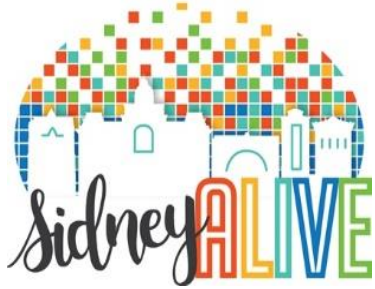




STRATEGIC PLAN
2018 – 2020



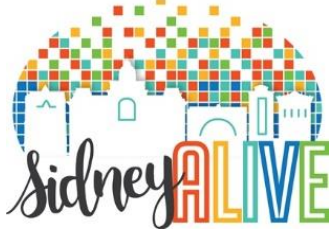
SIDNEY ALIVE

OUR VISION

To strengthen the heart of Sidney and Shelby County as the place to live, work and play.

OUR MISSION

To strengthen the core of our downtown culture by fostering economic development, historic preservation and community events that engages the public through the entrepreneurial spirit of our residents and businesses.



SIDNEY ALIVE

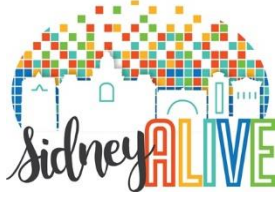
BOARD OF TRUSTEES

COMMITMENT TO THE COMMUNITY

The Board of Trustees of Sidney Alive is committed to preserving and growing the organization for future generations of the Sidney and Shelby County Community. Each board member has agreed to the required board time commitment and to make a personal financial commitment in addition to the duties outlined below.

Board duties include: serving on committee or subcommittee; active stewardship of Sidney Alive's goals and objectives; acting as ambassadors of the Sidney and Shelby County community; engaging in the promotion of events, programming, development of the downtown area; and building collaborative relationships with citizens, businesses, and organizations.

Understanding the long history and importance of Downtown Sidney, the Board affirms its accountability for continuing that legacy for the benefit of all in the Sidney and Shelby County Community.



SIDNEY ALIVE

“PLANNING FOR THE FUTURE”

A VISIONING EVENT

SEPTEMBER 12, 2017

“Planning for the Future” group participants representing *the Community*, the *Sidney Alive Board of Trustees*, and the *Sidney Alive Staff* met on September 12, 2017. They were asked to project themselves three years into the future, imagining that *Sidney Alive* has been enormously successful, and that all has gone as well as could be imagined!

Then, the participants responded to these four questions:

“What matters most” for *Sidney Alive* to succeed in its *Vision, Mission, and Core Values* for the Sidney and Shelby County Community?

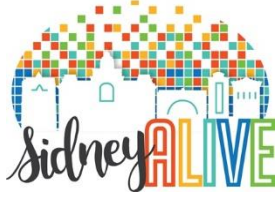
What is *“happening right now”* with *Sidney Alive*? What are the *“core strengths”* of the *Sidney Alive* organization?

What are people saying about us as an organization dedicated to *“strengthening the heart of Sidney and Shelby County.”* What has been done to make *Sidney Alive relevant*?

Participants were then asked to *“identify three recommendations, or not yet,”* to be accomplished during the next three years, and beyond, for *Sidney Alive* to flourish and achieve its *Vision, Mission, and Core Values*.

Finally, participants were asked to identify *“Just Do Its.”* These are activities that *cost no money and can make an immediate positive impact on services provided by Sidney Alive*.

Core Values, representing the *principles and beliefs of Sidney Alive* as an organization were established based on the *“Planning for the Future” discussion*.



