

Strategic Plan



vision

Olympia's historic downtown is the heart of our region, buoyed by a colorful and welcoming environment, a rich diversity of people and positive experiences, and an activated, engaged community.

mission

Act as a catalyst for a vibrant and thriving downtown through service to businesses and property owners.

values

EFFECTIVENESS

We deliver quality service to the community, achieving results and positive growth.

TEAMWORK

We collaborate both within the organization and with all downtown stakeholders.

INNOVATION

We meet downtown challenges with fresh thinking and ideas, always maintaining optimism and hope.

INCLUSION

We actively support a sense of belonging for all engaging with our downtown.

RESPECT

We build trust, honoring past, people, and place.

goals

ADVOCACY

Channel the voice of the downtown businesses and other stakeholders to compel action in both local and state government.

ECONOMIC DEVELOPMENT

Develop programming and leverage community partnerships to support a vibrant downtown economy, including current and future businesses.

FINANCIAL HEALTH

Ensure varied funding sources and efficient business practices that lead to long-term fiscal solvency for the organization.

IMAGEMAKING

Improve the community's perception of downtown through enhancements to the physical environment, production of quality events and experiences, and strategic communications and marketing.

CLEAN, SAFE & HEALTHY

Support a welcoming environment to ensure business success and a thriving downtown.