



Adopted: 09/23/10

Village of Huntley

STRATEGIC PLAN

Executive Summary



INTRODUCTION

As part of the planning process for the Fiscal Year 2010 Budget, the Village Board identified development of a strategic plan as one of its goals for 2010. The Board envisioned a plan that would identify goals and objectives for the years 2011 through 2015 and provide a vision through 2020. The Strategic Plan will be reviewed annually as part of the budget process. It will serve as a guide to developing one-year action plans to be incorporated in each year's budget.

The strategic planning process has been a valuable exercise in setting the Village's direction and priorities for the future. The end result of the process identifies where the Village is now, where the Village wants to be in the future, and how the Village intends to get there.

To develop the plan, the Village Board participated in monthly strategic planning workshops and developed a mission statement, articulated a vision for 2020, and identified the values that are to guide implementation of the plan. Other key components of the Strategic Plan include a resident survey that was conducted to seek public input, an in-depth demographic analysis, a financial analysis, and a SWOT analysis to identify strengths, weaknesses, opportunities and threats to the organization and community. These components served as the basis for developing goals and objectives to build upon strengths and opportunities and to address weaknesses and threats.

MISSION STATEMENT

The mission of the Village of Huntley, its elected officials and staff is to achieve excellence in the management and delivery of municipal services in a reliable, efficient, fiscally, and socially responsible manner.

VISION STATEMENT

In 2020, Huntley will be a leader in the Chicago metropolitan region and the location of choice for residents, businesses, and visitors, offering a wide range of housing options, shopping and dining opportunities, employment centers, educational opportunities, and entertainment venues.

STATEMENT OF STRATEGIC INTENT

In support of the stated mission of the Village, we are committed to continually pursuing and implementing improved methods for providing municipal services that preserve and enhance the public health, safety and welfare of our residents, businesses and visitors to the community, and to preserving the character of Huntley by supporting well-balanced and sustainable growth that ensures the quality of life for all residents today and in the future.

VALUES

In implementation of the Strategic Plan, the Village of Huntley values friendliness, teamwork, public engagement, respect, integrity, professionalism, innovation, and being a community of choice.

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS (SWOT)

The SWOT analysis completed by the Village Board identifies internal and external strengths, weaknesses, opportunities and threats to the organization and community. Strengths identified include quality of life, strategic location, and management of the organization by the Board and staff. Weaknesses include the existing status of the downtown, limited local job opportunities, and lack of entertainment options. Opportunities exist for revitalizing the downtown, innovation in policies and procedures, and making Huntley a destination location. Threats are primarily external, as the national and state economies have significant impact on the cost of doing business as well as on revenue available to sustain and expand services.

STRATEGIC PRIORITIES

Vision One - Quality Municipal Services

Vision Two - Enhanced Quality of Life

Vision Three - Partnerships and Collaboration

Vision Four - Variety of Housing Options

Vision Five - Attractive Business Environment

Vision Six - Dining, Entertainment, and Lodging Facilities

Vision Seven - Downtown and Community Revitalization

Vision Eight - Educational Facilities

Quality Municipal Services

Setting the standard for managing and providing quality municipal services while maintaining a commitment to preserving our history, environment, and unique demographic make up

Goals: Improve service delivery methods throughout all departments; Enhance communications with residents, businesses, and others; Maintain and enhance commitment to organizational development; Establish a balance between preserving unique historical structures while encouraging redevelopment opportunities; Enhance the financial position of the Village

Enhanced Quality of Life

Protecting and enhancing the quality of life and preserving resources for future generations

Goals: Promote responsible property ownership and tenants in all neighborhoods and commercial developments; Maintain public safety throughout the Village; Protect natural resources

Partnerships and Collaboration

Building partnerships and collaborating with the private sector, community organizations, local taxing bodies and other communities to meet challenges and create opportunities for the future

Goals: Promote intergovernmental cooperation; Expand Business Retention Program; Secure facilities to meet the needs of aging community

Variety of Housing Options

Providing for a variety of housing options for all ages and income groups

Goals: Consider affordable senior housing opportunities; Consider mixed-use developments that offer different types of housing choices

Attractive Business Environment

Maintaining and enhancing the business environment to attract quality commercial, office, service, and business park development, creating more opportunities for residents to work and shop in Huntley

Goals: Attract quality employers and retailers that create economic strength and employment options; Facilitate location and expansion of businesses to retain and create new jobs

Dining, Entertainment, and Lodging Facilities

Attracting new dining, entertainment, and lodging facilities that serve not only Huntley residents, but also serve to draw visitors to the community

Goals: Attract quality entertainment establishments that attract visitors and serve residents; Attract quality lodging establishments that attract visitors and spin-off investment

Downtown and Community Revitalization

Preserving and revitalizing downtown Huntley, as well as fostering redevelopment along the Route 47 corridor and infill development in other areas

Goals: Establish downtown Huntley as a destination location for residents and visitors; Pursue redevelopment opportunities along Rt. 47; Promote adaptive re-use of residences adjacent to the downtown

Educational Facilities

Working with area and regional colleges and universities to establish local facilities offering a wide range of educational and employment training opportunities, including degree programs at all levels

Goals: Establish contacts with area schools; Develop outreach and marketing program

SUMMARY

This plan will serve as a guide for the Village Board and staff to follow in making the vision for 2020 a reality. It will provide a framework for reviewing and evaluating policy decisions to determine whether they are consistent with the stated mission, vision, and values expressed throughout the planning process. The plan itself will be reviewed annually and adjusted as necessary to embrace new challenges and opportunities. Residents, businesses, employees, and those visiting the community will all benefit from implementing the strategic priorities and accompanying goals and objectives.