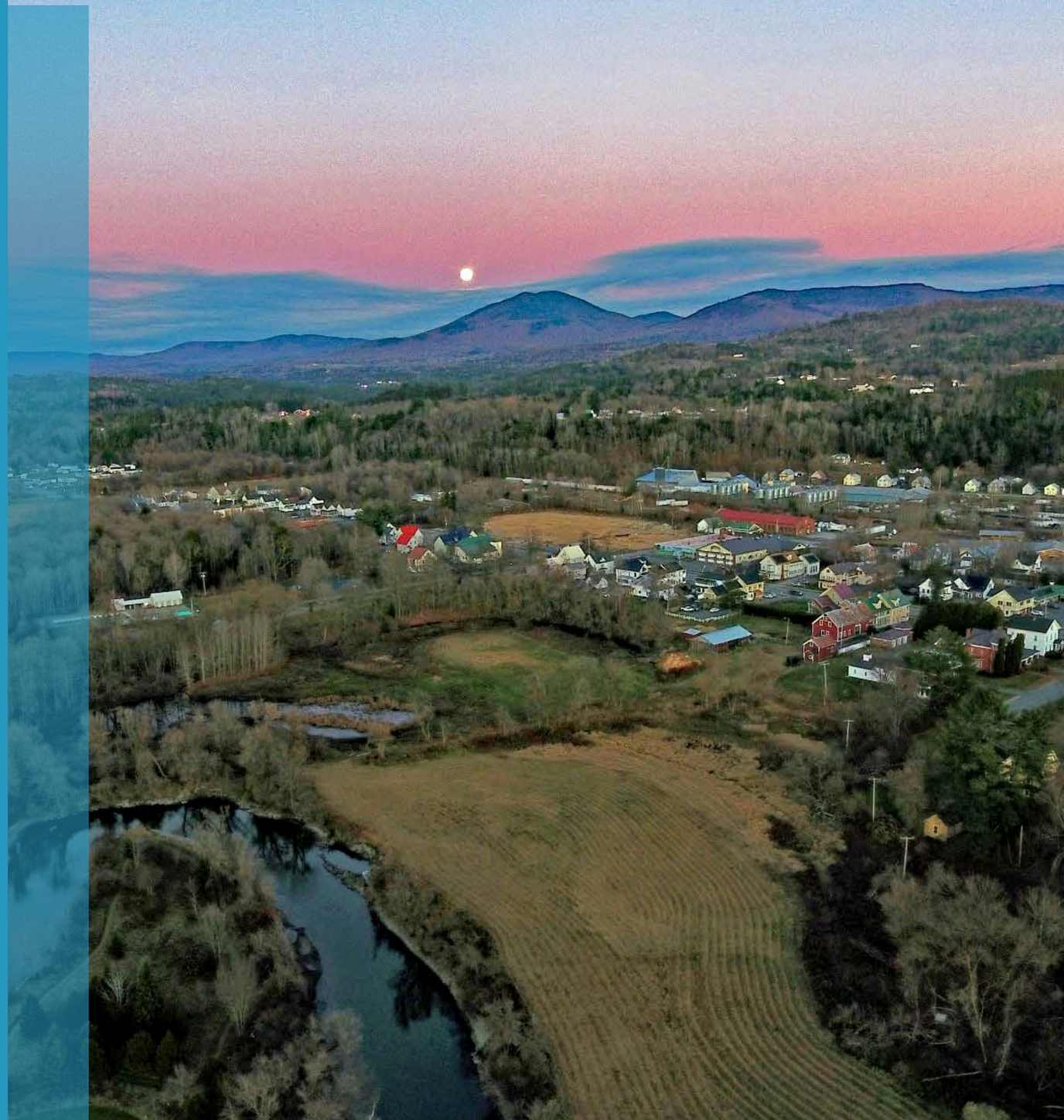
Live LYNDON

Strategic Plan

2026 - 2031

Lyndon Downtown Revitalization Corporation
DBA Live Lyndon

www.livelyndon.net





Live LYNDON

Contents

Leadership Message	1
About LDRC	2
Board Strength	3
Live Lyndon Mission & Vision	4
Downtown Designation	5
Community Survey	6 - 7
Strategic Planning	8
SWOT Analysis	9
Strategic Framework	10
Strategies & Actions	11 - 16
Critical Factors for Success	17

