

KVB Strategic Plan Logic Model

The KVB Mission is to empower individuals through education and involvement to take personal responsibility fore the community's

Priorities

What are our priorities?

Litter control
 Recognition of people who keep Victoria beautiful
 Community Improvement
 Care for the Hiller House and Athey Nature Area
 Communication with community
 KVB has resources to continue in the future
 Beautify the City of Victoria

Targets

Who do we want to reach/impact?

City of Victoria Government
 Volunteers
 Homeowners
 Businesses
 KVB Legacy/Future
 Community

Actions

How do we do what we do?

Fundraising
 Letters to the editor
 Litter pickup as the public tells us where it is needed
 Beautification Projects
 Recognize the community for helping to make Victoria a beautiful place
 Meet with city officials, chamber of commerce and other community groups to share and partner in our vision
 Manage the Hiller House and Athey Nature Area

Resources

What are we investing in the situation?

Staff
 Volunteers
 Time
 Money
 Board
 Hiller House & Athey Nature Place
 Website
 Newsletter

Outcomes and Impact

S.M.A.R.T.

(Specific/Measurable/Attainable/Realistic/Time bound)

What are the projects in the short term?
 (Within next few years)

Help to clean up the city ordinances
 King Oliver Neighborhood Project
 Entryway sign project
 Main Street Corridor Project
 Texas Trash Off Day

What is the long term impact of our decision?
 (Ongoing)

Monthly Beautification Award
 Quarterly President's Award
 Court the ½ cent sales tax
 Grow Victoria Gold
 (Meet the Hiller Event)

"Action?" items should relate to a "Priority" item and a "Target"

Are we meeting all of our "Priorities", are we using all of our "Resources", are we reaching all of our "Targets"?