

VILLAGE OF DEFOREST STRATEGIC PLAN CASE STUDY

BACKGROUND

The Village of DeForest (pop. 10,884) is a premier, fast-growing community in the Madison metropolitan area. As the community urbanizes, there are desires which sometimes clash between maintaining natural spaces and a "small town feel" and providing contemporary amenities and larger city recreational programming. Residents are sensitive to both the rising costs of housing and the tax burden of community improvements. Our team helped DeForest leadership to garner community input on priority areas and facilitate conversations around increased collaboration between staff and elected officials.

THE DELIVERABLES

Our firms developed for the client the following key deliverables to guide their organization over the next five years:

1. Community SWOT Analysis.
2. Community Mission and Vision Statements.
3. Strategic Planning Framework for the Village.
4. Culture recommendations on communications, leadership development, and enhancing community-wide civility.

THE CHALLENGES

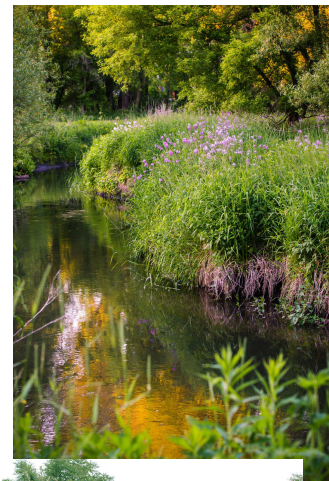
Our strategic planning process focused on both internal and external organizational challenges for the Village including:

1. Decreasing tension between elected officials and staff
2. Addressing increasing community basic needs in tandem with housing market challenges.
3. Need for departments to develop formal policies and procedures.
4. Garner greater interest in local government participation.

CLIENT TESTIMONIAL

"The [process] sparked so much ongoing conversation in a very positive direction. I really appreciated the process that we went through to get to this point. We sometimes disagree on how we're going to get to one specific area, but we're all going in the same direction. We all have the same heart for this Village and that was really encouraging to me... I got to know people on the staff a lot more than I knew before, and I even got to know some of my fellow Trustees better than before."

**- Rebecca Witherspoon, Village of DeForest
Trustee**



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