



## **Lindenwood Park Neighborhood Association (LPNA) - Organizational Strategic Plan (2011 – 2016)**

**MISSION** - The mission of the Lindenwood Park Neighborhood Association is to strengthen the quality of life in the Lindenwood Park Neighborhood.

**GOAL AREA ONE: COMMUNITY BUILDING** - Build a sense of affiliation and commitment among residents, businesses and other stakeholders to the Lindenwood Park neighborhood.

### **Strategy 1 - Develop a planned calendar of 6-8 monthly events where residents/businesses can participate**

Measurable 1: Increase overall attendance at monthly events from first year total attendance by 15% in the third year.

Measurable 2: Form subcommittee of residents/businesses owners/church members to plan and host events by the end of the second year.

Measurable 3: Undertake business partnerships to cross-market and co-host events for at least 33% of all planned annual events by 2014. (Examples: special happy hours, breakfasts, services).

Measurable 4: Promote integrated calendar of neighborhood events offered by variety of service providers (e.g. private business, LPNA, religious organizations, non-profit groups) quarterly to residents by March 1, 2013.

### **Strategy 2 - Increase communication among blocks and across streets**

Tactical 1 – With continued mail distribution of LPNA newsletter, expand to email distribution.

Tactical 2 – Explore social media sites (e.g., Facebook) for communicating information about the neighborhood.

Tactical 3 - Coordinate email updates, other community communications with that provided by community officials, e.g., alderman, mayor.

Tactical 4 – Continue to promote and enhance the LPNA website.



Measurable 1: LPNA will use as minimum of four methods to communicate with residents each year.

Measurable 2: LPNA will conduct one survey annually for resident feedback.

### **Strategy 3 – Build Block Captain Program**

Measurable 1: Increase number of blocks with a designated block captain 50% by 2014.

Measurable 2: Implement Block Captains communications plan to reach 75% of households in the neighborhood within 72 hours notice of event/important information by July 1, 2012 (example could be the search for an individual with a disability dissemination of information about garage break-ins or the marketing of an upcoming event)

Measurable 3: Increase by 20% number of block parties offered in the Lindenwood Park Neighborhood over three years (compared with 2011 as a baseline).

### **Strategy 4 - LPNA to partner with neighborhood businesses to strengthen neighborhood appeal and identity**

Measurable 1: Complete survey to measure gaps in service providers by July 1, 2012.

Measurable 2: LPNA and area businesses meet with representatives of the city's economic development department of the City of St. Louis a minimum of three times per year to increase city attention and service levels in Lindenwood Park Neighborhood.

Measurable 3: Promote grassroots neighborhood networking opportunities and happy hours for local businesses/residents two times per year and invite outside networking groups.

Measurable 4: Contact existing businesses with leisure appeal to discuss potential partnerships and marketing strategies to local residents by January 1, 2013.

Measurable 5: Promote the Lindenwood Park brand; clarify the distinction between the Lindenwood Park Neighborhood and other nearby neighborhoods – neighborhood signage, media branding, restaurant guides.

### **Strategy 5 - LPNA will work with neighborhood residents to establish community garden**



Measurable 1: Form committee to explore and promote concept of community garden by January 1, 2012.

Measurable 2: Obtain permission to use tract of land and secure a minimum of 10 households committed to community garden by April 2012.

Measurable 3: Realize 100% growth in community garden project by 2015.

**GOAL AREA TWO: NEIGHBORHOOD INTEGRITY - Maintain and improve the physical appearance, infrastructure and social health of the Lindenwood Park Neighborhood.**

**Strategy 1: Influence the integrity of neighborhood housing and commercial stock.  
(Quality Housing/Infrastructure)**

Measurable 1: Formalize a Board Committee by 1/1/2012 to identify distressed properties and work with the Alderman, NSO and Second District Police to bring them into code compliance.

Measurable 2: Work with the Linden Heights Housing Corporation to sponsor redevelopment of at least one distressed property per year.

Measurable 3: Review, officially comment and influence proposed zoning changes, business use modifications, and physical alterations within the neighborhood.

**Strategy 2 - Promote elimination of nuisance properties in the neighborhood (Social Health)**

Measurables 1: Formalize a Board Committee by 1/1/2012 to identify nuisance properties and work with the Alderman, NSO and Second District Police to ameliorate those problem situations. (Could be same committee as Strategy 1 under this section)

Measurable 2: Investigate community crime reduction strategies and consider possible action plan with the TPNA, St. Louis Hills, Southampton and Clifton Heights neighborhoods, their respective aldermen, NSOs and 2<sup>nd</sup> District Police, beginning by 10/1/2011

**Strategy 3 - Encourage business investment which contributes to the quality of life and strengthens the external perception of the neighborhood as a thriving, desirable community.**



Measurable 1: Identify one business residents would like to attract to the Ivanhoe business strip (between Scanlan and Fyler) by 3/15/12 and work with the Commercial District Manager to attract this business to Ivanhoe or a comparable location.

**Strategy 4 - Enhance the quality of life through beautification of public spaces.**

Measurable 1: Form a Board Committee by 1/1/2012 to investigate enhancing one public space in the Lindenwood Park Neighborhood (for example, consider how neighborhood signage might complement this strategy).

**GOAL AREA THREE: ORGANIZATIONAL CAPACITY - Operate a Neighborhood Organization with the structure, leadership, human and fiscal resources to drive the LPNA Mission**

**Strategy 1 - Build a LPNA Board structure which sustains the LPNA for the long term**

Measurable 1: Recruit one neighborhood business owner to the Board by 1/1/2012.

Measurable 2: Establish a Board Committee structure which broadens responsibility for LPNA initiatives beginning with an Events Committee or a Problem Property Committee.

Measurable 3: Establish a Board Succession Plan by 1/1/2012.

**Strategy 2 - Increase LPNA membership**

Measurable 1: Conduct membership drives at Epiphany, Timothy Lutheran and Southwest Baptist churches on 3 Sundays in 2012.

Measurable 2: Initiate a phone call recruitment drive by contacting residents whose membership has lapsed in the last year.

Measurable 3: Identify mechanisms for recruiting apartment residents as LPNA members.

Measurable 4: Explore different levels of membership with a varying dues schedule.

**Strategy 3 - Build the financial strength of the organization**



Measurable 1: Identify and implement one high return event to underwrite a specific neighborhood improvement/initiative.

Measurable 2: Share LPNA Financial statements in the Newsletter and LPNA website by 3/1/2012 (year end 2011 statement).

Measurable3: Explore 501©3 status by 1/1/13.

**Strategy 4 - Partner with other Southwest City Neighborhood Associations to build community stability**

Measurable 1: Continue building the LPNA/TPNA Block Captain program by jointly sponsoring one community event by 12/31/2012.

Measurable 2: Establish links on the LPNA website with TPNA, South Hampton, Clifton Heights, St. Louis Hills, Ellendale, Southwest Garden and The Hill Neighborhood Association websites, coordination of neighborhood calendars.