



## **MEMORANDUM**

**TO:** Village Committee Staff Liaisons

**FROM:** Scott Niehaus  
Village Manager

**DATE:** March 30, 2022

**SUBJECT:** Village of Lombard Strategic Plan 2021-2024 Presentation

Attached please find the Village of Lombard 2021-2024 Strategic Plan PowerPoint presentation. Village Staff should present this information to their respective committees as appropriate.

The Strategic Plan was developed to identify a shared vision, priorities, initiatives and operational strategies to guide Village operations. On December 16, 2021, the Village Board of Trustees approved the Strategic Plan for Fiscal Years 2021-2024. Following approval, Village Staff communicated Strategic Plan messaging to the public through multiple platforms, including the Village website, press release, social media, electronic newsletter, and electronic board signage.

The Strategic Plan process involved multiple sessions with an outside facilitator to examine the operating environment and conduct a SWOT analysis. Through the sessions, elected officials and senior management team to develop a set of priorities, key outcomes, and performance targets. Using this information as a guide, a set of strategic initiatives have been identified and documented within the plan. The strategic priorities and desired outcomes that serve as the basis of this plan are as follows:

- **FINANCIAL SUSTAINABILITY**
  - Financial strength
  - Prudent use of Federal funds
  - Stable and predictable revenue
- **ECONOMIC DEVELOPMENT**
  - Business flexibility
  - Economic development awareness
  - Key sites developed/redeveloped
- **COMMUNICATION & COMMUNITY IMAGE**
  - Increased accessibility
  - Meet information needs of the whole community
  - Board and Committees reflective of community
- **OPERATIONAL EXCELLENCE**
  - Competent workforce
  - Efficient service delivery
  - Improved operational effectiveness
- **WELL MAINTAINED INFRASTRUCTURE**
  - Facilities adequate to meet operational needs
  - High quality and reliable utility and roadway systems
  - Effective project management

If possible, I would ask that you place a discussion of the Strategic Plan on a future committee agenda in an effort to communicate the plan to the actively involved citizen volunteers as they can help share this information accordingly.

CC: Village Board of Trustees