**Vision:TOLEDO’S**

**2016**

**STRATEGIC PLAN**

**This document contains Vision:TOLEDO’s Mission Statement, Vision Statement, Priority Goals and Objectives**

**Vision:TOLEDO**

**Mission Statement**

**The mission of Vision:TOLEDO is to efficiently utilize resources, to enhance the quality of life for the greater Toledo community.**

**Vision Statement**

**Our vision is to promote and maintain the quality of living for our citizens through preservation of our past and development of our future.**

**Who we are**

**Vision:TOLEDO is a grassroots coalition of people and organizations created in 2011 after a series of fires and subsequent closure of several local business threatened to diminish the community. Through partnerships and alliances Vision:TOLEDO is committed to the revitalization of Toledo.**

**Strategic Plan**

**Finance**

**Create a strong financial foundation**

**Volunteers**

**Create and maximize volunteer opportunities to grow the organization**

**Communication**

**Improve all levels of communication**

**Events**

**Promote, develop and expand events**

**Projects**

**Work annual projects both short and long term to improve the community**

**Economic Development**

**Encourage diverse commercial and industrial development and a sustainable business community**

**Goal #1: FINANCE**

Create a strong financial foundation

**Strategies:**

1. Increase revenue

**Objectives:** 1. Continue to seek donations

 2. Pursue grant opportunities at Federal, State. County,

 Corporate and Foundation levels

 3. Develop major fundraisers

2. Create an annual balanced budget

**Objectives:** 1. Provide periodic updates and reports

 2. Create transparency

 3. Budgetary meeting held at Mayor’s Task Force

3. Consider the profitability of programs and events offset by wear and

 availability of volunteers

4. Actively seek revenue opportunities

5. Continue to meet IRS and Secretary of State annual reporting on time

**GOAL #2: VOLUNTEERS**

Create and maximize volunteer opportunities to grow the organization

**Strategies:**

1. Recruit new volunteers

**Objective:** 1. Outline of volunteer opportunities

 2. Create a Part time Program

 3. Include students in current programs, but also

create studentcommunity service projects

2. Develop improved communications

**Objective:** 1.Volunteer tab on website

 2. On-line volunteer application to identify interests, talents

 3. Cross-marketing through social media, facebook

 4. Maintain a community calendar

 5. Compile a log of volunteers, hours volunteered,

list of names and contact info

3. Increase volunteer growth

**Objective:** 1. Recognition

 2. Market our needs/opportunities both within and outside

thecommunity

 3. Create a Volunteer Coordinator positon

 4. Show appreciation i.e. Cleanup day free BBQ

4. Inclusive to new arrivals to community

 **Objective:** 1. Improve existing welcome packet - include community

 events, organizations and volunteer opportunities

**GOAL #3: Communication**

Improve all levels of communication

**Strategies**

1. Maintain an on-line presence

**Objectives:** 1. Continue and maintain the vision:TOLEDO website,

 Facebook page and update the eblast newsletter

 2. Continue our current volunteer marketing positions

2. Increase public awareness of vision:TOLEDO and our community through communication

**Objective:** 1. To ensure that both newcomers and longtime residents

 find easy access to information relating to the

 community and its organizations

 2. Continue and expand our presence using traditional

 media (newspapers, publications)

 3. Provide supportive and creative assistance to other

 organizations as they develop their on-line presence

3. Advertising and outreach

**Objective:** 1. Grow our organization through advertising our events,

 Programs, promotions and volunteer opportunities

 2. Assist other local organizations by advertising their

 events on our website

 3. Promote our organization and community outside our own

 locale through links with other organizations’ social

 media (websites, Facebook pages etc)

4. Expand tourism through communication

**Objective:** 1. Create historic themed wayfaring signs

 2. Interactive signs using Q-codes

 3. Create brochures to promote Toledo and trail maps

**GOAL #4: EVENTS**

Promote, develop and expand events

**Strategies:**

1. Continue to hold existing events

 (Wine & Cheese, Steelhead Derby- Lions Alliance, Kids Fishing

 Derby-Lions alliance, Holiday lights Tour)

2. Create new events

**Objective:** 1. Increase revenue

 2. Broaden awareness outside our community

3. Re-establish former events

 (Plomondon Independent Film Festival, Haunted House)