Leadership Message

The Board of Directors of the Lyndon Downtown Revitalization Corporation (LDRC), DBA Live Lyndon, proudly shares this strategic plan—built with community input and guided by a vision for a vibrant, welcoming, and resilient Downtown Lyndon and the greater Lyndon community.

The work ahead centers on four big areas:

- **Helping Local Businesses Thrive**

Live Lyndon will support the shops, restaurants, and services that make up our downtown, while also working to attract new businesses that align with our community's needs and values.

- **Making Downtown Even More Inviting**

This means working with the Town of Lyndon to enhance the spaces we all share, from sidewalks and storefronts to lighting, signage, and design details. Our goal is a downtown that feels safe, accessible, welcoming, and true to Lyndon's character.

- **Boosting Community Pride and Visibility**

We will help volunteers, businesses, and partners bring people together through events, storytelling, arts, and creative promotion to strengthen Downtown Lyndon's identity as a connected, inspiring, and energetic hub for all.

- **Getting Good People and Resources Behind Good Ideas**

Progress takes teamwork. LDRC DBA Live Lyndon will continue to focus on developing relationships, raising funds, and mobilizing volunteers to turn shared ideas into meaningful action.

None of this work happens without everyone's collective effort. The ideas, energy, and commitment of our community are what make downtown revitalization possible. We invite you to join us on this journey as we work together to strengthen, celebrate, and advance the heart of Lyndon.

We are excited for the work ahead!

Jenifer Oliphant
Board President



About LDRC
DBA Live Lyndon

Our Story
The Lyndon Downtown Revitalization Corporation (LDRC), DBA Live Lyndon, is a community-based nonprofit that has worked to strengthen and celebrate Downtown Lyndon since 2019. Like many rural organizations, LDRC DBA Live Lyndon has navigated periods of transition, volunteer turnover, and limited organizational capacity. Those challenges, however, have also created an opportunity for renewal.

Renewed Leadership & Energy
In 2025, LDRC DBA Live Lyndon entered a new chapter with an energized Board of Directors, updated bylaws, and a shared vision for the future. Longtime community leader William Walker helped spark this momentum through his belief in Lyndon's potential and his commitment to inspiring greater community involvement.

Turning Ideas into Action
LDRC DBA Live Lyndon's momentum is already producing results. The organization revived the beloved Stars & Stripes Festival & Parade, bringing thousands of people to Downtown Lyndon; supported efforts to facilitate public Wi-Fi; and conducted an extensive community survey to better understand local priorities and hopes for the future.

Preparing for Downtown Designation
The Town of Lyndon is pursuing designation through Vermont's Downtown Center Program in late 2026. As the required nonprofit partner, LDRC DBA Live Lyndon will work alongside the Town of Lyndon to advance revitalization strategies that strengthen the local economy while preserving Downtown Lyndon's historic character and sense of place.

Building for Lasting Impact
Under the Live Lyndon brand, the organization is building the capacity to create lasting impact while strengthening partnerships, mobilizing volunteers, supporting community events, and turning ideas for a stronger downtown into action.



"Communities don't become vibrant by chance. They become vibrant because people choose to invest in one another, share a common vision, and work together to make that vision a reality." --- Adapted from principles of community

Board Strength

The Live Lyndon Board brings together people with diverse backgrounds, experiences, and perspectives, including business owners and community leaders, as well as a representative appointed by the Town of Lyndon Selectboard. Board members share a commitment to Lyndon and bring their knowledge, connections, and ideas to strengthen the community.

As Live Lyndon grows, building a strong network of volunteers will also be important. Working together, the Board, volunteers, the Town, local businesses, and community partners can help move ideas forward and build a vibrant downtown.



