

City of Sheboygan Strategic Planning Effort



Proposal Released:
August 9, 2026

Prepared for:
Mr. Casey Bradley, City Administrator



PROJECT OVERVIEW

The City of Sheboygan has undergone significant internal change within the organization over the past three years. As the organization stabilizes under new leadership, there is a desire to rebuild leadership and workplace culture internally, garner renewed trust in city government, and develop strategic priorities for the City with community consensus and meaningful participation.

This joint proposal from Allyson Brunette Consulting and CP2 Consulting aim to help the City of Sheboygan to reach these goals through a thoughtful, thorough facilitated process over the course of the next year and a half.

PROJECT GOALS

- **Identify clear organizational values, as well as to articulate a mission and vision for the organization.**
- **Establish clear strategic priorities for 2028-2032.**
- **Strengthen alignment between elected officials and staff, as well as garner increased trust in the local government by Sheboygan residents, businesses, and partner organizations.**
- **Open up ample opportunities for community and elected official engagement in the strategic planning process.**
- **Produce a clear, implementable strategic plan supported by leadership.**

SCOPE OF WORK & TIMELINE

Phase 1: DISCOVERY (Q4 2026 / Q1 2027)

Purpose: Gather insights from as many participants as possible.

Workshops and Activities:

- 1:1 interviews with City Council led by Cory Poris Plasch
- 1:1 interviews with Department heads and non-elected steering committee members by Allyson Brunette
- Internal staff focus groups facilitated by Allyson
- External community focus groups facilitated by Cory and/or Allyson (leveraging non-profit partners, business community, neighborhood associations, volunteers, etc.)
- Community survey designed and implemented by CP2 Consulting
- Pop-up outreach events to reach hard-to-access audiences
- Community visioning session that welcomes community feedback and discussion

Outputs:

Organizational profile (data-centric), SWOT analysis (diagnostic), thematic summary of survey and internal / external focus group feedback.

SCOPE OF WORK & TIMELINE (CONTINUED)

Phase 2: MISSION, VISION, AND VALUES (Q1 / Q2 2027)

Purpose: Define where the organization and community can be in the future, and what values we want to represent this organization.

Workshops and Activities:

- 2-hour Mission/Vision workshop facilitated by Cory Poris Plasch, attended by Council, Department Heads, and Steering Committee
- 1.5-hour Core Values workshop facilitated by Allyson Brunette, attended by Steering Committee

Outputs:

20-year vision report, organizational mission statement, core values list and definitions.

Phase 3: STRATEGIC PLANNING RETREAT (Q2 / Q3 2027)

Purpose: Build consensus on priority areas ("pillars") and generate strategic outcomes for next five years.

Workshops and Activities:

- 6-hour Strategic Planning retreat, co-facilitated by Allyson Brunette and Cory Poris Plasch, attended by Council and Steering Committee.
- 90 minutes of the retreat will be an introduction to SWOT, discussion, reaction, and selection of 5-8 strategic pillars.
- The remainder of the retreat will involve brainstorming outcomes that address strategic pillars, and discussing policy decisions that need to take place to reach these outcomes.

Outputs:

Strategic pillars development, strategic outcomes for 5-year timeframe.

Phase 4: STRATEGIC PLAN DEVELOPMENT (Q3 / Q4 2027)

Purpose: Staff build out strategic targets, initiatives, and project plans around strategic goals and outcomes.

Workshops and Activities:

- Two, 3-hour Strategic Planning sessions, facilitated by Cory Poris Plasch with a curated group of staff (steering committee + additional, internal subject matter experts). Across these sessions, project plans and RACI charts will be developed.
- Two-four hours of virtual coaching for groups as needed after the second session to finalize RACI sheets.
- The remainder of the retreat will involve brainstorming outcomes that address strategic pillars, and discussing policy decisions that need to take place to reach these outcomes.

Outputs:

Project plans, strategic goal frameworks.

SCOPE OF WORK & TIMELINE (CONTINUED)

Phase 5: STRATEGIC PLAN REFINEMENT AND ADOPTION (Q4 2027)

Purpose: Gain formal approval of strategic plan.

