



Lindenhurst Strategic Plan

In December of 2019, The Village of Lindenhurst (“the Village”) reached out to community members and shareholders to discuss a Strategic Plan for the Village. The resulting efforts of these community focus groups, along with the viewpoints and opinions obtained from the 2018 Community Survey, were the basis for a strategic planning workshop in January 2020. With the guidance of the Center for Governmental Studies (CGS) at Northern Illinois University (NIU), this strategic planning workshop provided a positive atmosphere for the Board and senior staff members to work together and collaboratively review and develop the Village’s visions of the future, and strategic goals to determine where it is the Village wants to go as an organization and as a community.

Prior to the strategic planning process, staff reviewed and updated the [Village’s Vision and Mission statements](#), as well as the Village’s [Core Principles](#). While these were not reviewed during the strategic planning workshop retreat, they continue to serve as a guide for driving the Village towards the future direction they wish to go.

Keeping the tenets of the [Strategic Plan](#) in the forefront of our collective efforts and decision making is one of the most important aspects of a successful strategy and probably one of the most difficult tasks to accomplish. One way that staff is actively working towards accomplishing the tasks and advancing the themes of the strategic plan is to assign accountability to our short and long-term action items and discuss our efforts at regular intervals.

But we wanted to do more than simply discuss our accomplishments and progress on a staff level. We wished to make our efforts known on a larger, more public level. To create greater awareness of the strategic plan goals and how we are measuring our impact toward them, we have created a new [Strategic Planning Dashboard](#) which assigns metrics to compare and analyze our work.

The action items reflected are those we wish to complete over the next three to five years. The Strategic Plan can be boiled down to five overarching themes:

1. Community Branding and Engagement
2. Capital Infrastructure Planning and Improvement
3. Business Recruitment and Retention
4. Responsible Growth and Development
5. Innovative Planning and Practices

Each of these themes has a set of short and long-term action steps to help us achieve our goals, and ultimately, a better Lindenhurst. We have also adopted these 5 concepts in our daily operational activities. As we gather data on specific metrics related to these themes, we will report our progress monthly via the [Strategic Planning Dashboard](#) on our website. And because we are dedicated to the transparency of our progress, the monthly report will also be included



in our Village Board packets, available here at [Meeting Agenda Packets](#). Please note that the report is easier to read in full screen mode.

The Village of Lindenhurst appreciates the open and honest feedback from its community members that helped shape this Strategic Plan. As always, we are open to your feedback and questions.

