

MISSION & VISION EXERCISE

MISSION

VISION

Please review the information and examples below, and email a draft of a Mission and a Vision Statement by **Friday, Jan 12**.

A **Mission Statement** has the following components: it describes what the organization does, who is served by the organization, and what the purpose of the organization is.

Ideally, a mission statement should be easy to memorize and not too long.

Examples:

*The Mission of the Canton Main Street Program is to implement downtown revitalization under the Main Street Four-Point Approach- Organization, Promotion, Design, and Economic Restructuring, all within the context of historic preservation.

*The Mission Statement of Main Street Toccoa is to improve Toccoa's quality of life by strengthening downtown's role as the community's heart.

A **Vision Statement** is a statement that describes the ideal result of what the Main Street program will do.

Examples:

*Vision for Canton Main Street -- The Canton Main Street Program sees historical downtown as the heart of the community where social, economic and civic activities generate a welcoming environment in which local citizens and visitors can live, work, shop and play.

*Vision Statement for Toccoa Main Street -- Toccoa Main Street is a municipal organization formed to make the downtown district the economic and cultural center of the community.