"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."
--- Margaret Mead

Live LYNDON Board of Directors



Jenifer Oliphant
President

Kim Crady-Smith
Vice-President



Jim O'Reilly
Treasurer



Kayla Veilleux
Secretary



Quintin Tomasi
Board Member



Alex Donn
Board Member



Susan Mills
Board Member

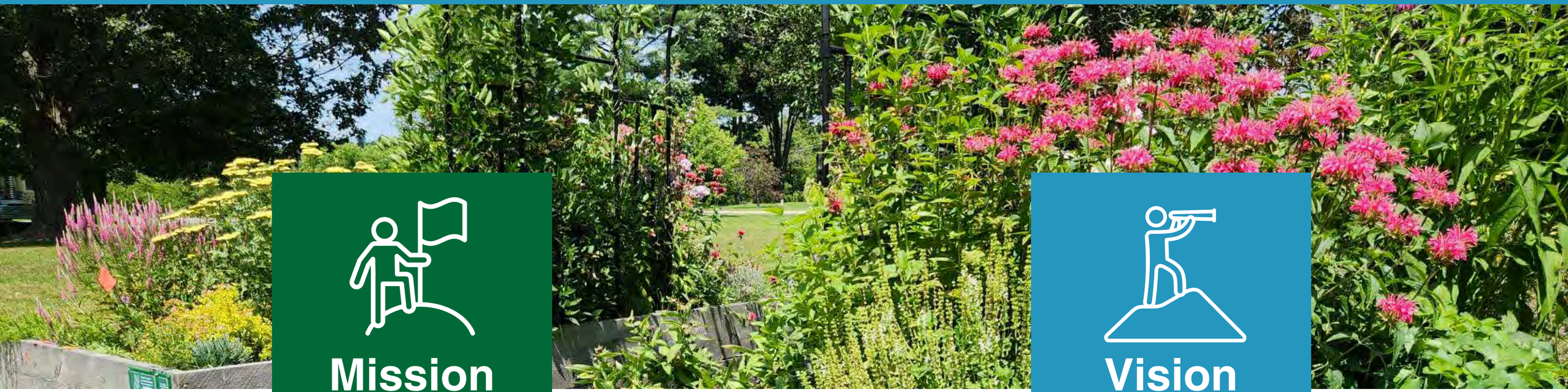


Namik Kirlic
Board Member



Lisa Elder
Board Member

Live Lyndon Mission & Vision



Mission

The Lyndon Downtown Revitalization Corporation works to create a vibrant, welcoming, and thriving downtown Lyndonville by supporting local businesses, strengthening community partnerships, improving public spaces, and creating the conditions that encourage investment and make downtown a place where people want to live, work, gather, and spend time.

Vision

Together, creating a vibrant Lyndon where businesses thrive and community flourishes!

Downtown Designation

Live LYNDON

As the nonprofit partner to the Town of Lyndon, Live Lyndon is working alongside the Town as it pursues Vermont Downtown Designation in 2026. This designation is more than a recognition; it is an opportunity to strengthen our community by opening the door to technical assistance, funding opportunities, training, and marketing support that will help Lyndon attract investment, support local businesses, improve public spaces, expand arts and culture, and celebrate what makes our downtown unique. Most importantly, it brings people together to create a vibrant, welcoming downtown that benefits residents, businesses, and visitors.

THE POWER OF THE VERMONT DOWNTOWN DESIGNATION

Funding Opportunities
Priority access to state programs and grants.

Technical Assistance
Expert guidance to strengthen the downtown.

Marketing & Promotion
Statewide visibility and marketing support.

Training & Resource
Tools and education to build local capacity.

Stronger Downtown
Thriving businesses, vibrant places, and active communities.

From Vision to Vibrancy!

