

The Longbranch Improvement Club

Long Range Plan

2015 – 2021

“The Centennial Plan”

Approved by the LIC Board of Directors January 14, 2015

Presented to the LIC Membership February 18, 2015

PUBLIC CONDENSED SUMMARY

Summary of the Plan

As The Longbranch Improvement Club (the “LIC”) approaches the 100th anniversary of its formal existence in 2021, the membership, through the Board of Directors, developed this Long Range Plan (the “Plan”) as a guide for the next several years that will help assure that the LIC survives for decades to come as a healthy community organization. The Plan is divided into six main elements as follows:

Role of the LIC in the Community

Governance, Operations and Management

Membership

Events

Clubhouse and Grounds

Marina

In addition, the Board of Directors established the following as Statements of Vision, Mission, Core Values and Strategic Anchors for the LIC going forward:

Vision

- To foster a sense of community.

Mission

- Provide an opportunity for the community to meet, interact and work together for mutual benefit.

Core Values

- Welcoming spirit
- Stewardship
- Generosity
- Volunteerism
- Goodwill

Strategic Anchors

- Preserve and enhance the clubhouse and marina.
- Sustain a robust and efficient LIC membership.
- Provide/support activities benefitting the community and LIC membership.

Role of the LIC in the Community

- Increase awareness of the LIC in the Key Peninsula community.
- Maintain and increase viability of the clubhouse and marina as community assets.
- Maintain and increase support for youth through scholarships, events and grants.
- Develop an Outreach Plan to reinforce positive perceptions of the LIC.
- Encourage awareness of and participation in other local community organizations.

Governance, Operations and Management

- Optimize tax exempt status to aid fund-raising and grant acquisition.
- Develop job descriptions for all Board members and committees.
- Develop policy for preservation of key documents.
- Improve electronic communication capabilities and computer systems.
- Perform periodic review of bylaws, policies and this Plan.

Membership

- Welcome and mentor new members – develop “welcome wagon” kit.
- Optimize the website; make more user friendly.
- Increase membership; consider adjustments to membership categories.
- Better understand our local demographics and develop an “outreach plan”.
- Increase membership participation in LIC activities.

Events

- Develop a recurring mix of programs benefitting the members and community.
- Query members to identify events of greatest appeal.
- Develop a succession plan to foster year-to-year continuity of event leadership.

Clubhouse & Grounds

- Maintain the clubhouse and grounds for long term viability and functionality.
- Develop a rolling year-to-year plan for restoration and maintenance.
- Develop a marketing plan for the clubhouse.
- Maintain the clubhouse at all times in a safe, clean and orderly manner.
- Evaluate potential uses of the field and nature trail land.
- Periodically review the professional historic building assessment.
- Apply for appropriate grants to defray preservation costs.

Marina

- Maintain total marina operating expenses below 55% of total marina revenue.
- Develop a long term renovation/upgrade plan for needed improvements and repairs.
- Secure renewal of our lease with the DNR (2017).
- Develop a marketing plan for the marina.
- Periodically assess moorage rates.