

Sense of Community Inter-Action Plan

Overarching Goal:
To inform, connect and engage

Outreach

an effort by individuals in a group to connect their ideas or practices to the efforts of another group, specific audience, or the general public

EVERYONE: BUSINESSES & RESIDENTS

A. Community Survey/Focus Groups: Look for feedback on the following:

1. Does everyone agree with EDA's top priorities? For example, re: Odd Fellows Building: Should it be fixed up? How should it be utilized?
2. What are Ortonville's needs on Main Street?
3. Is there value in reviving a Town & Country Group?
4. Collecting housing information and posting it on the web: what info is missing?

BUSINESSES

A. Business Survey

1. Odd Fellows Building: Should it be fixed up? How should it be utilized?
2. Complementary businesses for main street?
3. What support do businesses need?

B. Business Appreciation

1. "Gala Event" for businesses
2. Town & Country Group
3. Monthly Roundtables
4. Incentivize Chamber

Communication

process of transferring thoughts, messages, or information from one entity to another

A. "Sense of Community" section in Independent

1. Solicit Information to share with the community from Arts, Foods, Businesses, EIC, Community Boards, Writers, HPC, OAHS
2. Provide information to Vicki

B. Incorporate additional media into promotion efforts

1. Radio
2. Ortonville website
3. Social media

C. Promote "Community Events" to build active relationships between residents, businesses, and community organizations

1. Example: Crazy Days, Family Fun Day
2. Hold a "main street" focus event on businesses