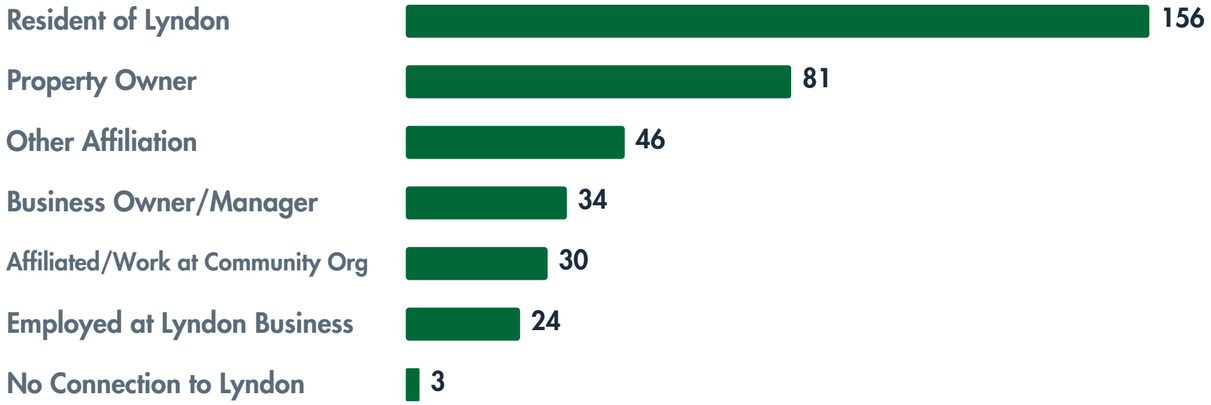


Community Survey

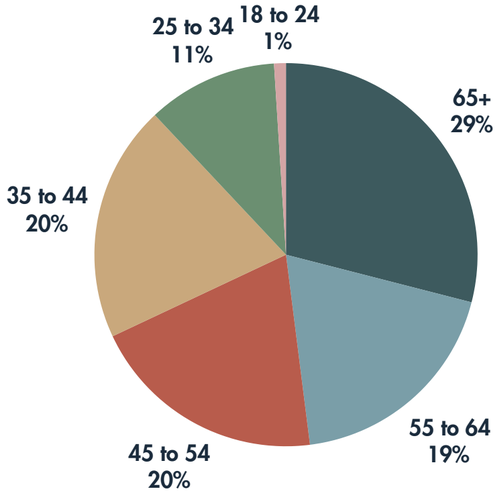
Survey Highlights

Lyndon Downtown Community Survey | 221 Respondents

Community Connection



Respondent Age Demographics



Age	#	%
65+	65	29%
55 to 64	41	19%
45 to 54	44	20%
35 to 44	43	20%
25 to 34	25	11%
18 to 24	3	1%
Under 18	0	0%
Total	221	





Community development is about building the capacity of people to shape their own future.” — Jim Ife

Community Survey



Survey Themes

Strengthen Downtown Economic Vitality: With 78% of survey respondents rating Lyndon's economic health as fair (62%) or poor (16%), there is a clear need to support existing businesses, attract new investment, and expand downtown economic activity.

Expand Downtown Business Mix: Survey respondents identified opportunities to expand Downtown Lyndon's business mix, particularly through additional retail shops, dining and cafés, entertainment, and recreation options.

Enhance Downtown Design & Placemaking: Prioritize outdoor seating and gathering spaces, streetscapes and sidewalks, business façades, walkability, and arts and culture elements that survey respondents identified as needing attention.

Opportunities to Support Downtown Growth: Survey respondents identified key opportunities for local decision-makers to pursue, including promoting local business partnerships, improving infrastructure—particularly parking and walkability—providing financial incentives, and increasing housing availability.

Strategic Planning

Building a Strategic Framework for Downtown Lyndon

In the fall of 2025, LDRC DBA Live Lyndon began a strategic planning process to clearly define opportunities to strengthen and advance Downtown Lyndon. The process was grounded in Main Street America's proven pillars of Economic Vitality, Design, Promotion, and Organization, providing a framework for exploring Downtown Lyndon's opportunities and priorities for the future.

