



Strategic Plan 2024-2026



2024 - 2026 Strategic Plan Framework

January 2024

Mission

To enhance and advocate for a dynamic, vital and sustainable downtown

Vision

A vibrant downtown for all



Strategic Priority 1

Connect Members with Business Improvement Resources

Goals

- Apply for new, and promote current, grants to help members grow and enhance their businesses
- Provide networking opportunities for members and those with interest in downtown businesses
- Promote the Downtown Lima, Inc.'s Loan Program
- Raise awareness of local funding opportunities for downtown businesses
- Reorganize membership benefits and prominently feature them on a continual basis



Strategic Priority 2

Be the Leading Voice in Promoting Downtown Lima as a Welcoming and Lively Destination

Goals

- Create and expand use of new branding and messaging through a Marketing Plan to highlight:
 - a safe and secure downtown
 - plentiful parking and walkability
 - downtown destinations, businesses, events and features
 - a beautiful and well-maintained environment
 - the Designated Outdoor Refreshment Area (DORA) and the Downtown Entertainment District
 - public transportation
- Advocate and partner for downtown infrastructure improvements
- Design and distribute Newcomers Package to prospective members



Strategic Priority 3

Grow and Diversify Sustainable Funding for Operational and Programming Goals

Goals

- Develop and grow fundraising projects that promote members and meet financial goals
- Seek additional funding sources to expand the impact of the Loan Program
- Explore legacy giving opportunities



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2023 Recap

2023 New Members

Miss Mel's
Bakery

Habitat for
Humanity

Leaf & Luxe

Fresh Press
Threads

Springview
Manor

The Springs of
Lima

Elements IV
Interiors

Jen's Furniture
& Collectibles

St. Luke's
Church

Touch of Europe

First Evangelical
& Reformation
Church

Pea of
Sweetness

Winans

Communications & PR

- Facebook: Followers: 11,200/1,311 new/+13% YOY
Reach: 221.7K reach +71% YOY on 488 posts
- Instagram: Followers: 1,654/136 new/+9% YOY

New in 2023

- Downtown Lima, Inc. Façade Improvement Grants, sponsored by First Financial Bank
- Created new website and branding package



**DOWNTOWN
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2023 Events

Game Show Extravaganza

First Fridays-June, July, & August

ArtWalk with Artspace/Lima

10 Lantern Tours

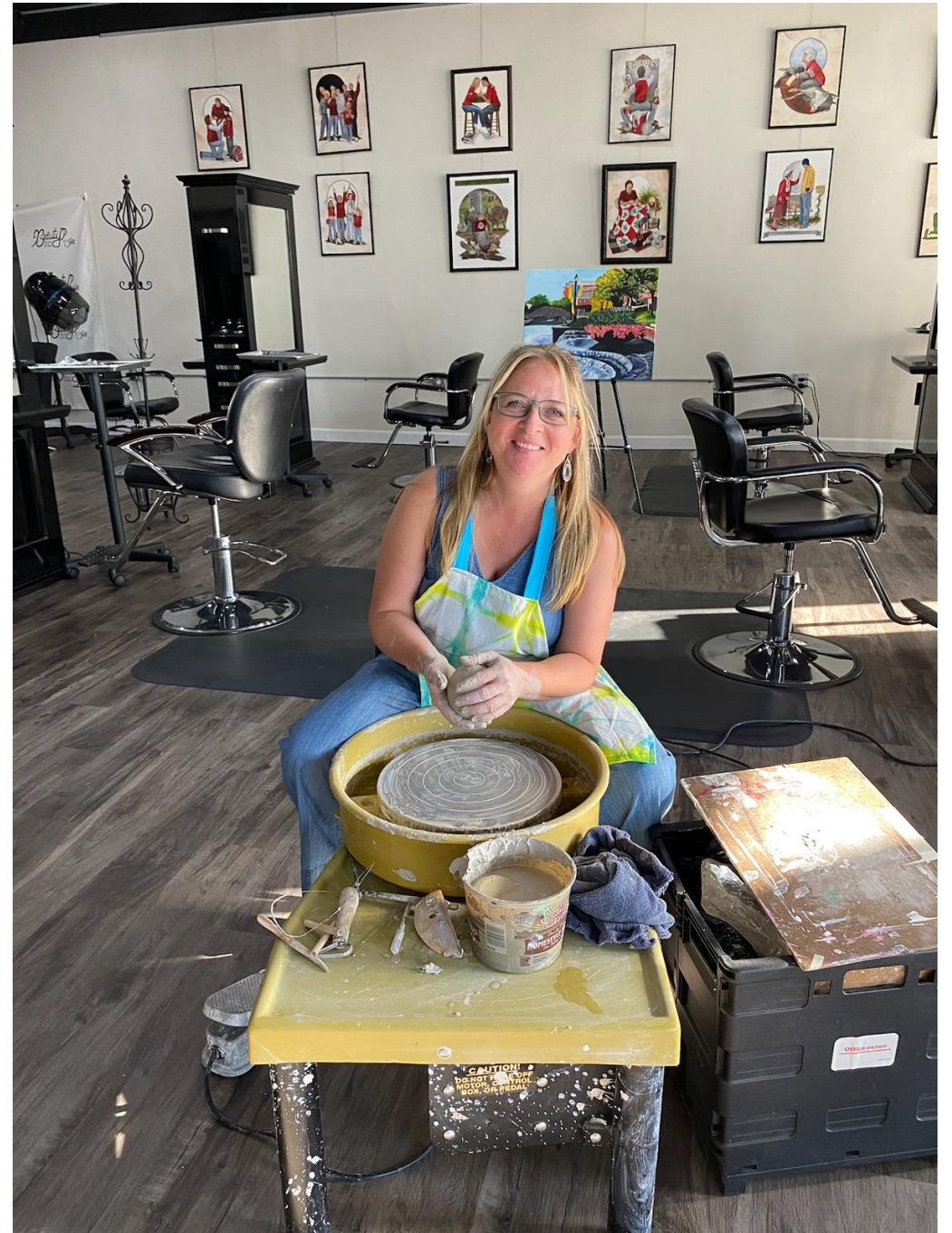
4 Woodlawn Cemetery Tours

Holiday Festival

4 Networking Events







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**Thank you for helping to
make 2023 a very
successful year for
Downtown Lima, Inc.**



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