4. Grow and improve events

**Objective:** 1. Seek sponsorships

 2. Create banners to advertise events

Ideas for new events: Music in the Park, Movies in the Park, 5K Run/Walk, Zombie Run featuring Cheese Zombies & Devil Dogs, Pioneer Days, Christmas Light Displays in the Park, Traveling Carnival, Cheese Competition, Winter Fest, Canoeing on the Cowlitz Race, Biker Rally Haunted Forest, Summer Hoop Fest)

**GOAL # 5: PROJECTS**

Identify and work annual projects both short and long term that improve the community

**Strategies:**

1. Develop Toledo town core beautification

**Objective:** 1. Continue Cleanup day

 2. Plants that will remain green all year

 3. Plant annuals to lessen costs of replanting each year

2. Upgrade Senior Center

**Objective:** 1. Work with Lewis County to repair and paint the

 exterior of the Toledo Senior Center

3. Trail Project

**Objectives:** 1. Bring people into the community

 2. Recognize this as a long term project

 3. Create an improved map of existing trails

 4. Create livability for our own residents

4. Lights on Bridge

**Objectives:** 1. Safety of pedestrians and cars

 2. Seek funding assistance from our gov representatives

5. Projects for 2016

 (Water Tower Murals, Hop Alley, seek building for Visitor/Museum

 Center, new entry design for Kemp Olsen Park)

**GOAL #6: ECONOMIC DEVELOPMENT**

Encourage diverse commercial and industrial development and a sustainable business community

**Strategies:**

1. Increase awareness of Toledo as a desirable locale for businesses

 **Objectives:** 1. Continue to market Toledo’s internet

 2. Video on Toledo will target millennials

 3. Seek volunteer to assist City with keeping City web

 site current

2. Continue our working relationships

**Objectives:** 1. Maintain our contact with the Economic Development

 Council

 2. Create growth by maintaining current and fostering new

 Partnerships

3. Promote that Toledo already has infrastructure in place

 Gigabit fiber to all homes and businesses in ToledoTel's service area

 We are a business friendly town

 Close to Interstate Highway

 Low electric rates

 Lower tax rate

 High quality of rural life through hunting, fishing, boating and sports

**Tourism** - Increase tourism

**Objectives:** 1. Create a Tourism Board

 2. Market our history

 3. Develop historic sites

 4. Create wayfaring signs (Kemp Olsen park, camping, RV

 Sites)

 5. Create new brochures

 6. Promote Agri-Tourism

**ADDENDUM**

**I & II**

**ADDEDUM I**

**Accomplishments**

**Created Vision:TOLEDO**

**Established the Library**

**Clean Up Days**

**Created a sense of community**

**Annual BIG Community Meeting**

**Leadership**

**Partnered with WSU Students Plan**

**Project Showcase**

**Comedy Shows**

**Veterans Day Parade**

**Art Projects located throughout the town**

**Planter boxes throughout town**

**Fishing Derby**

**Kids Fishing Derby**

**Boat Launch**

**Gazebo**

**Wine & Cheese Tasting Event**

**Started Community Gardens**

**Riverfest**

**Established an on-line presence via v:T web site, Facebook page and an eblast newsletter**

**Holiday Lights Contest**

**Veterans Wall of Honor**

**Brought the Gospodor Eagle to downtown Toledo**

**Brought the Movie- “Out of Nothing” to the community**

**Made presentation to Association of Washington Cities**

**Addendum II**

**Possible Future Long Term Projects**

**Foot bridge over the Cowlitz River directly to County Park**

**Seeding the JR High hillside**

**Amazon drone center at the Toledo Airport**

**Leveraging our broadband infrastructure for sustainable development**

**Ikea**

**Casino**

**Wayfaring signs**

**Develop Cowlitz Landing site**

**Interstate Highway signage**

**Kiosk maintenance-partner with Winlock**

**Teach entrepreneurship at school level**

**Annex outlying areas into the City of Toledo**

**Obtain, renovate VFW Hall**

**Create a Cowlitz Tribal Interpretive Center**

**Create Hobbiton in Kemp Olsen Park**

**Create new event based on lord of the Rings**

**Carve large stumps in kemp Olsen Park**

**Paint Senior Center**

**Paint and spruce up public works maintenance building**