Grounded in Community Input

Community input was central to the process and included community coffee conversations, a comprehensive community survey, a SWOT (strengths, weaknesses, opportunities, and threats) analysis, and thoughtful discussions about the priorities, strategies, and actions that will guide Live Lyndon's work.

A Five-Year Plan Designed to Evolve

The resulting plan provides a five-year strategic framework while recognizing the importance of remaining flexible and responsive. Strategies and actions will be revisited every 12 to 18 months to reflect changing needs, emerging opportunities, available resources, and progress made.

A Roadmap for Action and Impact

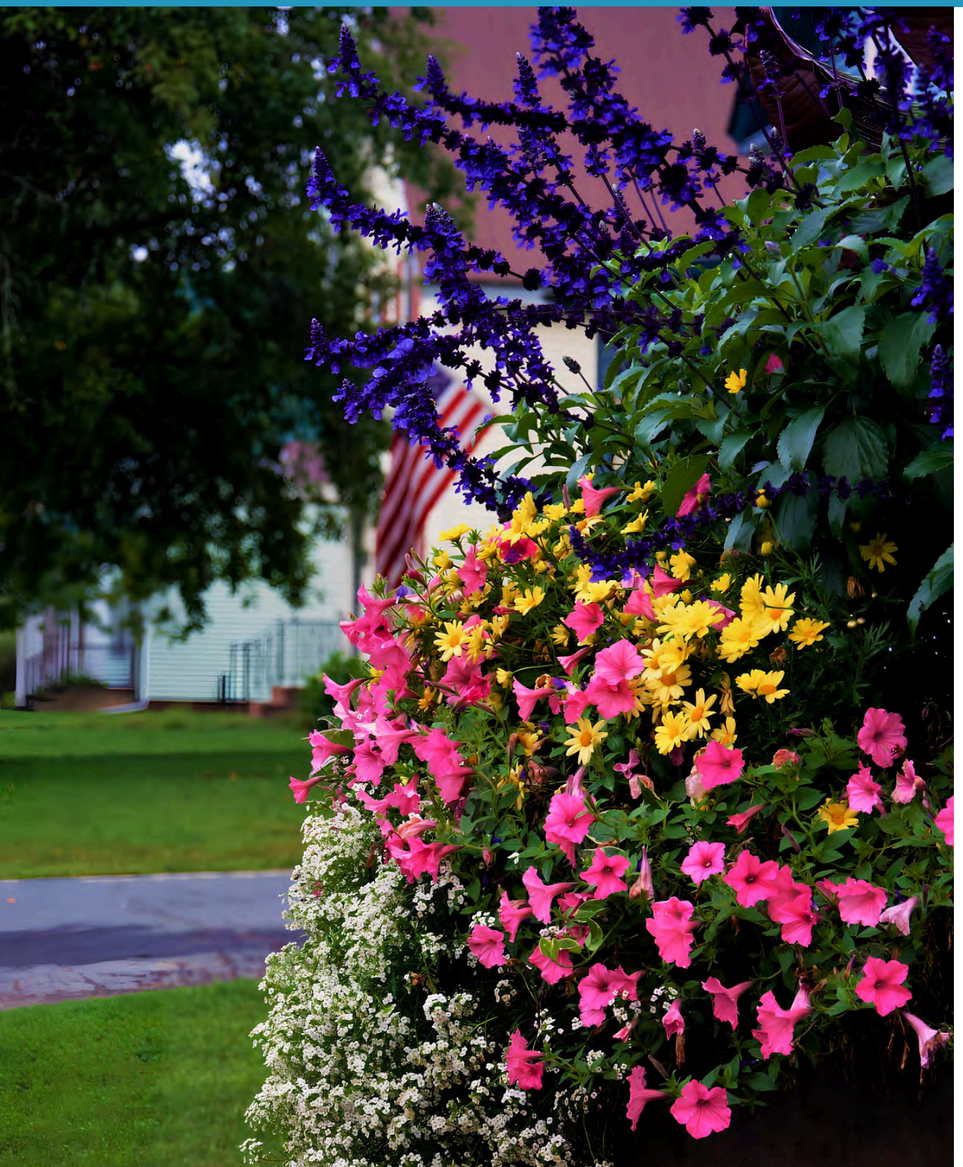
Ultimately, the strategic plan serves as a roadmap for LDRC DBA Live Lyndon, helping the organization and Board focus limited resources, track progress, establish priorities, and advance the work that can have the greatest impact on Downtown Lyndon.





