



2025 Prioritized Strategic Goals

Workshop held on March 1, 2025

Priority Dashboard

SHORT-TERM ROUTINE STRATEGIC GOALS <i>Short-term goals have a time frame of 1-3 years. The term “routine” does not mean the following goals are simple or easy, but that they could largely be accomplished by the Village with required budget and staffing allocations, and/or with minor external assistance.</i>	PRIORITY LEVEL
Village maintains checks and balances to remain fiscally responsible, sustainable, and innovative. - Increase the Village’s reserves and investigate creative, “think outside the box” funding options - Investigate ways to replace the Grocery Tax in town – may be resolved by completion of plan - Simplify the permitting and zoning process and make online access available	High
Ensure the Village communicates with a unified voice and message. - Update and modernize the Village’s website to be a resource hub and use social media to increase residents’ awareness of Village services, events, success stories and more - Resume offering the community newsletter by publishing quarterly - Provide promotion and marketing of Village businesses on website with links to business pages - Host “Meet the Board” events or Board Q&A via social media	High
Update the Village’s comprehensive plan and make necessary upgrades or changes to the Villages Unified Development Ordinance (UDO). - Reduce “Red Tape” to streamline development processes by removing unnecessary or overly burdensome steps along the development process - Review current design standards of the UDO to ensure they are designed for desirable outcomes	High
Maintain or enhance the Village standards for service delivery.	Medium
Develop a 5-year organizational, staffing, and processes plan for the Village to ensure it can maintain quality service levels. - Improve interdepartmental communication, consider regular staff meetings to share success stories and project updates, help eliminate siloing - Evaluate and simplify Village processes and create a uniform manual for all employees to access - Review staffing levels for each department and determine any new positions of need	Medium
Develop a branding plan that examines the Village’s mission, vision, values, and other marketing and branding-related activities for any updating needs, based on community priorities. - Establish the Village’s identity and future vision	Lower

SHORT-TERM COMPLEX STRATEGIC GOALS <i>Short-term complex goals have a time frame of 1-3 years. The term “complex” means the following goals are complicated or multi-layered and they require extraordinary resources such as technical specialists, funding, or the collaboration or agreement of another unit of government, or an outside organization, business, or agency.</i>	PRIORITY LEVEL
Support growth and development for the current and future businesses, strengthening Winnebago’s “business-friendly” reputation. - Utilize business recruitment strategies to attract developers and entrepreneurs to invest in the downtown area and explore incentives for businesses to locate to Winnebago - Diversify the business mix in the Village to include more service-focused businesses such as a veterinarian and additional restaurant options that are family-friendly - Follow up with interested businesses, help during start-up, and learn from closing businesses through an "exit interview"	High
Continue to focus on completing and filling the Village’s Willingham subdivision. - Explore incentives such as delayed property taxes a certain number of years to new buyers or possibly waiving water hookups with the Village	Medium
Explore establishing a TIF District in the most appropriate regions of the Village, including the possibilities of: - Willingham Subdivision, Route 20 /Winnebago Corners, or Downtown	Medium
Revisit, refine, and execute the Village’s overall economic development incentives.	Medium
Investigate locations and costs for a new Village Hall/Police Department/Community Center building and a Public Works wash bay.	Lower

LONG-TERM ROUTINE STRATEGIC GOALS <i>Long-term routine goals have a time frame of 4-8+ years. The following goals are “routine”, not simple or easy, but could largely be accomplished by the Village with required budget and staffing allocations, and/or with minor external assistance.</i>	PRIORITY LEVEL
Maintain positive relationships with all taxing bodies.	High
Using the Village’s evaluation of staffing levels, implement staffing recommendations including considering new full-time or part-time positions where necessary. - Human Resources (HR) professional - Position in Planning, Zoning, and Development to help streamline permitting and zoning processes - Marketing and Communications	Medium
Examine service delivery methods and approaches.	Lower

LONG-TERM COMPLEX STRATEGIC GOALS <i>Long-term complex goals have a time frame of 4-8+ years. The following goals are complicated or multi-layered goals that require extraordinary resources such as technical specialists, funding, or the collaboration or agreement of another unit of government, or an outside organization, business, or agency.</i>	PRIORITY LEVEL
Develop a Capital Improvement Plan (CIP) that establishes maintenance schedules and identifies funding sources for infrastructure improvements and facility upgrades including, but not limited to: - Securing a new Village Hall/Police Department/Community Center building - Building a Public Works garage and wash bay - Acquiring and razing the former Bud's Automotive building downtown - "Complete Streets" projects – stormwater drainage, pedestrian safety - Identify potential funding sources, including revenue allocation, bonding, CDBG grant funding, establishment of a TIF District, and collaboration with regional partners - Explore the option of a possible roundabout at Landmark Drive and Elida Street to work to improve the intersection	High
Work with developers to focus on building out current Village-serviced residential and commercial developments.	High
Consider continuing to strategically grow the Village's boundaries through strategic annexation and pre-annexation. - Properties that are key to TIF contiguity - Expanding North of Highway 20 - Falling in line with the current comprehensive plan or updating plan	Medium
Increase community events and engagement opportunities through strong relationships with Village partners including the Fire Department, Park District, School District, and Chamber of Commerce. - Consider adding more "one-off" volunteer opportunities that are less time commitment and more focused on the volunteer (e.g., Plant Your Town, Clean Up the Trails, Senior Yard Clean Up, etc.) - Partner to improve communication about events, engagement opportunities, fundraising, community calendar, marketing on website and in newsletter, etc. - Evaluate the possibility of sharing facilities, where appropriate – include exploration of regional partnerships - Work with the Winnebago Park District to maintain all parks in the Village area and promote the parks to those outside of Winnebago	Medium
Examine the traffic patterns near School District properties to improve the traffic flow and create a more efficient school pick-up/ drop-off process.	Lower
Review all beautification and upgrade needs for entryways into the Village. - Establish a Village Welcome Sign at the gateway into the Village to take advantage of the traffic off Route 20	Lower
Further implementation of Village Comprehensive Water System Plan, Comprehensive Plan, and other plans.	Lower