

8

MILE  
BOULEVARD  
ASSOCIATION

# ACTION 2020 | 8MBA STRATEGIC PLAN

*JANUARY, 2018*



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# ACTION 2020: 8MBA STRATEGIC PLAN

## INTRODUCTION

In 2015, the 8MBA Board of Directors approved ACTION 2018 (A18), 8 Mile Boulevard's Strategic Plan. That document provided an updated work plan for 8MBA that mapped out key strategic actions through June 30, 2018 to achieve a specific set of targeted outcomes. These outcomes are meant to support 8MBA's founding document, *A Vision for Eight Mile Boulevard (1992)* as the continued end goal, while charting a course for the strategic growth of the organization and helping define 8MBA's actions in pursuit of that goal.

## CHECKING OUR PROGRESS

8MBA staff worked with the Strategic Planning Committee to review the eight overall outcomes that provided the foundation for A18. We agreed that the set of original eight outcomes, detailed on the next page, still provided a sound guidepost for our work.

We then reviewed the work plan to determine the plan's achievements, works in progress, and outstanding actions. Of those tactics remaining, we considered which of these should be moved forward based on their relevancy to the mission and which items were no longer practical or worth pursuing due to the ever-changing realities of our 27-mile footprint.

## MOVING THE ACTION AND THE VISION FORWARD

ACTION 2020 reaffirms and updates the outcomes established in A18 and sets forth a work plan that builds upon the successes of the previous plan, carries forth some of its outstanding action items, and sets new goals and new actions to further our organization's progress toward those outcomes.

# ACTION 2020: PLAN OUTCOMES

## EIGHT OUTCOMES FORM THE PLATFORM OF ACTION 2020

The following eight outcomes reflect what it means to be an entity that initiates and coordinates progress while facilitating collaboration and partnership among our diverse family of stakeholders. The board and staff has identified the two major roles 8MBA has in our work to further these outcomes:

- **Steward:** Improve the quality, safety, and appearance of the Boulevard; and
- **Connector:** Attract key audiences and partners, and provide value to join and support the 8MBA mission.

1	<b>EIGHT MILE AWARENESS AND PRIDE</b> A stronger sense of emotional attachment to 8 Mile among the general public	5	<b>STRATEGIC INVESTMENT APPROACH</b> Concentration of 8MBA investment (money, resources, time) for maximum, lasting impact
2	<b>8MBA BRAND RECOGNITION</b> Stronger 8MBA brand throughout the region	6	<b>BUDGET STABILITY/PREDICTABILITY</b> Prioritization of larger, more diversified and longer-term revenue streams to allow for more long-term actions
3	<b>DEFINED FOCUS AREAS</b> Continually assess, support, and develop key nodes/areas of opportunity for deep impact	7	<b>EIGHT MILE POLICY PRIORITY</b> Establish 8 Mile as a priority in policy decisions at the local, regional and state level
4	<b>BUSINESS-COMMUNITY ALIGNMENT</b> Strengthen ties between business investment and community/neighborhood goals	8	<b>COMMUNITY GROWTH STRATEGY</b> Generate interest in moving to 8 Mile's adjacent residential neighborhoods

# STRATEGIC PLANNING COMMITTEE 2018

8MBA would like to acknowledge and thank this year's  
Strategic Planning Committee:

Carla Gribbs, DTE/Committee Chair

Anne Harpe, PNC Bank

Beth Holland, City of Hazel Park

Kim Marrone, City of Oak Park

Tom Petzold, Belmont Enterprises/8MBA Board President

Cindy Thomas, 8MBA Executive Director

Jordan Twardy, City of Ferndale

# IMPLEMENTATION TACTICS/ACTION STEPS

## GUIDE TO THE CHART

The following pages contain charts that outline **Implementation Tactics** along with a set of **Action Steps** associated with each Tactic to each one or more of the eight plan outcomes.

**Priority:** The Implementation Tactics are prioritized from top to bottom, with Green at the top being the highest priority, Blue in the middle at medium priority, and Yellow at the bottom for lesser priority.

**Strategic Outcomes** are in the middle of the chart and marked with an X for every Tactic and Action Step that applies.

**Schedule:** The next section in is the implementation timeline by quarter. The chart only shows the year and quarter in which the Tactic/Action Step will be completed or whether it is on on-going activity.

**Challenges to Implementation:** This section attempts to acknowledge the realities that may prevent success in some areas of the plan. These include budget limitations that prevent staff from attending trainings and events, the purchase of equipment and software, or hiring additional staff or professional services. Staffing challenges, either through a lack of qualified help or budget constraints that may limit our ability to do as much as we would hope. Technical capacity includes lack of equipment, software, training, or proficiency such as graphics and GIS skills. The “Other” category is a catch-all category that includes dependency on stakeholders, geography, and other external factors.

The great thing about challenges, is they also present opportunities!

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# ACTION 2020 | IMPLEMENTATION TACTICS & ACTION STEPS