"There is no power for change greater than a community discovering what it cares about." --- Margaret J. Wheatley

SWOT Analysis



Understanding the organization's internal strengths and challenges, along with the external opportunities and threats facing Downtown Lyndon, is an important starting point for strategic planning. The following SWOT analysis reflects the key themes that emerged through the planning process and community conversations.

S — Strengths

- Energized and engaged Board
- Increasing community interest and pride
- Supportive community partners
- Successful revival of Stars & Stripes
- New vibrant brand through Live Lyndon
- Strong community support for revitalization

W — Internal Challenges

- Heavy reliance on Board and volunteers
- Developing sustainable funding sources
- Need to expand the volunteer base
- Organizational systems still developing
- Balancing opportunities with capacity

O — Opportunities

- Vermont Downtown Center Designation
- Strengthen and attract local businesses
- Streetscape, wayfinding & beautification
- Expand events, arts & culture
- Grow volunteers and partnerships
- Build Downtown Lyndon as a destination

T — External Challenges

- Vacant and underutilized properties
- Limited business diversity
- Changing retail and consumer patterns
- Limited public and private resources
- Volunteer fatigue and competing demands
- Economic uncertainty affecting investment

Strategic Framework

STRATEGIC FRAMEWORK

The strategic framework is organized around **four core pillars that will remain consistent over the next five years and guide LDRC DBA Live Lyndon's priorities, strategies, and actions**. The pillars align with Main Street America's nationally recognized Four-Point Approach—Economic Vitality, Design, Promotion, and Organization— providing a proven framework for comprehensive downtown revitalization. The four pillars provide a consistent foundation for the Board, partners, and community to focus resources, support the work, track progress, and measure accomplishments. While specific strategies and actions may evolve as needs and opportunities change, the pillars will provide continuity and long-term direction.

Developed through Board discussions, community engagement, survey feedback, and a SWOT analysis, the strategies and actions on the following pages provide a practical roadmap for strengthening Live Lyndon, supporting downtown businesses, enhancing the downtown experience, and advancing a vibrant and thriving Downtown Lyndon.



Economic Development

Helping Local Businesses Thrive



Downtown Promotion

Building Community Pride & Visibility



Design

Make Downtown Lyndon Even More Welcoming



Organization

Support Good Ideas With Resources and People



Economic Development

1.1 SUPPORT & INCREASE LOCAL BUSINESSES

STRATEGY: *Helping Local Businesses Thrive*	TIMELINE				
	2026	2027	2028	2029	2030
1.1.1 DEVELOP LDRC STAFF: With input and participation from the Town of Lyndon, hire an LDRC employee(s), with experience in business, community, and economic development.	→				
1.1.2 BUSINESS NEEDS ASSESSMENT: Conduct a business and property owner needs assessment to fully understand the highest-priority needs of Lyndon businesses.		→		→	
1.1.3 OFFER TECHNICAL ASSISTANCE & SUPPORTS: Develop and advance strategies to connect businesses, start-ups, and property owners with technical assistance, resources, and support.		→	→	→	→
1.1.4 SHARE DOWNTOWN DESIGNATION BENEFITS: Help businesses and property owners understand and leverage downtown designation benefits.		→	→	→	→
1.1.5 SEEK BUSINESS DIVERSITY & EXPANSION: Proactively cultivate relationships and investment opportunities that attract, support, and grow a diverse mix of businesses in Lyndon.		→	→	→	→