OUR CORE VALUES

2018 – 2020

Entrepreneurial Spirit...*Sidney Alive strives to foster the entrepreneurial spirit by encouraging innovation, sustainability, and collaboration.*

Integrity...*Sidney Alive strives to be an organization that is respectful, honest, reliable, and transparent. We believe that building trusting relationships with our community is of utmost importance.*

Community-Centered...*Sidney Alive is committed to making the Sidney-Shelby County Community the focus of our organization.*

Collaborative...*Sidney Alive knows that success depends on the partnerships and collaborations that are forged. We are committed to working with the community at- large as well as the leadership to foster growth.*

Leadership...*At Sidney Alive, we hope to lead by empowering others to become leaders themselves and helping them find their talents and passion to better our Community.*

Volunteerism...*Volunteers are the backbone of the community. When citizens come together to solve problems and invest their time in community initiatives, success is inevitable. We hope to inspire Community members to volunteer with us or with an organization that fits their passion.*



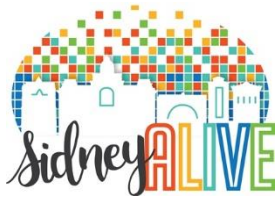
STRATEGIC GOALS

2018 – 2020

Infrastructure: *Sidney Alive and its partners* will create and execute effective standards and processes that empower Sidney and surrounding Shelby County Communities to ***advance and enhance quality of life and their joint economic development interests.***

Financial Stability and Growth: *Sidney Alive sets an excellent example* among small nonprofit organizations for ***fiscal accountability.*** This goal includes close adherence to ***monthly updates of the strategic plan*** by the Board of Trustees as a whole and the Executive Director. The Board of Trustees and the Executive Director ***aggressively pursue all sources of funding.***

Programming: *“Sidney Alive’s* Board of Trustees, Executive Director, Staff, and Volunteers are ***committed to ensuring the organization’s Vision, Mission, and Core Values are achieved through relevant programming activities and events. Current programs will be monitored and assessed regularly*** during the strategic planning period. This assessment will determine which programs should be continued, as well as those that should be discontinued or initiated.



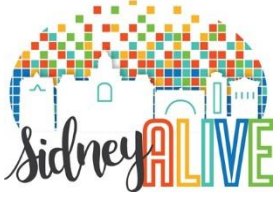
SIDNEY ALIVE STRATEGIC PLAN ACTION PLANS 2018-2020

Development, implementation and evaluation of ***Action Plans*** is the final step in the ***Strategic Planning Process for Sidney Alive.***

Action Plans must be ***consistent*** with ***Sidney Alive's Vision, Mission, Core Values and Strategic Goals.*** The Strategic Planning effort will only be successful if the following actions are developed, implemented, and evaluated for success.

- The Action Plan must be ***aligned*** with ***Sidney Alive's three Strategic Goals.***
- A clear, ***measurable objective*** must be identified for each Action Plan.
- A ***"Board and a Staff Champion"*** are assigned ***responsibility*** for ***implementing and evaluating*** each ***Action Plan.***
- ***Steps*** are clearly defined with outcomes, evaluation procedures, and measures of success outlined in detail.
- ***Measures of Success/Outcomes*** are clearly stated, and tools for measurement are drafted and applied.
- ***The Board of Trustees and Executive Director*** will ***review, refine, and change the direction*** of ***Action Plans as needed on a regular basis*** during the duration of the ***Strategic Plan 2018-2020.***

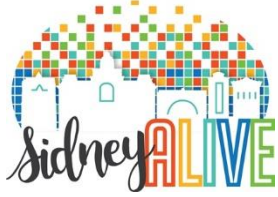
The following pages contain ***Sidney Alive's "Just Do Its"*** and ***Action Plans*** for ***2018-2020.***



SIDNEY ALIVE STRATEGIC PLAN “JUST DO ITS” 2017-2018

On September 12, 2017, “*Planning for the Future Participants*” brainstormed activities that would **cost no money**, would be implemented immediately, and would **enhance the image of Sidney Alive** in the Sidney and Shelby County Community. These “**Just Do Its,**” are outlined here. See **Next Steps** for Champions and timeline for implementation of “**Just Do Its.**”

- Hire an administrative assistant
- Schedule quarterly clean-up days working with jail crew, City of Sidney, and civic groups

