

Strategic Plan



Hamilton-Lauraville Main Street's board of directors recently: (1) reaffirmed our organizational purpose of helping the community thrive through creating a vibrant Main Street on the Harford Road corridor; and, (2) made a commitment to apply an equity lens to all our work and plans. Our strategic plan is our roadmap to achieve our organizational purpose by creating opportunities for businesses and providing quality of life experiences that retain residents and attract new neighbors.

Our strategic plan for 2023 - 2027 has five priority areas, in the following order:

1. Fundraising for the organization's growth and sustainability
2. Creating and supporting efforts that will develop infrastructure and encourage commercial development, particularly those that will bring in new businesses and other opportunities
3. Communicating with businesses
4. Hosting community events
5. Communicating with residents and bolstering our Healthy Neighborhoods efforts

Key Strategic Goals

- Improve infrastructure on and near Main Street with a clean, safe and green lens
- Identify and articulate a defining message of HLMS's purpose and our efforts for the business community
- Assess opportunities to collaborate for events that support businesses and community engagement
- Develop the 4500 lot, with input from our partners and community, to curate the space and calendar of events
- Collaborate on creating an inviting, attractive Main Street environment through wayfinding, streetscape implementation, and aesthetic enhancements
- Develop and leverage meaningful partnerships with organizations with shared values and explore opportunities for collaboration
- Communicate Healthy Neighborhoods opportunities to the community that benefit neighborhood aesthetics and quality of life
- Ensure Healthy Neighborhood Initiative goals of increasing home ownership and decreasing the number of vacant/deteriorates properties are achieved
- Grow staff team or paid (1099) outside consultants to increase organizational capacity
- Continued development of the board of directors through professional development trainings and recruiting new members