

# Strategic Plan 2024-2029



March-2024

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Village of Addison

Mayor Veenstra & Village Board

Village Staff-Department Heads

We are excited to share with you the inspiring direction we are charting for the Village of Addison as we embark on a journey into the future. At the heart of our vision is a commitment to our Community Image, Economic Development, as well as Sustained Growth to highlight a few of our priorities.

On November 18 2023, the Village Board met with staff to establish a new strategic plan for the Village organization. The result was a comprehensive plan with several parts:

- The Village of Addison Mission Statement
- Guiding Principles
- Our Vision
- Strategic Priorities

## **THE VILLAGE OF ADDISON MISSION STATEMENT**

*“To create a dynamic, engaged and sustainable community in which all residents, businesses and employees enjoy economic opportunity, social stability and a sense of well-being.”*

## **GUIDING PRINCIPLES**

Our behavior is governed by our guiding principles and values, and our success depends on consistently living these values as an organization and as a community.

- Conduct that is at all times honest, fair, ethical and respectful.
- Service that is responsive, respectful, and of high quality.
- A code of honor that is marked by trust, openness and integrity.
- Superior standards of professionalism and expertise bolstered by ongoing training and commitment to learning.
- Commitment marked by helpfulness, teamwork, collaboration and information sharing.
- Freedom to excel, create value and contribute to our purpose.

# **STRATEGIC PLAN**

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## **OUR VISION**

- The Village is a place where people want to work, live, and grow.  
[https://www.youtube.com/watch?v=hRhY5w8XNC0&ab\\_channel=VillageAddison](https://www.youtube.com/watch?v=hRhY5w8XNC0&ab_channel=VillageAddison)
- The Village is a place where residents have opportunities and options and they can stay through all stages of life.
- The Village is a safe place to live
- The Village maintains a strong sense of community.
- The Village has great schools
- The Village has various entertainment options.

## **STRATEGIC PRIORITIES**

These areas of broad focus encompass our efforts toward achieving our Vision. Within these strategic priorities will come the improvement and change initiatives we need to undertake.

### **Priority 1: Economic Growth**

Our vision is simple but powerful-to create a vibrant and sustainable local economy that benefits every resident and business. By fostering innovation, collaboration, and inclusivity, we aim to build a future where Addison stands as a beacon of economic strength, providing ample opportunities for growth and prosperity.

#### **Desired Outcome:**

- a. Continued Industrial Development
- b. Unincorporated Development
- c. Pro-business Organization
- d. Strategic Marketing to both internal and external customers
- e. Upgrade of aging properties (assemblage and redevelopment)

# **STRATEGIC PLAN**

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## **Strategic Initiatives:**

- i. Programs with the restaurant community
- ii. Industrial programs/involvement
- iii. Re-envision the chamber with new applications

## **Priority 2: Community Image**

Addison is more than just a place on the map; it is a community of individuals, each contributing to the rich tapestry of our shared history. Our vision is to celebrate the diversity that makes us unique while fostering a sense of unity that binds us together.

### **Desired Outcome:**

- a. Expanded Special Events
- b. Aggressive media focus
- c. Promotion of Business and Residential Advantages
- d. Engagement with professional organizations
- e. Address existing negative perceptions
- f. Improve our “curb” appeal

### **Strategic Initiatives:**

- i. Incorporate fall events to include businesses
- ii. Continue Church Leadership Programs
- iii. Increase youth programs
- iv. Market the Village as whole

## **Priority 3: Housing**

In envisioning the future of Addison, we see a landscape where housing is not just a structure but a foundation for dreams, growth, and community connection. Our commitment is to build a diverse range of housing options that accommodates various lifestyles, ages, income, and needs.

### **Desired Outcome:**

- a. Expanded supported living housing options for seniors
- b. Upgrade of aging properties (assemblage and redevelopment)
- c. More consistent and thorough inspections
- d. Increased code enforcement
- e. Support of Home-owner associations

# **STRATEGIC PLAN**

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## **Strategic Initiatives:**

- i. Senior friendly housing complex
- ii. Increase personnel in Comm Dev for code enforcement
- iii. Better use of technology to assist residents in projects

## **Priority 4: Infrastructure**

Our vision is to create an infrastructure framework that not only addresses immediate challenges but also lays the foundation for a sustainable and connected future. By investing in smart, resilient, and forward-thinking solutions, we aim to enhance the overall well-being of our residents and the economic vitality of our municipality.

### **Desired Outcome:**

- a. Water/Sewer separation of lines
- b. IEPA requirements/mandates as it relates to phosphorous levels
- c. Comprehensive facilities plan to consolidate public works facilities
- d. Road assessments
- e. Assessment of Industrial Park needs

### **Strategic Initiatives:**

- i. Productivity improvement
- ii. Reduce operational expenses
- iii. Facilities plan

## **Priority 5: Civic Engagement**

Our vision is to establish the Village of Addison as a community where every resident feels empowered and encouraged to actively participate in the decision-making processes that shape our collective future. We believe that a more engaged community results in better-informed decisions and a stronger sense of belonging for everyone.

### **Desired Outcome:**

- a. Increase information flow
- b. Expand social media event menu
- c. Increased involvement with Community
- d. Senior Health/Education
- e. Develop intergovernmental agendas
- f. Wellness programs

# **STRATEGIC PLAN**

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## **Strategic Initiatives:**

- i. Hire marketing analyst to increase engagement
- ii. Work with taxing bodies to accomplish Village wide programs

## **Priority 6: Employee Development**

We take pride in the dedication and hard work demonstrated by our municipal staff. However, in our pursuit of excellence, we acknowledge the need to assess and refine our organizational processes to ensure that we are operating at the highest levels of efficiency and effectiveness.

Our vision is to position the Village of Addison as a model of organizational excellence, where streamlined processes, innovative solutions, and transparent operations contribute to the delivery of exceptional services for our residents.

### **Desired Outcome:**

- a. Intra-departmental cross training
- b. Inter-departmental initiatives
- c. Career path training
- d. Wellness programs
- e. Continued education requirements

### **Strategic Initiatives:**

- i. Succession planning on all levels
- ii. Job Task files for future development
- iii. Funding for training
- iv. Culture Change through continued wellness programs

## **Priority 7: Sustainability**

Our vision is to position the Village of Addison as a beacon of sustainability, where environmental responsibility and economic resilience coexist in harmony. By implementing holistic and forward-thinking initiatives, we aim to create a municipality that thrives while preserving the well-being of our planet and its inhabitants.

### **Desired Outcome:**

- a. Fiber Optics
- b. Solar Energy
- c. Electric Vehicles and charging stations
- d. LED Conversion

# ***STRATEGIC PLAN***

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## **Strategic Initiatives:**

- i. Green initiatives for residents
- ii. Seek grants for continued LED conversions
- iii. Seek grants for Fiber to our residents and businesses

*As we conclude this municipal strategic plan we truly envision the positive impact it holds for our community. By working collaboratively and diligently implementing the outlined initiatives, we together pave the way for a thriving and resilient Village of Addison. Let this plan be a compass guiding us toward a future marked by progress, sustainability, and an enhanced quality of life for all of our residents. Let's build a stronger and more vibrant community through hard work, vision, and a sense of togetherness!*