

# NBRA 5 Year Strategic Plan

April 1, 2023 - March 31, 2028


our community of New Brighton!

To enhance the quality of life in

NEW BRIGHTON  
RESIDENTS ASSOCIATION



## Financial

 Increase Annual Fees No More than 12% Total by 2028


Maintain Reserve Fund Balance of \$300,000



Sponsorship & Grants  
**+3%/Yr**



## Customer Experience

 Maintain Score of 90% on CX Survey/Yr

Points of Communication with Residents

**+1/Yr**



## Facilities & Amenities

**+3** Community Amenities by 2028

Increase Park Green Space by 500 Sq Ft



**+5%/Yr**

Facility Rental Revenue from April 2024 Onward



## Programs & Events

**+5%/Yr**

Program Revenue

Event Attendance

**+10% Total by 2028**

Min  
**4.6/Yr**  
**Google**  
★★★★★  
**6000**

Social Media Followers by 2028



## Marketing & Social Media



Maintain Score of 90% on Employee Engagement Survey /Yr

## Human Resources



Maintain Yr/Yr



**730 DAYS**  
With 0 Lost Time

## Safety

