

Outline of Goals, Objectives and Tasks

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Goal 1: Enhance Central’s appearance, appeal & desirability by working to ensure safe, suitable housing and infrastructure.	4
Objective A: Reduce the number of vacant/boarded residences , incl. properties considered to be a problem for physical reasons.	4
Task 1: Assess and report on vacant/problem properties, work with inspectors to enforce regulations and partner to correct issues.	
Task 2: Work with developers to purchase, preserve, restore and market properties.	
Objective B: Improve the housing stock with a focus on preservation/restoration.	5
Task 1: Aggressively market CANDO’s home-improvement loan programs .	
Objective C: Develop/promote programs , educational materials to help improve and maintain the housing stock.	6
Task 1: Partner with others to organize a resource seminar , with web-based or printed handbook for residents on assistance programs, showing the economic benefits of preservation/restoration; one promotional event per year.	
Objective D: Address issues such as decorative street lighting, green space, traffic/bicycle lanes, boulevards enhancements, clean alleys, graffiti, litter/debris, landscaping and the appearance of homes.	6
Task 1: Maintain a regular forum , community meetings, and relationships with partners.	
Task 2: Network and stay current on issues incl. foreclosures, keeping seniors in their homes and rental licensing, to ensure code compliance and responsible management .	
Task 3: Facilitate an annual event to include beautification awards .	
Goal 2: Draw individuals and families through full-scale marketing plans .	7
Objective A: Showcase the amenities in Central neighborhood.	8
Task 1: Market Central’s amenities and CANDO’s loan programs.	
Task 2: Aggressively market properties in Central in all markets, offering the home-buyer assistance program.	
Task 3: Promote the history of Central and its distinctive housing stock.	
Goal 3: Seek additional resources to improve the housing stock + stability of Central.	9
Objective A: Ensure the long-term viability and sustainability of housing and land-use quality in Central.	9
Task 1: Secure funding, beyond NRP dollars, for all tasks in this plan for long-term capacity building , staffing, general operations, etc.	