Economic Development

Live LYNDON

1.2 DEVELOP BUSINESS CONNECTIONS TO ADVANCE ECONOMIC DEVELOPMENT

STRATEGY: *Helping Local Businesses Thrive*	TIMELINE				
	2026	2027	2028	2029	2030
1.2.1 CULTIVATE BUSINESS CONNECTIONS: Build strong relationships with Lyndon businesses through consistent direct outreach, business visits and storytelling, peer connections, mixers, lunches, listening sessions, and other opportunities for businesses to share, learn and collaborate.	→	→	→	→	→
1.2.2 LEAD AN ARTS & CULTURE COMMITTEE: Establish and support an Arts & Culture Committee with diverse community representation to coordinate and promote arts, culture, and recreational opportunities, strengthen local businesses, and enhance the vibrancy and vitality of Downtown Lyndon.	→	→	→	→	→
1.2.3 BUILD STRATEGIC RELATIONSHIPS: Engage, learn from, and connect with local businesses, property owners, nonprofits, regional, state, and town representatives and employees to expand reach and access resources.	→	→	→	→	→



Downtown Promotion

Live LYNDON

STRATEGY: *Building Community Pride & Visibility*	TIMELINE				
	2026	2027	2028	2029	2030
2.1 ORGANIZE & SUPPORT DOWNTOWN EVENTS					
2.1.1 CREATE VIBRANT DOWNTOWN EXPERIENCES: Develop an annual event calendar and organize/lead committees to develop and execute successful downtown events and experiences.		→	→	→	→
2.1.2 MAINTAIN & PROMOTE THE YELLOW HUT: Preserve and promote the Yellow Hut in Veteran's Park as a shared community resource that encourages activity, connection, participation, and a vibrant downtown experience.		→	→	→	→
2.2 COMMUNICATE & PROMOTE EVENTS, BUSINESSES, SUCCESSES					
2.2.1 LIVE LYNDON: Develop and promote the Live Lyndon brand.	→	→	→	→	→
2.2.2 COMMUNICATION OUTREACH: Maintain and promote the website, social media, newsprint, calendars, apps, email, etc. with a focus on storytelling, data, and celebrating success at all levels.	→	→	→	→	→
2.2.3 PHYSICAL KIOSK(S): Develop a local physical kiosk for event promotion likely near the Yellow Hut in Veteran's Park.		→	→	→	→



Design

3.1 ENHANCE DOWNTOWN LYNDON'S APPEARANCE & APPEAL

STRATEGY: *Make Lyndon Even More Welcoming*	TIMELINE				
	2026	2027	2028	2029	2030
3.1.1 ESTABLISH AN LDRC DOWNTOWN OFFICE & WELCOME CENTER: Establish and maintain an LDRC office and welcome center in Downtown Lyndon.	→	→			
3.1.2 INSTALL BANNERS: In partnership with the Town of Lyndon, develop and install banners on the new light poles.		→	→	→	→
3.1.3 SUPPORT STOREFRONT APPEAL: Work with businesses and building owners to beautify storefronts (e.g., visuals in open storefronts, holiday storefront promotions, etc.).		→	→	→	→
3.1.4 FOCUS ON DOWNTOWN BEAUTIFICATION: Advance beautification and placemaking initiatives that incorporate flowers, landscaping, green spaces, public gathering areas, and other amenities that encourage people to spend time downtown.		→	→	→	→
3.1.5 ADVANCE MURALS & ART: Continue to strategically advance murals and public art within Lyndon.			→	→	→
3.1.6 ENHANCE DOWNTOWN FAÇADES: Work with property owners and businesses to advance downtown façade enhancement strategies.		→	→	→	→
3.1.7 REVIEW AND ADVANCE ZONING STRATEGIES: Work with the Zoning Administrator to seek signage and storefront regulations that support Lyndon's appearance.			→	→	→



