

Molalla Area Vision and Action Plan 2020 - 2030



MOLALLA AREA VISION AND ACTION PLAN 2020-2030

FOCUS AREA #1

Molalla is... a resilient community that passionately recognizes and builds on its history, culture, and location

Strategies:

- Be deliberate about building identity
- Embed collaborative thinking and practice in all actions
- Identify, support, and build on local culture including arts, history, heritage, and humanities

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FOCUS AREA #2

Molalla is... a welcoming, friendly and vibrant community with an attractive hometown feel that is safe, hospitable, and inclusive of all residents, businesses and visitors

Strategies:

- Develop the physical infrastructure needed to support a welcoming community
- Foster socially welcoming activities and embrace diversity as our strength
- Engage youth

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FOCUS AREA #3

Molalla is... an economically sound and growing community which is evident in the diversity of businesses, partnerships, education, innovation, and the strong work ethic of its people

Strategies:

- Develop and sustain an environment for successful economic development and managed growth
- Encourage youth participation in job development

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FOCUS AREA #4

Molalla is... a full-service hub of resources

Vision Focus Areas



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FOCUS AREA #5

A beautiful and tranquil area where people are deeply connected to its unique natural features

Strategies:

- Strengthen regional partnerships to identify key natural resources
- Develop new programs and support existing efforts dedicated to protecting natural areas
- Create sustainable tourism activities and promotion campaigns