

# VISION

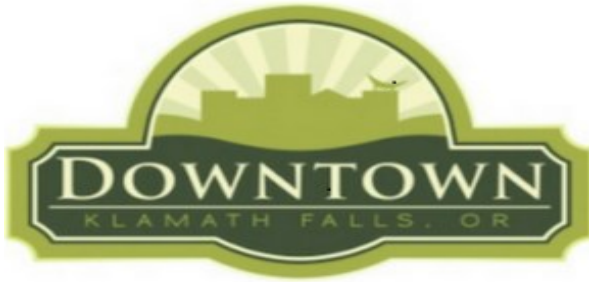
Downtown Klamath Falls is the gateway to outdoor adventure.

Where the urban charm of Main Street showcases:

- \* The area's history
- \* Vibrant arts and entertainment
- \* Relaxed outdoor lifestyle
- \* Dining featuring locally sourced products
- \* A wide variety of shops and services

# MISSION

Klamath Falls Downtown Association is an organization of community partners working together to create, maintain and promote downtown as a vibrant and safe place to visit, work, live and invest for all.



## 2023-2028 STRATEGIC PLAN

### **Strategy # 1)**

#### **Board of Directors led by Organization Committee**

Increase membership and volunteer participation and strengthen our financial sustainability through strategic partnerships and funding opportunities.

### **Objectives: (Strategy # 1)**

1. Develop a membership drive with goals.
2. Identify and engage strategic partnerships .
3. Identify and communicate with potential funding sources such as available grants and sponsorships.
4. Create a volunteer outreach program

### **(Strategy # 2)**

#### **Promotion & EV committees**

Foster a desirable place to live, work, and play that encourages long term investment and engagement in our local community. Promote a vibrant, prosperous downtown with an atmosphere of local culture, dining, shopping and entertainment.

### **Objectives: (Strategy # 2)**

1. Identify and encourage building owners to address deferred building maintenance issues. Connect property owners to resources for building improvements.
2. Encourage and promote a balanced mix of downtown events.
3. Develop and maintain downtown merchandise program to establish funds for future community pride projects.

### **(Strategy # 3)**

#### **Promotion and EV committees**

Develop and promote the connection between downtown and outdoor activities.

### **Objectives: (Strategy # 3)**

1. Identify and inventory our outdoor assets and responsible organizations.
2. Identify current potential outdoor assets and opportunities.
3. Implement the usage of Wayfinding signage.
4. Identify ways to activate the Lake Ewauna waterfront.
5. Be a centralized place to promote events.

### **(Strategy # 4)**

#### **Design committee**

Advocate for downtown revitalization and beautification while preserving the historic architecture.

### **Objectives: (Strategy # 4)**

1. Educate the community on the benefits of revitalization, beautification and historic preservation.
2. Maintain the flower program.
3. Identify and encouraging opportunities for downtown living
4. Encourage building owners to clean and maintain attractive exteriors.
5. Activate and beautify alleyways.