

METRO COMMUNITY DEVELOPMENT, INC
STRATEGIC PLAN
2013 - 2015

Adopted : January 11, 2013

STRATEGIC GOALS AND OBJECTIVES	2013	2014	2015	
FOCUS AREA: ASSET BUILDING OF UNDERSERVED COMMUNITY.				
I. HOUSING.				
A. Educate families about single-family home ownership.				
1. Continue on-going comprehensive housing counseling (including financial literacy, retention, buying, foreclosure avoidance, rental, refinancing and energy efficiency).	—————→			
2. Increase housing counseling for the disabled/challenged and seniors.	—————→			
B. Create single-family home ownership choices.				
1. Promote home ownership with down payment and closing cost assistance.	—————→			
2. Identify financing resources for home ownership.	—————→			
3. Develop rehabilitation/financing programs with Down Payment Assistance.	—————→			
C. Preserve and expand multi-family, quality, affordable housing opportunities.				
1. Conduct assessments on acquiring/developing multi-family housing.	—————→			
2. Convert developments to home ownership through cooperative and/or condominium plan.		—————→		
3. Conduct targeted development of home ownership units.		—————→		
II. LENDING TO UNDERSERVED COMMUNITY.				
A. Establish loan products for business and residential lending.				
1. Obtain funding to provide micro-loans and enterprise loans.	—————→			
2. Secure SBA funding and facilitate micro-loans for the region.		—————→		
3. Develop mortgage loan pool fund in partnership with local, State and private lending institutions.		—————→		
B. Technical assistance to businesses and individuals for loans.				
1. Deliver all education resources for business lending and financial success to loan customers and potential loan customers.	—————→			
2. Partner with financial lending institutions in provide access to business counseling and loans.	—————→			

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FOCUS AREA: COMMUNITY BUILDING				
A. Partner with organizations and community groups to revitalize and strengthen neighborhoods with focused, targeted resources.				
1. Identify target area for revitalization and develop a revitalization plan and assist with program and resource development.	→			
2. Provide resources and opportunities for youth and families to enhance their quality of life.	→			
3. Facilitate neighborhood meetings to encourage establishing short-term and long-term goals.	→			
4. Encourage resident, business and faith-based involvement in community development.	→			
B. Education for sustaining neighborhoods.				
1. Foster YouthBuild, youth apprenticeship and other programs to enhance the quality of life for youth.	→			
2. Create a Charter School that increases education attainment and connectivity to post-secondary education and job training.	→			
FOCUS AREA: COALITION BUILDING				
A. Advocate for consolidated plans to create more efficient public/private financing "systems" that increase funding.				
1. Explore programs and funding opportunities.	→			
2. Act as fiduciary for community initiatives and programs.	→			
3. Conduct yearly planning meetings with partners and stakeholders.	→	→	→	
4. Explore/enhance work relationships with federal/State/city/county governments.	→			
5. Update and revise 10 year plan to end homelessness.	→			
B. Provide and broker technical assistance on housing and community development initiatives.				
1. Coordinate Continuum of Care programs and the Genesee County Community Collaborative for Flint/Genesee County.	→			
2. Advocate for more effective/efficient use of housing and community development resources.	→			

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ORGANIZATION DEVELOPMENT.				
A. Assess and strengthen internal resources.				
1. Assess current staffing needs.	→			
2. Leadership development and management training for staff and department heads.	→			
B. Leadership development and succession planning.				
1. Develop succession plan for CEO.	→			
2. Seek funding for leadership development and management training of managers.	→			
3. Assess results of leadership development and management training.	→			
4. Increase Board participation and diversity.	→			
C. Diversify funding sources.				
1. Expand Board's role and commitment to identifying funding sources.	→			
2. Increase funding opportunities that support program efforts.	→			
D. Adopt a communication strategy about Metro Community Development.				
1. Educate the public and all partner agencies on the purpose of Metro Community Development.	→	→	→	
2. Update and maintain an informative website on available programs for funders, agencies and the public.	→			
3. Develop and distribute marketing materials to support outreach efforts.	→			
E. Strategic Plan.				
1. Review and adjust Strategic Plan in regular Board meetings.	→			