



# 2026–2028 STRATEGIC PLAN

---

S T R E N G T H E N I N G   C I V I C  
H E A L T H   A N D   D E M O C R A C Y



## Our Mission

Seattle CityClub facilitates dynamic and inclusive civic engagement that informs, connects, and activates our region to strengthen civic health and effective democracy.



## Our Vision

We envision a Puget Sound region defined by an engaged public navigating civic life with relevance, agency, and connection.

# What We Stand For

01

**Passionate Non-Partisanship:**  
Civic dialogue that reflects our community

02

**Community of Belonging:**  
Value and promote a wide range of political views, perspectives, and experiences

03

**Leader Access:**  
Active exchange of ideas on issues that foster accountability and engagement

04

**Respectful Conversation:**  
Cultivate open and civil dialogue

05

**Connection & Collaboration:**  
Bring together people and ideas to address critical issues.





# Community Survey Themes (Highlights)

- Broader diversity (panelists, locations)
- Clear branding focus (elevator pitch)
- Sponsorship-driven events (networking, awards, meetups)
- Youth & young professionals outreach
- Commitment to non-partisanship





STRATEGIC PILLAR 1

# Civic Community Building

01

**Tactic 1: Expand outreach to greater communities.**

Outcome: Greater Participation

02

**Tactic 2: Youth Council & young adult engagement**

Outcome: Future leaders empowered

03

**Tactic 3: Enhance digital engagement year-round**

Outcome: Stronger community connections



STRATEGIC PILLAR 2

# Civic Access

- 01** **Tactic 1: Embed civic health priorities into CityClub programs and forums**  
Outcome: spotlight challenges and solutions
- 02** **Tactic 2: Expand civic education**  
Outcome: stronger civic literacy



STRATEGIC PILLAR 3

# Civic Hub

- 01** **Tactic 1: Increase Civic Hub coalition**  
Outcome: align engagement efforts
- 02** **Tactic 2: Launch centralized portal**  
Outcome: regional civic resources
- 03** **Tactic 3: Grow partnerships & sponsorships**  
Outcome: amplify impact