



Agenda Item Executive Summary

Item Name PRESENTATION OF THE 2025-2028 STRATEGIC PLAN FOR THE VILLAGE OF WINNEBAGO Committee or Board Committee

BUDGET IMPACT

Amount:	N/A	Budgeted:	N/A
List what fund:	N/A		

EXECUTIVE SUMMARY

The attached 2025-2028 Strategic Plan is the result of a months-long process facilitated by the Northern Illinois University Center for Governmental Studies (NIU-CGS). It reflects the collective input of Village Board members, administrative leadership, community stakeholders, and the public, obtained through interviews, focus groups, and a strategic planning workshop. The plan articulates the Village's shared vision and establishes goals and objectives across four priority areas: Economic Development and Business Growth, Infrastructure Improvements and Public Services, Communication and Engagement, and Organizational Advancement.

Key elements include a redefined mission statement, comprehensive SWOC analysis, prioritized short- and long-term goals, and a goal implementation matrix. The plan offers a structured, actionable framework for the Village to guide future policy, project development, and community investment decisions.

The strategic plan will be presented to the Committee of the Whole on May 7, 2025, and is scheduled for adoption via resolution at the May 21, 2025, Village Board meeting.

ATTACHMENTS (PLEASE LIST)

Village of Winnebago 2025-2028 Strategic Plan (Full Report)

ACTION REQUESTED

- ☒ For Discussion Only
- ☐ Resolution
- ☐ Ordinance
- ☐ Motion:

MOTION:

Staff: Joey Dienberg, Village Administrator Date: 5/7/2025