



STRATEGIC DIRECTION 2022 – 2025

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

- Owning the Uptown story through design guidelines, placemaking initiatives, and inclusion in Main Street application & 5 year plan.
- Enhancing vitality and business attraction / retention through business onboarding and support.

- Building the Partnership board with board and committee recruitment and onboarding.
- Getting resources with a sustainable funding strategy.

- Bringing people Uptown with activation and coordination of accessible events and initiatives that attract a diverse audience.
- Telling the Partnership story through targeted marketing.

- Effective engagement with the municipality through continued participation in municipal planning and development projects / policies