Workshops and Activities:

- Presentation of strategic plan to City Council and the public.

Outputs:

Final strategic plan document adopted.

Phase 6: STRATEGIC PLAN IMPLEMENTATION AND FUTURE REPORTING (Q1 2028)

Purpose: Coach staff on reporting to Council and the public.

Workshops and Activities:

- Cory Poris Plasch connects City of Sheboygan to Envisio to develop a public-facing virtual dashboard.
- Allyson Brunette delivers a one-hour virtual implementation training workshop in EOS methodology.

Outputs:

Recorded implementation training video for staff, goal tracking sheets, recommended cadence and agendas for future check-in meetings.

OPTIONAL ADD-ON SERVICES

To maintain budget flexibility, the following services are offered as optional enhancements:

ORGANIZATIONAL CHART - 5 OR 10-YEAR FORECASTING (2028)

A high-level organizational structure vision developed through facilitated discussion and synthesis, designed to help the City anticipate future capacity needs and inform long-term budget and staffing conversations. This process takes place concurrent with strategic plan adoption. This is a high value add-on for elected officials to visualize future growth of the organization that tie to strategic outcomes.

STAFF CORE VALUES LEADERSHIP DEVELOPMENT SERIES (2028)

A customized, quarterly leadership development series facilitated onsite for City of Sheboygan team members. This series helps staff members to connect intentionally with the newly adopted organizational values, and practice implementing them across their departments in year one of the strategic plan implementation. This series can be customized for field-based employees (such as Department of Public Works crews), as well as front line administrative staff at 90-minutes per session, or as a deeper dive two-hour workshop for department management.

Curious about either of these add-ons? We're happy to connect you with a municipal client that has worked or is currently working with us on these!

CONSULTANT TEAM

Allyson Watson Brunette
Founder/Owner, Allyson Brunette Consulting
Role: Co-Lead on Project

Education: MPA, Marist College School of Management;
BA Economics and Political Science, Rider University.



About Allyson:

Allyson is a recovering local government professional who has spent the last five years working with local governments to develop powerful (but implementable) strategies, foster stronger workplace cultures, and tackle incivility and social disconnectedness right at the source: in our home communities. She is passionate about sharing her message of "People, Places, Purpose", helping staff navigate tough (but necessary) conversations, and leaving local government better than she found it.

Fun Stuff:

The Brunettes are a host family for the Green Bay Rockers baseball team and Allyson spends her free time running the Green Bay Girls Who Walk social club. As a serial hobbyist, she is a "Jane of all trades, master of none", including quilting, mahjong, sewing, cross country skiing, watercolor painting, and more.

Business Certifications:

Allyson Brunette Consulting has been certified as a Woman-Owned Business Enterprise by the State of Wisconsin since 2023.
YouMap Certified Coach since 2024.



Cory Poris Plasch
President and CEO of CP2 Consulting
Role: Co-Lead on Project

Education: MPA, Strategic Public Management and Leadership,
Northern Illinois University;
BA Political Science, Northern Illinois University



About Cory:

Cory's professional experience spans leadership roles across the public, nonprofit, and private sectors. She has served as Executive Director of the Wisconsin City/County Management Association, Membership Director for the Alliance for Innovation, and Vice President of Strategic Development at POLCO/National Research Center. Additionally, she spent time working as a 911 dispatcher for both a city and a county, as well as experience within City Manager's offices in several communities. This broad experience in the local government world informs her ability to deliver practical and implementation-focused training and facilitation.

Fun Stuff: Avid campers, Cory and her husband have gone from tent camping to a 42' fifth wheel over the last 15 years. They have a seasonal campsite on the Fox River where they can enjoy bald eagles, deer, and whatever else Mother Nature delivers that day!

Business Certifications:

Strategic Planning Certification, George Washington University Center for Excellence in Public Leadership
Strategic Foresight Certification, Baldrige Foundation, Institute for Performance Excellence
DiSC Certified

CONSULTANT TEAM

Sue Schinkten
Owner, Schinkten Design
Role: Graphic Designer

About Sue: Sue has over 30 years of experience in graphic design - and has designed from local non-profits and small businesses up to Fortune 500 companies.