Design

3.2 IMPROVE WALKING, BIKING, DRIVING IN DOWNTOWN LYNDON					
STRATEGY: ***Make Lyndon Even More Welcoming***	**TIMELINE**				
	2026	**2027**	**2028**	**2029**	**2030**
3.2.1 IMPROVE DOWNTOWN MOBILITY, ACCESSIBILITY & SAFETY: Partner with the Town of Lyndon Planning Commission to establish a coordinated approach to improving downtown mobility, accessibility, and safety for pedestrians, cyclists, and motorists. This may include creating a transportation or mobility committee to guide implementation of priorities identified in the 2024 Route 5 Corridor Master Plan**.**		→	→	→	→
3.2.2 DEVELOP WAYFINDING SIGNAGE: In collaboration with the Town of Lyndon, develop a cohesive wayfinding signage concept for Downtown Lyndon that enhances navigation, highlights key destinations, and establishes a scalable framework that can be expanded throughout the community over time.		→	→	→	→



Organization

4.1 ALIGN & WORK CLOSELY WITH ALL STAKEHOLDERS					
STRATEGY: ***Support Good Ideas With Resources & People***	**TIMELINE**				
	2026	**2027**	**2028**	**2029**	**2030**
4.1.1 BUILD & STRENGTHEN THE VOLUNTEER BASE: Recruit, engage, and support a diverse volunteer network to advance LDRC DBA Live Lyndon and Town of Lyndon initiatives and community priorities.	→	→	→	→	→
4.1.2 ADVANCE THE PARTNERSHIP WITH THE TOWN OF LYNDON: Build strong relationships and coordinate efforts to ensure LDRC DBA Live Lyndon's initiatives support and complement Town goals and priorities.	→	→	→	→	→
4.1.3 CULTIVATE BOARD LEADERSHIP & ENGAGEMENT: Support and engage board members to provide leadership, guidance, and support for LDRC DBA Live Lyndon's mission and initiatives.	→	→	→	→	→
4.1.4 DEVELOP DOWNTOWN LYNDON AS A DESTINATION: Work with local and regional partners to position Downtown Lyndon as a destination and gateway, for local and visitors alike, within the Northeast Kingdom, connecting downtown businesses and experiences with surrounding recreation, tourism, cultural, educational and community assets.	→	→	→	→	→
4.2 DEVELOP & MAINTAIN A FUNDING STRATEGY					
4.2.1 DEVELOP FUNDING STREAMS: Continuously identify, pursue, and secure grant and funding opportunities that advance LDRC DBA Live Lyndon's mission and support community and economic development priorities in Lyndon.		→	→	→	→
4.2.2 COLLECT & DISTRIBUTE DATA: Collect and track critical data to increase understanding, measure progress, and support grant requests.	→	→	→	→	→

Critical Factors For Success

Successful implementation of the strategic plan will require continued focus on agreed-upon strategies, actions, and progress measures. LDRC DBA Live Lyndon staff will lead implementation, while the Board of Directors ensures ongoing accountability through periodic progress assessments using the provided reporting tools.

Outlined below are suggested next steps to drive effective execution:

- **Communication and Empowerment:** Communicate strategies and actions effectively to community partners, volunteers, and board members, empowering them with a clear understanding of how LDRC DBA Live Lyndon will positively impact the Town of Lyndon.

- **Actionable Steps and Accountability:** Develop a system that translates outlined actions into measurable, time-bound steps, emphasizing leadership accountability and rigorous oversight of progress.

- **Board Updates and Transparency:** Regularly update the Board of Directors about strategic plan execution, ensuring transparency and alignment with organizational progress.

By intentionally applying these critical success factors, Live Lyndon will build a strong foundation for executing its 2026 to 2031 strategic plan. **The actions and focus will not only improve the organization but will also significantly benefit businesses, community partners, and the entire region.**





Live LYNDON

PO Box 208
Lyndonville, VT 05851
www.livelyndon.net

Stuart
CONSULTING

Cynthia L. Stuart
www.stuartconsult.com

The Lyndon Downtown Revitalization Corporation DBA Live Lyndon strategic plan was created with assistance from Stuart Consulting and incorporates input from community members, partner organizations, businesses, and the Board of Directors.