**Organization**
Chehalis Community Renaissance Team

**Project Title**
Developing a Strategy for Future Growth of the Chehalis Community Renaissance Team.

**Organizational Background**
The Chehalis Community Renaissance Team (CCRT) was founded in 2009 to execute the Renaissance Plan. The Renaissance Plan was approved by the Chehalis City Council in 2009, following a two-year development period with input from numerous community leaders and interested citizens. This multi-year, citywide master plan includes projects and initiatives focused on community building, economic development, quality design, traffic and parking, and downtown development. In 2015, CCRT became a member of the Washington State Main Street Program providing further structure and funding opportunities to revitalize and create a vibrant downtown and greater city of Chehalis. In 2017, CCRT hired its first executive director which was an important step increasing the efficiency of the program.

**Project Description**
The Chehalis community is experiencing positive momentum and is poised for significant growth and development into the future. CCRT needs an updated strategic plan to capitalize on the growth potential of the region. Students are asked to write a strategic plan that identifies objectives, targets, responsibilities, financial implications, and timelines for each core activity of the organization, design and execute an evaluation of the strategy development and planning process, and design an evaluation (or propose criteria and a process) to assess the impact of the CCRT’s strategy and strategic plan.

**Travel Required?**
Yes

**Deliverables**
CCRT is interested in a comprehensive strategic plan to create growth in the Chehalis downtown core and community at large. This includes yearly benchmarks and guidelines for economic development and strengthening the community. Utilizing the Main Street approach, CCRT has grown from a volunteer
organization to a fully functioning non-profit agency revitalizing Chehalis. It is now time for the organization to take the next step to mature and continue the positive work completed over the past ten years.

**Key Tasks for Consultants**
Students are asked to review the organizations SWOT analysis results and develop a strategic plan for the agency. They will also conduct interviews with board and community members to develop a consensus of where the agency can assist others, where it can say no, and where it can steam forward on its own. Situational Assessments regarding CCRT’s strengths and weaknesses will be completed prior to Evans Students by Stephen Page, UW Associate Professor as well as establishing a new mission statement, vision and values. Students will be asked to present their findings to the CCRT Board of Directors, at the CCRT general membership meetings, to the City of Chehalis City Council, and Port of Chehalis Commission.