

GOPC Helps Montgomery County Land Bank Chart Its 3-Year Strategic Direction

Lindsey Elam November 17, 2020 Land Banks

From July through October 2020, **Montgomery County Land Reutilization Corporation** (the Land Bank) undertook a strategic planning process to chart its path forward for the next three years. The Land Bank is nearly a decade old and hired its first professional director almost seven years ago. Montgomery County's Land Bank was one of the first in Ohio to handle commercial and industrial properties. It has developed a suite of programs to effectively stabilize residential neighborhoods, return properties to productive use, and generate new market opportunities throughout Montgomery County.

With increased capacity and a new cohort of board members, 2020 was an appropriate time for the Land Bank to take a step back, reflect on past successes and future goals, and chart a strategic direction for its next chapter. The Land Bank hired GOPC to assist with a planning process as a strategic planning facilitator. GOPC regularly provides expert analyses to public, private, and nonprofit leaders at the local, state, and national levels.

While working in collaboration with the Land Bank's Executive Director, Mike Grauwelman, GOPC used proven methodologies, qualified personnel, and a highly responsive approach to deliver a guide for the Land Bank's next three years. The strategic planning report included new, concise mission and vision statements reflective of why the Land Bank exists, what it does, and what it hopes to achieve in the future.

- **The Land Bank's New Mission:**

To reposition distressed real estate to support Montgomery County's communities in building quality of life and vibrant neighborhoods, one property at a time.

- **The Land Bank's New Vision:**

Montgomery County's communities are comprised entirely of thriving neighborhoods with sustainable real estate markets that enhance residents' quality of life.

The strategic planning report also established goals for the Land Bank from 2021–2023 and strategies for achieving those objectives. Additionally, the report documented specific next steps and conversation topics for the Land Bank's leadership and its board to consider in future meetings (e.g., financial forecasting, revenue diversification, resource allocation, and stakeholder outreach). To learn more about the Land Bank and its plans for the future, visit: www.mclandbank.com

Photo Source: Montgomery County Land Reutilization Corporation

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