

Olympia Downtown Alliance

Strategic Plan



VISION *Downtown Olympia is the welcoming heart of our region, embracing our diverse local flavor with our inclusive nature, looking to the future while honoring the past.*

MISSION *Act as a catalyst for a vibrant and thriving downtown through service to businesses and property owners.*

VALUES

Safety
We strive to provide a safe environment both to communicate honestly within the organization and to welcome customers coming downtown.

Growth
We are committed towards affecting positive change both within the organization and in downtown as a whole by employing innovation and strategic thinking.

Communication
We actively listen and clearly articulate to seek understanding and agreement.

Service
We prioritize customer response, tell the truth, and instill trust.

Inclusion
We engage with a diverse group of downtown stakeholders.

GOALS

Advocacy
Channel the voice of the downtown business community to compel action in both local and state government.

Clean, Safe & Healthy
Support a welcoming environment to ensure business success and a thriving downtown.

Imagemaking
Improve the community's perception of downtown, making them aware of all that it offers, while also intentionally communicating our value to downtown stakeholders.

Economic Development
Leverage existing community partnerships to support a diverse downtown economy, including current and future businesses.

Financial Health
Ensure diversified funding sources and efficient business practices that lead to long-term fiscal solvency.

