

Implementing the Vision – Developing Strategic Initiatives and Action Plans

To successfully address the strategic priorities and achieve the intended outcomes expressed in the performance targets, it is necessary to have a focused set of actions, including detailed implementation steps to guide organizational effort.

The Village of Shorewood will accomplish this through a set of strategic initiatives. Strategic initiatives are broadly described, but narrowly focused activities that are aligned with the priorities and targeted to the achievement of outcomes expressed in the Targets. On December 16, 2019, senior staff and the consultant met to identify strategic initiatives. Following this session, staff teams worked to develop detailed action plans for each initiative.

Economic Development

- Create an economic development strategy
- Conduct analysis of development fees
- Town Centre design guidelines
- Modernize zoning code
- Update comprehensive plan
- Streamline business regulations and fees

Infrastructure Sustainability

- Manage Lake Michigan schedule
- Develop and Implement Public Works facility plan

Communicate Strategically

- Develop a brand and marketing strategy
- Create a public awareness and engagement plan

Well-Trained, Sustainable Workforce

- Create individual and leadership development plans
- Update performance evaluation system
- Conduct a staffing study and implement a staffing plan