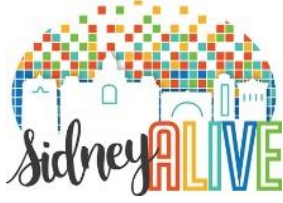


**SIDNEY ALIVE
STRATEGIC GOALS
2018-2020**

***ACTION PLANS**

- **INFRASTRUCTURE**
- **FINANCIAL GROWTH AND STABILITY**
- **PROGRAMMING**

*The following pages contain *Action Plans* for 2018-2020



SIDNEY ALIVE
BOARD OF TRUSTEES
2017-2018

President

Linda Stewart

Vice President

Michael Jannides – The Spot Restaurant & Catering

Treasurer

Tim Summers – Mutual Federal Savings Bank

Secretary

Mary Beth Monnier – Creative Marketing Strategies

Trustees

Dr. Jaqueline Allen – Western Ohio Psychological Services

Dottie Baker – Emerson Climate Technologies

Tony Bornhorst – Shelby County Commissioner

Mark Cundiff – City Manager

Kimberly Doak – US Bank

Julie Gilardi – Shelby County Historical Society

Joe Moniaci – Sidney City School

Nicki New – Shreves Construction

Sandi Shipman – Berkshire Hathaway Professional Homeservices

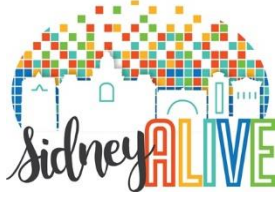
Amy Breinich – Executive Director

Kristen Arnett- Executive Assistant



PLANNING FOR THE FUTURE PARTICIPANTS

Chad	Allen	Main Line Supply
Dr. Jackie	Allen	West Ohio Psychological Services
Mike	Barhorst	Mayor, City of Sidney
Sarah	Barr	Historic Sidney Theatre
Scott	Barr	Shelby County United Way
Tony	Bornhorst	Shelby County Commissioner
Amy	Breinich	Sidney Alive Ex. Director
Suzanne	Cline	Shelby County Libraries
Mark	Cundiff	City of Sidney
Dr. Jim	Daniel	Daniel Consulting, LLC
Linda	Daniel	Daniel Consulting, LLC
Bridget	Davis	Shelby County CASA/GAL
Kimberly	Doak	US Bank
Duane	Gaier	City of Sidney
Julie	Gilardi	Shelby County Historical Society
Ed	Hamaker	City of Sidney
RJ	Horwitz	Canal Place Apartments
Michael	Jannides	The Spot Restaurant
Penny	Magos	Canal Place Apartments
Joe	Moniaci	Sidney City Schools
Mary Beth	Monnier	Creative Marketing Strategies
Nicki	New	Shreves Construction Company
Jim	Painter	Sidney Daily News
Tilda	Philpot	Shelby County Historical Society
Trisha	Prenger	Big Brothers/Big Sisters
Joe	Ratermann	City of Sidney
		Berkshire Hathaway HomeServices Professional
Sandi	Shipman	Realty
Linda	Stewart	Sidney Alive Board President
Tim	Summers	Mutual Federal Savings Bank
Rikki	Unterbrink	Shelby County Libraries
Steve	Wagner	City of Sidney



SIDNEY ALIVE STRATEGIC PLAN 2018-2020

Next Steps

1. Board of Trustees *approval of the plan...January 25, 2018*
2. Distribute Board approved *Strategic Plan* to “*Planning for the Future*” participants and *Strategic Planning Team members* with thanks on behalf of the *Sidney Alive Board of Trustees*.
3. Articulate Champions and Timelines for “*Just Do Its.*”
4. Review progress of the plan at every *Executive Committee* and regular *Board* meeting.
5. *Review, evaluate measures of success, and make changes to the Strategic Plan at the final Board of Trustees Meeting in 2018, 2019 and 2020.*