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VILLAGE OF WINNEBAGO ADOPTS FIRST-EVER STRATEGIC PLAN TO GUIDE GROWTH AND COMMUNITY PRIORITIES THROUGH 2028

WINNEBAGO, IL — The Village of Winnebago is proud to announce the adoption of its 2025–2028 Strategic Plan, marking a significant milestone in the Village’s commitment to responsible growth, transparent governance, and long-term community vitality.

The strategic plan, developed in partnership with the Northern Illinois University Center for Governmental Studies (NIU-CGS), reflects months of work to define a shared vision for the Village’s future. Guided by public input, staff expertise, and elected leadership, the plan outlines clear priorities and measurable goals across four strategic areas: Economic Development and Business Growth, Infrastructure Improvements and Public Services, Communication and Engagement, and Organizational Advancement.

“Our goal is not just to have a plan—but to use it,” said Village President Frank Eubank. “This Strategic Plan represents our dedication to serving residents with vision, responsibility, and action.”

Inclusive Planning and Community Voice

Beginning in late 2024, the strategic planning process included multiple community focus groups, leadership interviews, and a planning workshop with Village officials and staff. These sessions surfaced a wide range of priorities—from revitalizing the business districts to modernizing Village infrastructure and increasing community engagement.

Key themes from stakeholders included:

- Support for commercial and residential development, particularly in the Willingham subdivision and Winnebago Corners.
- Updated zoning and permitting processes to encourage economic growth and business retention.
- Expansion of community events, improved communication channels, and greater visibility of Village leadership.
- Modernization of Village facilities and services, including a potential new Village Hall, Police Department, and Community Center.

High-Priority Strategic Goals

The plan outlines a series of short-term and long-term goals, categorized by level of complexity. Among the top-ranked priorities:

- Updating the Village’s comprehensive plan and Unified Development Ordinance (UDO) to streamline development and reduce regulatory red tape.
- Improving the Village website and launching a community newsletter, increasing public access to information and services.
- Creating a Capital Improvement Plan (CIP) to guide future infrastructure investments and identify funding sources for large-scale projects.

Next Steps and Implementation

The Strategic Plan will serve as a guiding document for both policy and operational decisions over the next three years. The Village is committed to reviewing progress regularly and adjusting priorities as needed.

“This is the first time the Village of Winnebago has embarked on a formal strategic planning effort,” said Village Administrator Joey Dienberg. “The process allowed us to bring together residents, business owners, public servants across the community, our staff and the village board to align on what matters most—and how we can make it happen.”

The full report is available on the Village’s website at www.villageofwinnebago.com.

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