




*Applegate, A Condominium
Strategic Plan 2022-2025*



Applegate, A Condominium Strategic Plan 2022 - 2025

Overview

The 2022-2025 Applegate, A Condominium Association Strategic Plan contains a roadmap that will serve to drive the Association's decisions and actions. The vision, mission, and goals outlined in this Plan are a result of community analysis, resident feedback, and board leadership.

Mission Statement

Our mission is to enhance the quality of life by safeguarding our community and enforcing our governing documents and regulations. We will take a holistic approach and actions necessary to pursue and support initiatives that strengthen and benefit the greater good of Applegate, A residents, preserve property values, and maintain a safe, friendly, and aesthetically pleasing place to live.

Vision Statement

We envision a neighborhood that represents a strong sense of pride and harmony in the community and provides a quality lifestyle and desirable place to live by current and prospective residents. We strive to be an exceptional Association with a Council of Unit Owners that willingly and voluntarily works together to maintain and increase property values, inspire each other, and show the spirit of respect, care, and unity.

Core Values

To achieve our vision and mission we value and embrace:

- Leadership
- Community
- Growth
- Harmony
- Stewardship
- Teamwork
- Innovation



Challenges

While the Board of Directors is optimistic about achieving the vision over the next few years, it is also aware of the inherent challenges to this work. Anticipated challenges the board has taken into consideration during the development of the Plan include:

- Sustainable funding
- Budget and resource allocation
- Homeowner engagement
- Reliable service providers
- Community endurance
- Economic impact

Strategic Focus Areas

- Strengthen the appearance, brand, and reputation of Applegate, A Condominium
- Establish standards of excellence in the community
- Modernize and expand amenities and offerings
- Unify the Applegate, A community

Objectives and Strategies

1. Strengthen the appearance, brand, and reputation of Applegate, A Condominium

The benefits of strengthening the appearance, brand, and reputation of our community include clearer identity, improved morale, and pride in the community, and ultimately, increased value and appeal.

Short-term goals (1 year or less)

- ✓ Implement uniform and consistent messaging and branding
- ✓ Utilize new platforms to enhance operations, i.e., Zoom, Google, Rebrandly
- ✓ Launch a new website to showcase the community
- ✓ Share new marketing materials with outside entities, i.e., realtors, etc.
- ✓ Install new street signs to improve the look and feel of the community
- ✓ Redesign and distribute new parking passes
- ✓ Enhance landscaping to restore a vibrant appearance to the community

Long-term goals (beyond 1 year)

- ✓ Review and update outreach and communication plans annually
- ✓ Continue beautification efforts to restore, monitor, and maintain healthy community grounds
- ✓ Repair damaged exterior surfaces and worn elements to maintain unit safety, reduce long-term costs, and restore a healthy appearance for the community
- ✓ Replace worn exterior fixtures, i.e., unit numbers, lights, rails



- ✓ Continue to engage county services, utility companies, local and state representatives to resolve outstanding issues and perform required services, i.e., 311, Office of Community Relations, WSSC, Pepco, Verizon, Comcast, Police, Fire

2. Establish standards of excellence in the community

The benefits of establishing standards of excellence for our community include improved quality of living and enhanced safety and comfort. This facilitates overall satisfaction, wellness, and accountability, which leads to better home values.

Short-term goals (1 year or less)

- ✓ Implement new rules and policies that promote upkeep community-wide
- ✓ Partner with county authorities to better enforce laws and regulations
- ✓ Expand awareness and understanding of the Association, rules, and responsibilities
- ✓ Install security cameras to deter crime and reassure the community
- ✓ Install new community signs to inform residents and visitors of rules
- ✓ Solicit new quality vendors to optimize, expand, and improve services to the community

Long-term goals (beyond 1 year)

- ✓ Review all service contracts annually
- ✓ Review new legislation and related resources annually
- ✓ Consult with legal counsel as needed to review, adopt, or amend policies

3. Modernize and expand amenities and offerings

The benefits of modernizing and expanding amenities and offerings include opportunities to reach and connect a wider range of community members and demonstrate ROI. Amenity improvements will increase the appeal of Applegate, A Condominium, validate HOA fees, and improve the satisfaction of its residents, which aids in increasing home values.

Short-term goals (1 year or less)

- ✓ Expand programs and activities and uses of common areas
- ✓ Explore opportunities with local organizations, restaurants, and entertainment venues
- ✓ Solicit new vendors to enhance and upgrade amenities
- ✓ Install pet waste stations and play areas
- ✓ Renovate playground area

Long-term goals (beyond 1 year)



- ✓ Refresh all common grounds and shared services and utilities, i.e., parking lot, mailboxes, basketball court, playground, community center, exterior surfaces
- ✓ Continue to grow and implement plans to improve amenities and offerings based on financial feasibility and resident feedback
- ✓ Assess and develop a solid financial plan with clean audited financial statements that support our operating budget, capital budget and reserve funds.

4. Unify the Applegate, A community

The benefits of unifying our community include creating a harmonious neighborhood that is respectful, inclusive, and uplifting for residents. This promotes peace and happiness, which aids in maintaining and increasing home values.

Short-term goals (1 year or less)

- ✓ Establish key goals and objectives for the community
- ✓ Improve community relationships and rebuild community trust with open communication
- ✓ Develop a community calendar for meetings, programs, projects, and events, i.e., holidays, meet & greet, back-to-school kickoff, fall festival, spring beautification day, workshops, movie nights, activities, food drives
- ✓ Create a new community newsletter to provide information to residents

Long-term goals (beyond 1 year)

- ✓ Provide ongoing community training, workshops, and alternative dispute resolution programs
- ✓ Continue to listen to and solicit feedback from the community
- ✓ Recruit optimistic, professional, and dedicated volunteers

