

**Saginaw Oakland Commercial Association**  
**Connecting businesses and neighbors from the Pointe to Pennsylvania**

**Strategic Plan 2024**  
**Approved Fall 2019**

This plan sets out 5 year goals for Saginaw Oakland Commercial Association (SOCA) and a strategy for making them real before Dec 2024. It will be revisited and revised Summer 2024. It's designed to help the board, stakeholders and potential members to see the "big picture".

SOCA has a long history in the community. Over the years, the business membership organization has made an impact. Through many unfortunate circumstances, SOCA fell on difficult times between 2016 and 2019. According to the small but mighty five-member board, the organization is resurrecting itself and has plans for the future..

**Saginaw Oakland Commercial Association Mission Statement:**

SOCA connects residents, businesses and networks to beautification and placemaking opportunities from Pennsylvania to the Pointe.

This mission is aimed at providing guidance for the organization. When working on SOCA projects, the board, committees and volunteers should see themselves in this mission.

1. Focus on:
  - a. Understanding our relevancy- based on Summer 2019 survey results and monthly newsletter feedback
  - b. Building a board of 8 members who want to recruit their successor and are comfortable raising money to reach our short and long-term goals.
    - i. Organization Committee - MC
  - c. Invoice 25 members on an annual basis and track their payments / social engagement quarterly (using google suite, mailchimp, & quickbooks)
2. Achievable goals:
  - a. Short Term (6-12 months)- Survey, Relevancy, Building up the board, Building up members
    - i. Conduct annual survey of at least 30 business owners to help determine exactly what the membership needs or wants from the organization
    - ii. Hold two to three annual events that bring at least 30 people together for beautification, placemaking, networking, comradery and - most of all - fun
      1. Starting Jan 2020: monthly meet & greet / network events @ Harry's. Cherie Morehouse & MC (Paul)
      2. Spring (annually) SOCA in Bloom clean-up & planting along Saginaw with volunteers
      3. Fall (annually) & Oct 12, 2019, work with Capital Area Housing Partnership for the Neighborhood Empowerment Center clean up day.

- b. Long Term (2-5 years)- Zeroing out current debt aka financial solvency, Starting to fundraise to have a positive balance in the bank
  - i. Financial Solvency strategy includes
    - 1. Developing an annual budget,
    - 2. Adopting a fundraising strategy that would include in-person events and mail to increase funds,
    - 3. Leverage networks of Saginaw Corridor Improvement Authority board members to reduce SOCA debt, and
    - 4. Increase annual membership to 75 members.
- 3. Marketing and Member stakeholder communications
  - a. Mission: when working on SOCA projects, the board, committees and volunteers should see themselves in our mission
    - i. SOCA *connects* residents, businesses and networks to beautification and placemaking opportunities from Pennsylvania to the Pointe.
  - b. Tagline of SOCA: Connecting businesses & neighbors from the Pointe to Pennsylvania.
  - c. Value of SOCA: Connections among businesses and neighborhoods
    - i. Placemaking and beautification
    - ii. Fun events
    - iii. Resources
  - d. Messaging:
    - i. As a membership organization, SOCA connects local businesses and neighborhood associations to meet needs that provide impact from Penn to the Pointe.
    - ii. SOCA will send a monthly newsletter to all members and other subscribers with updates on activity, announce events, and introduce businesses to the community.
  - e. The organization has multiple stakeholder groups:
    - Business Members (and payment structure):
    - Non-Profits / Start-Up Business (\$50)
    - 1-3 employees (\$75)
    - 4-10 employees (\$125)
    - 11-20 employees (\$250)
    - 21-30 employees (\$375)
    - 31 or more employees (\$500)

Adjacent Association Networks:

- 1. Westside Neighborhood Association
- 2. Walnut Neighborhood Association
- 3. Northwest Initiative (nonprofit)
- 4. Advent House & churches
- 5. Saginaw Oakland Improvement Authority
- 6. Old Oakland Neighborhood Association
- 7. Downtown Neighborhood Association

Resident neighbors: The two distinct stakeholder groups are businesses and residents. Resident neighbors will not be paid members but will reap the benefits of the organization's work. They will help build the value of the organization's brand.