provide clarity for efficient and responsive decision-making. We have appropriate, engaged board members and volunteers, and access to financial resources to execute our projects. Participation is energizing and rewarding.

Promotion: Uptown's business district is perceived as a best-in-class commercial and community center. The Partnership is recognized for varied programming that attracts a diverse audience, contributing to an engaged community and a sense of vitality and inclusion.

Partnership and Collaboration with Municipality: Commissioners know the Partnership's mission and projects. We are consistent and valuable contributors to municipal decision-making processes. Our relationship is characterized by open communication and collaboration.

STRATEGIES

- Business trends – research and integrate into actions
- Technical Assistance (new and existing businesses)
- Bake partnership objectives in Main Street application and 5 year plan
- Build relationships
- "Sell" projects and get funding for project PSI (advocacy)

- Clear roles and responsibilities
- Board and Committee Recruitment
- Fundraising Plan

- Coordination of events that attract a diverse audience to Uptown
- Stronger / improved connection of T to business district (gateway)
- Potential for curating a series - directed public programming
- Marketing

- Clearly articulate our mission and strategic priorities
- Formalize interaction with commission (on their turf)
- Formalize/optimize role with EDC
- Sustained / continued participation in municipal planning and development projects / policies