

Vision Statement: To be the cornerstone of support and honor for member of the American Legion Jesse Clipper Post 430, service members, and veterans, fostering camaraderie, preserving heritage, community engagement and providing comprehensive support and services for veterans, their families and the wider community.

Mission Statement: Our mission is to establish a vibrant and inclusive space that honor the legacy of veterans and service members past and present, serves as a hub for Jesse Clipper American Legion Post 430 activities, hosts a Military Museum to educate and inspire, and offers housing and support services for veterans in need. Through these efforts, we aim to strengthen bonds within the community, honor our heritage, and provide essential resources for those who have served our country.

Strategic Plan:

Land Acquisition: Identify potential locations for the new post building, ensuring accessibility and visibility within the community. Establish partnerships with local authorities, landowners, and relevant stakeholders to secure suitable land for the project. Conduct feasibility studies and environmental assessments to ensure the selected site meets all necessary requirements.

Funding and Financing: Develop a comprehensive funding strategy, including grants, donations, sponsorships, and community fundraising initiatives. Seek support from government agencies, private foundations, corporations, and individual donors who share our vision and values of Jesse Clipper American Legion Post 430. Establish partnerships with financial institutions to secure loans or lines of credit if necessary, ensuring financial sustainability throughout the project. Organize fundraising events, outreach campaigns, and collaborate with local businesses and organizations to garner support.

Community Engagement: Launch a public awareness campaign to inform the community about the project and its objectives. Organize outreach events, town hall meetings, and focus groups to solicit feedback and input from community members. Create opportunities for volunteer involvement and community partnerships to ensure the new post building becomes a valued asset for all residents.

Architectural Design and Construction: Work with architects and contractors to design a building that meets the needs of Post activities, museum exhibitions, and housing facilities. Ensure that the design reflects the historical significance and cultural heritage of the African American Heritage Corridor. Ensure the building design incorporates sustainable practices and is compliant with all relevant regulations and accessibility standards.

Museum Curation and Exhibitions: Develop a comprehensive plan for curating exhibits that showcase the contributions and experiences of African American

servicemen and women throughout history. Collaborate with historians, veterans, and community members to gather artifacts and stories for display.

Veteran Housing Program: Establish a housing program within the new building to provide affordable and supportive housing for veterans in need. Partner with government agencies, non-profit organizations, and housing developers to secure funding and resources for the program.

Program Development and Outreach: Develop a diverse range of programs and activities for Post members, veterans, and the community. Offer educational workshops, support groups, cultural events, and recreational activities to foster camaraderie and support.

Marketing and Promotion: Implement a marketing and promotion strategy to raise awareness about the Post, the museum, and the veteran housing program. Utilize social media, traditional media, and community events to reach a wider audience and attract visitors and supporters.

Sustainability and Long-Term Planning: Develop a sustainability plan to ensure the long-term viability and success of the Post, museum, and housing program. Implement sustainable practices in building operations, such as energy-efficient systems, waste reduction measures, and green landscaping. Develop a robust operational plan for managing the facility, including staffing, maintenance, security, and programming. Explore revenue-generating opportunities, such as venue rentals, museum admissions, and retail sales, to support ongoing operational costs and future expansion efforts.

Collaboration and Partnerships: Forge partnerships, African American Heritage Corridor, with other American Legion posts, veteran organizations, educational institutions, and cultural institutions to expand resources, share expertise, and collaborate on programming and events.

Evaluation and Adaptation: Establish key performance indicators (KPIs) to measure the success of the project against strategic objectives. Conduct regular evaluations and assessments to track progress, identify areas for improvement, and adapt strategies as needed. Solicit feedback from stakeholders, including veterans, museum visitors, volunteers, and staff, to ensure continuous learning and improvement.

By following this strategic plan, the Jesse Clipper American Legion Post 430 can realize its vision of creating a dynamic and inclusive space that honors the contributions of Post members Past and Present, veterans, supports the needs of veterans and their families, and enriches the community for generations to come.