

# Conneaut Port Authority

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MISSION STATEMENT – PUBLIC FORUM

APRIL 28, 2021



# Current Mission Statement

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The Conneaut Port Authority is committed to promoting economic development and recreational activities along the lake front.

The Conneaut Port Authority will achieve this mission by —

- Promoting economic development within the Port of Conneaut, the city of Conneaut and region,
- Providing recreational activities along the lake front,
- Enhancing and improving boating opportunities for the public, and
- Attracting visitors to the natural lake front environment.

# Draft Mission Statement

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The Conneaut Port Authority is committed to provide Conneaut a safe and environmental-friendly community through development and recreational opportunities in collaboration with community partners.

# What is a Mission Statement?

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A mission statement describes an organization's fundamental, unique purpose. It communicates the value the nonprofit delivers, and what groups it serves, and how. Therefore, the best nonprofit mission statements are a succinct encapsulation of:

1. **Why** your nonprofit exists
2. **Whom** it serves
3. **How** it serves them

Every mission statement should encapsulate **why** your organization exists, **whom** it serves, and **how** it serves them. It needs to be **clear, concise, and informative**.

# Why Revise the Mission Statement

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- To accurately reflect what the Conneaut Port Authority does and stands for
- To provide an updated statement that is clear and concise on why we exist, who we serve and how we serve them
- Scope / Services expanded
- Target Audience expanded
- **Reminder: We are expanding on the current mission statement.**

# Why Are Mission Statements Important?

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They:

1. Clarify Purpose & Determine Direction
2. Motivate Staff, Supporters, Board, & Volunteers
3. Provide a Template for Decision Making
4. Focus Energy & Attention
5. Send out a Powerful Message to the Public

# 5-Step Exercise for Creating a Mission Statement

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Step 1: Get your Group Together

Step 2: Storytelling & Sharing

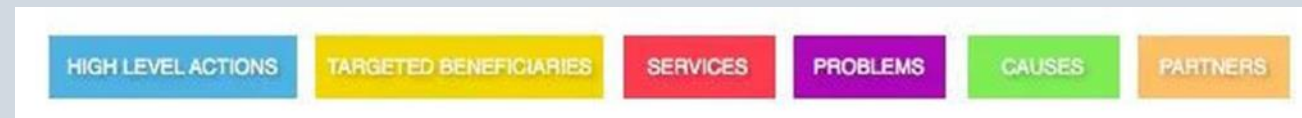
- Share stories, thoughts and ideas you prepared on your own

Step 3: Diagramming

- Take a look at these stories as a whole and look for similarities

Step 4: Observing & Allocating Patterns

- Identify the **most important and frequently mentioned** parts of the various stories.
- Allocate each phrase to one of the five mission statement building blocks below:



Step 5: Crafting a Mission Statement

- Choose a min. of 2 and max. of 5 mission statement building blocks to craft your mission statement.

# Process Timeline:

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February 18, 2021: Board Meeting – Introduce plans to revise Mission Statement

March 29, 2021: Board Member Work Session

April 2, 2021: Board Members provide feedback on draft Mission Statement

April 28, 2021: Public Forum - introduce final draft of revised Mission Statement and gather public input

May 13 - May 20, 2021: Gather Public Input via email

May 20, 2021: Review public feedback

May 27, 2021: Regular Monthly Board Meeting – Board Members approve final Mission Statement

May 28, 2021: Board announces new Mission Statement