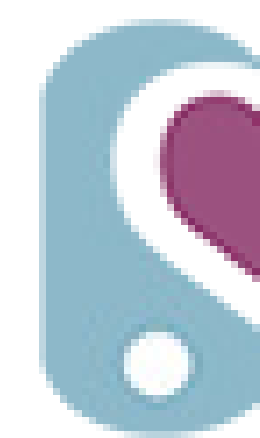
Education: BA in Advertising Design, University of Wisconsin-Eau Claire

Role: Will support project remotely. Responsible for final project deliverable design and layout.

Area of Focus: Graphic Design

Fun Stuff:

- In addition to running her own boutique graphic design firm, Sue teaches graphic design to students at Northeast Wisconsin Technical College in Green Bay.
- Sue has been a resident of the City of De Pere for most of her life, and is a board member with the De Pere Main Street program and a City Parks Board member.
- Two cool, once-in-a-lifetime experiences for Sue included designing the logo for the Mulva Cultural Center, a new museum which opened in De Pere in 2023, and for the St. Norbert Abbey. These two institutions are core parts of the community that Sue calls home.



schinkten design llc



WHY US? WHY NOW?

You could choose to work with any firm, but the benefits of working with this team of three women-owned small businesses are many.

Local is our lifestyle: We call the Midwest home. We're not a quick flight away, we're a quick *drive* away. We understand the challenges local governments face (like those pesky levy limits), and how every community has a wish list of impossible asks (looking at you, Trader Joe's).

The buck stops with us: We're not sending your calls to our support staff - we *are* your points of contact. We stand behind our process, our deliverables, and our pricing. Our repeat customers are a testament to how we go above and beyond for our customers.

We're not new to it, we're true to it: We're not consultants waxing poetic about a field we watch from the outside. Our team has spent years working inside local government organizations at the municipal and county levels. Our ability to relate to folks still in the field gives us both credibility and know-how on how to implement strategic change. (Spoiler alert: it can be really tough).

That said, we'd love the opportunity to show you our best by bringing out the best version of your organization. Thanks for considering us.

PRICING

Nobody likes the part where we talk about pricing. But we won't beat around the bush - here's the clearest and most transparent breakdown of our project scope we can offer you. Still have questions? Just ask us!

These numbers include all insurance costs, travel, and facilitation supplies with the exception of these items:

- Public space rentals for focus groups, visioning sessions, or retreat space.
- Additional insurance to cover public events, focus groups attended by members of the public.
- Any optional future contracts with Envisio for a public-facing virtual dashboard for the City of Sheboygan.
- Printing costs for final strategic plan documents.

ALL-IN COST WITHOUT ADD-ONS: \$42,000

COST BROKEN DOWN BY PROJECT PHASE:

PHASE 1: DISCOVERY	\$22,500
PHASE 2: MISSION, VISION, AND VALUES	\$2,750
PHASE 3: STRATEGIC PLANNING RETREAT	\$2,750
PHASE 4: STRATEGIC PLAN DEVELOPMENT	\$4,000
PHASE 5: STRATEGIC PLAN REFINEMENT AND ADOPTION	\$7,500
PHASE 6: STRATEGIC PLAN IMPLEMENTATION AND FUTURE REPORTING	\$2,500

COST BROKEN DOWN BY BUDGET YEAR:

2026 BUDGET YEAR:	\$22,500
2027 BUDGET YEAR:	\$17,000
2028 BUDGET YEAR:	\$2,500

ALL-IN COST WITH ADD-ONS: \$49,500-\$54,500

OPTIONAL ADD-ONS:

ORGANIZATIONAL CHART FORECASTING	\$2,500
VALUES LEADERSHIP DEVELOPMENT SERIES (4 SESSIONS):	\$5,000
OR VALUES LEADERSHIP DEVELOPMENT SERIES (8 SESSIONS):	\$10,000

COST BROKEN DOWN BY BUDGET YEAR WITH OPTIONAL ADD-ONS:

2026 BUDGET YEAR:	\$22,500
2027 BUDGET YEAR:	\$17,000
2028 BUDGET YEAR:	\$7,500-12,500

CONTACT INFORMATION

With gratitude,



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