

# VILLAGE OF KIMBERLY STRATEGIC PLAN CASE STUDY

## BACKGROUND

The Village of Kimberly (pop. 7,465) is a stable residential community in the Fox Cities region of Northeast Wisconsin. The industry of the community was tied to papermaking for more than a century. Kimberly today offers accessibly-priced neighborhoods, high quality schools, exceptional greenspace and recreational programming, and a high quality public library.

## THE DELIVERABLES

Our firm developed for the client the following key deliverables to guide their organization over the next decade:

1. Community and Library SWOT Analysis.
2. Community and Library Mission and Vision statements.
3. Strategic Planning Framework for Village and Library.
4. Demographic, growth trends, and service delivery analysis for neighboring municipalities.

## THE CHALLENGES

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

1. Meeting service delivery expectations across different generational cohorts.
2. Managing staff turnover and burnout.
3. Strengthening community connections for the Library.
4. Shifting community mindset on contemporary Library services.

## CLIENT TESTIMONIAL

"The strategic planning that Allyson Brunette Consulting provided to our community was customized and provided us with critical insights and information to guide us moving forward to continue to be a great place to live, learn, work, and play."

- Maggie Mahoney, Village Administrator



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