



Flora Community Club

Strategic Plan 2015-2020

(Adopted) August 2015

MISSION

The Mission of the Flora Community Club, Inc. is to engage in activities which encourage the growth and development of children and citizens and to foster community activities to educate, enrich, entertain, and enliven the Town of Flora and its environs.

VISION

The Flora Community Club seeks to engage in activities which encourage the growth and development of the community of Flora Indiana, and to foster community activities which educate, enrich, entertain, and enliven the Town of Flora. The Flora Community Club also seeks to encourage and foster economic development through projects that promote, modernize and fund efforts to revitalize Downtown Flora and the community as a whole.

SERVICE

The Flora Community Club serves the community via the Flora Main Street Group, the Carroll County Event and Education Center, and Flora Community Club activities.

GOALS

FLORA COMMUNITY CLUB

The Flora Community Club has been serving the Flora Indiana Community since 1923. The Flora Community Club promotes activities which help enliven, educate, entertain, and enrich the community, and encourage community members to grow be active in the Flora Indiana Community.

- **Goal 1:** Grow and improve sponsored activities.

Key Strategies:

1. Create an marketing plan and material for each sponsored activity:
 - i. Annual Spring Garage Sale
 - ii. Carroll County 4-H Fair
 - iii. Moonlight Madness
 - iv. Christmas Parade
2. Gather community feedback about each event and tailor each event and its marketing strategy to cater more to community interests and suggestions, where viable.

- **Goal 2:** Construct a multi-purpose outdoor event arena.

Key Strategies:

1. Get an estimate for the cost of construction of and materials for such a venue.
2. Develop a strategy for and implement a capital campaign in order to secure funding for such a project.
3. Research and apply for grants, including fund matching grants in order to supplement the funds raised by a capital campaign fundraising project, or projects.
4. Develop and implement, with the assistance of an architect and engineer, a phased construction plan in order to complete the arena project.

- **Goal 3:** Improve member participation in member activities.

Key Strategies:

1. Provide more opportunities for members to have a meaningful impact on the Flora Indiana Community, such as helping with service projects and large community events.
2. Develop a plan to provide small incentives to encourage members to participate in events, such as free t-shirts or water bottles for volunteers.

FLORA MAIN STREET

In 2013, Flora Indiana became an Indiana Main Street Community. Administered by the Indiana Office of Community and Rural Affairs, the Indiana Main Street program is designed to provide economic revitalization, professional assistance, and encourage the restoration of the downtown areas of Indiana cities and towns.

- **Goal 1:** Upgrade and beautify the appearance of the downtown Flora business district.

Key Strategies:

1. Create a committee that will conduct a Walkthrough of the business district and note specific buildings or areas needing improvement.
2. Prioritize needs based upon the results of the Walkthrough and present the committee's findings to the Town Council in order to secure Town funding.
3. The committee will keep the Council informed on the progress of all projects and be open to considering the input of the Council.
4. Identify Adopt-A-Spot Garden Spots for seasonal beautification projects, to be headed by a Garden Spot Committee which will also be responsible for spring maintenance of the parking lot across from the fireside building.
5. Further coordinate with the Flora Town Council on planting and maintaining curbside flower pots and hanging flower planters.

- **Goal 2:** Develop a fundraising event plan for the Flora Main Street general fund.

Key Strategies:

1. Form a fundraising committee to head the project.
2. Consult with area non-profit organizations for fundraising tips and suggestions.
3. Develop a general concept for a fundraising activity and eventually develop a plan which considers the more specific aspects of the fundraising activity chosen.
4. Implement the fundraising activity and prepare a report which highlights areas of success and those needing improvement, and can be used to help plan future fundraising activities.

- **Goal 3:** Investigate grants and other fundraising opportunities to supplement funds from the Town of Flora and other fundraising activities and sources.

Key Strategies:

1. Research and apply for project specific grants, including fund matching grants. Town of Flora funds could be used as the matching funds for these grants. These grants will help facilitate large scale Downtown improvement projects.
 2. Research and apply for a Downtown Enhancement Grant for the second phase of the building façade improvement project.
- **Goal 4:** Develop and implement a fundraising plan for the reconstruction and restoration of the Flora Depot.

Key Strategies:

1. Get an estimate of the total cost of moving, reassembling, and refurbishing the Flora Depot.
 2. Research and apply for grants in order to fund the rebuilding and restoration project.
 3. Plan and implement a fundraising event in order to grow the Depot Fund. Plan and implement the fundraising event using the steps outlined above under **Goal 2**.
 4. Create a website for the Flora Depot.
- **Goal 5:** Develop both short range and long range plans for Goals 1 – 4, where appropriate.

Key Strategies:

1. A Short Range plan is one which can be completed in five (5) years or less.
2. A Long Range plan is one which can be completed in six (6) to ten (10) years.

CARROLL COUNTY EVENT & EDUCATION CENTER

The Carroll County Event & Education Center (CCEEC) was opened to the public in November of 2014. The CCEEC includes a forty (40) seat high-tech learning center, two large group spaces, divided by a retracting wall, with a capacity of one hundred (100) people per room or two hundred (200) with the wall retracted. A commercial kitchen is also adjacent to the westerly large group meeting space.

The CCEEC is also the new home of the Carroll County Purdue Extension Office, located on the East end of the building. The Carroll County Event & Education Center is a unique community space for training, meetings, receptions, large group events, etc.

- **Goal 1:** During the span of the Flora Community Club's twenty-five (25) year stewardship of the Carroll County Event & Education Center, ensure it remains the foremost community space in the Flora and surrounding area.

Key Strategies:

1. Maximize usage of facility by a wide variety of public and private events.
2. Repair any reported issues in a timely manner.
3. Schedule regular maintenance of building appliances and equipment.
4. Replace or upgrade outdated equipment and technology when possible.

- **Goal 2:** During the span of the Flora Community Club's twenty-five (25) year stewardship of the Carroll County Event & Education Center, continue to improve the scope of amenities of the building so that it may continue to be an engaging and attractive public space for events and education purposes.

Key Strategies:

1. Provide new facility functions and amenities to make the CCEEC more attractive to potential community users.

FOSTER PROGRAMS

The Flora Community Club helps local start-up non-profit organizations by providing a stable environment in which the organizations can grow and become self-sustaining.

- **Goal:** To continue to provide a safe environment for local non-profit organizations to grow and become self-sufficient.

Key Strategies:

1. Provide financial oversight and training to the board members and employees of foster organizations.
2. Educate members of foster organizations about the "ins and outs" of operating a not-for-profit organization.
3. Help foster organizations transition to independent operations and obtain §501(c)(3) status.

PLAN IMPLEMENTATION AND PROGRESS TRACKING

The Board of Directors of the Flora Community Club will revisit this plan at least annually and make any adjustments deemed reasonable and necessary. The Board will also prepare a report

on the progress of the plan and circulate it to the general membership, in order to update members on the progress of the Strategic Plan.