

CASGED STRATEGIC PLAN

2024-2025

Planning Context:

The Board of Directors of the Community Alliance of Spring Garden-East Deutschtown (“CASGED”) engaged in a strategic planning process in order to establish short- and medium-term priorities and create a set of planned tasks with measurable outcomes to ensure accountability. These priorities and tasks could then be shared with the community for additional feedback and engagement.

Mission:

The Community Alliance of Spring Garden-East Deutschtown is a grassroots community organization dedicated to improving the quality of life for its members by organizing and encouraging efforts to revitalize the residential and commercial districts; by leading and supporting greening and beautification efforts; and by providing or supporting events and programs that promote public safety, volunteerism and community pride.

Community Development	Neighborhood Planning	Community Engagement & Impact	Partnerships	Organizational Stability
<p>Reducing vacant properties, abandoned buildings, and blight in our community</p>	<p>Creating and cultivating the public infrastructure of our neighborhood to ensure the growth and stability of the future</p>	<p>Facilitate communication and participation</p>	<p>Seek strong partnerships to advance opportunities for current and future residents and business owners in Spring Garden-East Deutschtown and adjacent</p>	<p>Build a business model that promotes a firm foundation for CASGED</p>
<ul style="list-style-type: none"> ● Focus on Residential and Commercial development <ul style="list-style-type: none"> ○ Identify and execute achievable projects having immediate and long-term impact on neighborhood ○ Transparency about financial decisions ● Build portfolio of properties as a resale revenue stream for the organization ● Develop and maintain property mapping ● Create pipeline for vacant reclamation ● Attract new businesses 	<ul style="list-style-type: none"> ● Identify and execute achievable projects having short- and long-term impact on neighborhood ● Assess and modify zoning to be more appropriate for the future of the neighborhood ● Work to improve safety and infrastructure ● Bolster the walkability and mobility ● Improve the quality of the public realm 	<ul style="list-style-type: none"> ● Increase attendance at meetings and events ● Seek opportunities to engage with community ● Ensure residents are aware of committees, and are welcomed to serve and participate ● Maintain a multi-pronged approach to meet the needs of the community ● Use events as a way to bring awareness to programs and interest to neighborhood ● Regularly seek community input on programs and services 	<ul style="list-style-type: none"> ● Focus on partnerships with neighborhood stakeholders, non-profits, organizations, and individual donors ● Build contacts database and relationships with developers, real estate professionals, and current and future business within the community and adjacent ● Continued support and integration with the Parks Conservancy, green space initiatives, other cultural amenities ● Encourage and support programs with opportunities for cultural exchange and education. ● Continue to build relationships with public officials to ensure focus on and investment in the neighborhood ● Be a sought-after member of conversations, commissions and boards on issues affecting the neighborhood...seek to exercise clout, have a place at the table. ● Hold partners accountable for promises made. 	<ul style="list-style-type: none"> ● Assure financial stability with cost-effective decisions to ensure maximum funds available for projects. ● Build capacity to allow for organizational staffing and funding or projects ● Revise bylaws as needed in support of this strategic plan ● Improve operational practices ● Ensure smooth transitions amongst board and staff members, particularly in view of voluntary nature of participation ● Recruitment of Board and Staff, creating a pipeline, warm handoff ● Focus on diversifying revenue streams. ● Develop and share an annual report for all stakeholders to better understand CASGED and the mission of the organization.