**Strategic Directions**

**Energize people in neighborhood life**

*How:* Re-examine our engagement strategy so we can better connect with all residents, and connect residents to each other. Continue to develop volunteer management structure.

**Producing community programming that people love**

*How:* Evaluate and refocus NENA programming to better serve our mission and reinvigorate fundraising activities.

**Foster a distinct and inviting neighborhood**

*How:* Create a Nokomis East neighborhood brand, support a strong business environment, and facilitate neighborhood evolution.
Nokomis East Neighborhood Association

3-5 Year Goals

A united community with diverse participants

A community strengthened by leveraged partnerships

NENA is a localized hub for neighborhood resources

Community and local economy championing environmental responsibility

Flourishing, walkable local business community

NENA is a sustainably funded organization

NENA is a nimble organization that responds quickly to needs and interests

Unique and recognizable neighborhood destinations

NENA has an easily recognizable brand and reputation

Strategic Plan 2019 - 2021