

ALIGN. ACTIVATE. AMPLIFY.

The Main Street Association will focus its energy on the following six priorities over the next two fiscal years:

Priority #1: Engage and Activate Members, Board and Committees

Launch geographic and industry-specific special interest groups within membership; explore discount and affinity programs with member businesses; define and communicate value to accelerate member growth; strategically match board time, talent and treasure with committees; reinvigorate meetings with mission moments, a proactive agenda, and with accountability towards our goals; establish and cultivate the volunteer-to-officer pipeline.

Priority #2: Create and Spread an Exciting New Brand

Utilize the 40th anniversary celebration in 2015 to launch a new brand; explore a dynamic tagline and create a contemporary personality; infuse brand energy into the organization's DNA, both internally and externally; raise public awareness about MSA.

Priority #3: Disseminate More Information and Utilize a Variety of Communication Vehicles

Ramp up use of social media, both in frequency and variety; reintroduce the newsletter in a new interactive format; develop clean, concise, consistent and visually appealing content-rich collateral materials.

Priority #4: Develop and Promote Business Growth Strategies for the Street

Promote member businesses with spotlight stories and/or a directory; create a Main St. campaign to solicit new visitors, residents, tourists, employees and businesses.

Priority #5: Position and Communicate MSA's Value as a Problem-Solving Organization

Develop and leverage the necessary relationships to advocate and find solutions for members' business challenges; seek and disseminate relevant information to establish thought-leadership credibility; proactively identify and work to implement positive impact initiatives.

Priority #6: Align Business Operations with Organizational Goals

Evaluate and refine all systems for maximum efficiency, considering all available technology and leveraging all available resources; establish policies and procedures in accordance with industry best practices; accelerate fundraising through sponsorships, grants and the exploration of an Annual Fund.



Vision: Our vision is to make Main Street, Louisville, Kentucky the most exciting, vibrant and inviting "go-to" street in the community and provide value to our membership.

Mission: The Main Street Association is a collective voice that promotes and advocates the uniqueness of the neighborhood and the diverse historic, commercial, cultural, residential and educational assets of Main Street, Louisville, Kentucky.

**2015-2017
STRATEGIC
VISION**