

STRATEGIC PLANNING TEAM

- **Justin Nickels**, Mayor
- **Eric Sitkiewitz**, Alderperson
- **Steve Corbeille**, Finance Director
- **Nick Reimer**, Chief of Police
- **Anne Juza**, Library Public Services Manager
- **Mike Jaeger**, WWTF Assistant Superintendent
- **Lisa Kuehn**, Clerk Administrative Support Specialist
- **Jeremy Wagner**, Fire Rescue Motor Pump Operator
- **Matt Smits**, DPI Engineering/Stormwater Technician
- **Marlo Kohlmann**, Transit Transportation Coordinator
- **Jim Muenzenmeyer**, Transit/Bldg & Grnds Division Manager
- **Heather Sohlden**, Assistant to Mayor

City of Manitowoc Strategic Plan 2016



Background

- In 2012, the City of Manitowoc began its Strategic Planning venture with the core message to “grow” and to proactively envision and execute solutions to imminent challenges and opportunities in the current economic times with continued and increased development of municipal services.



“Grow” How?

- Focus on *communication* and *respect* between all levels of municipality
- Assess current processes to locate efficiencies to make fast, reliable, repeatable and predictable
- *Integrate* shared model services to better focus on customer services (design, quality, and delivery)
- Consolidate departments in re-structural layout of City Hall
- Create *knowledge* on how to provide a higher level of service while *identifying* what is valuable to the customer

Outcome in 2012?

- **People Committee** created to assist in communication and respect between all levels and create knowledge on how to provide a higher level of service
- **Business Process Improvement Committee** created to assess processes to find efficiencies and integrate shared services
- **Capital Allocation Working Group** to improve financial wellbeing of municipality

What Now in 2016?

- **Revisit** Strategic Plan to **realign** Mission, Vision and Values and identify key strategies for municipality!
- **Goal** to develop a Strategic Plan that serves as a guide for addressing Manitowoc's key community development opportunities.

Why Revisit and Realign?

- To *provide a vision* for how we will:
 - Capitalize on our location and enhance economic development and tourism
 - Assure a high quality of life for families and individuals who choose to make Manitowoc their home
 - Capitalize on our natural resources and central location
 - Embrace collaboration with local organizations, educational institutions and neighboring communities
- The opportunities identified will be used to *align all City* programs and initiatives with attaining the community's goals!

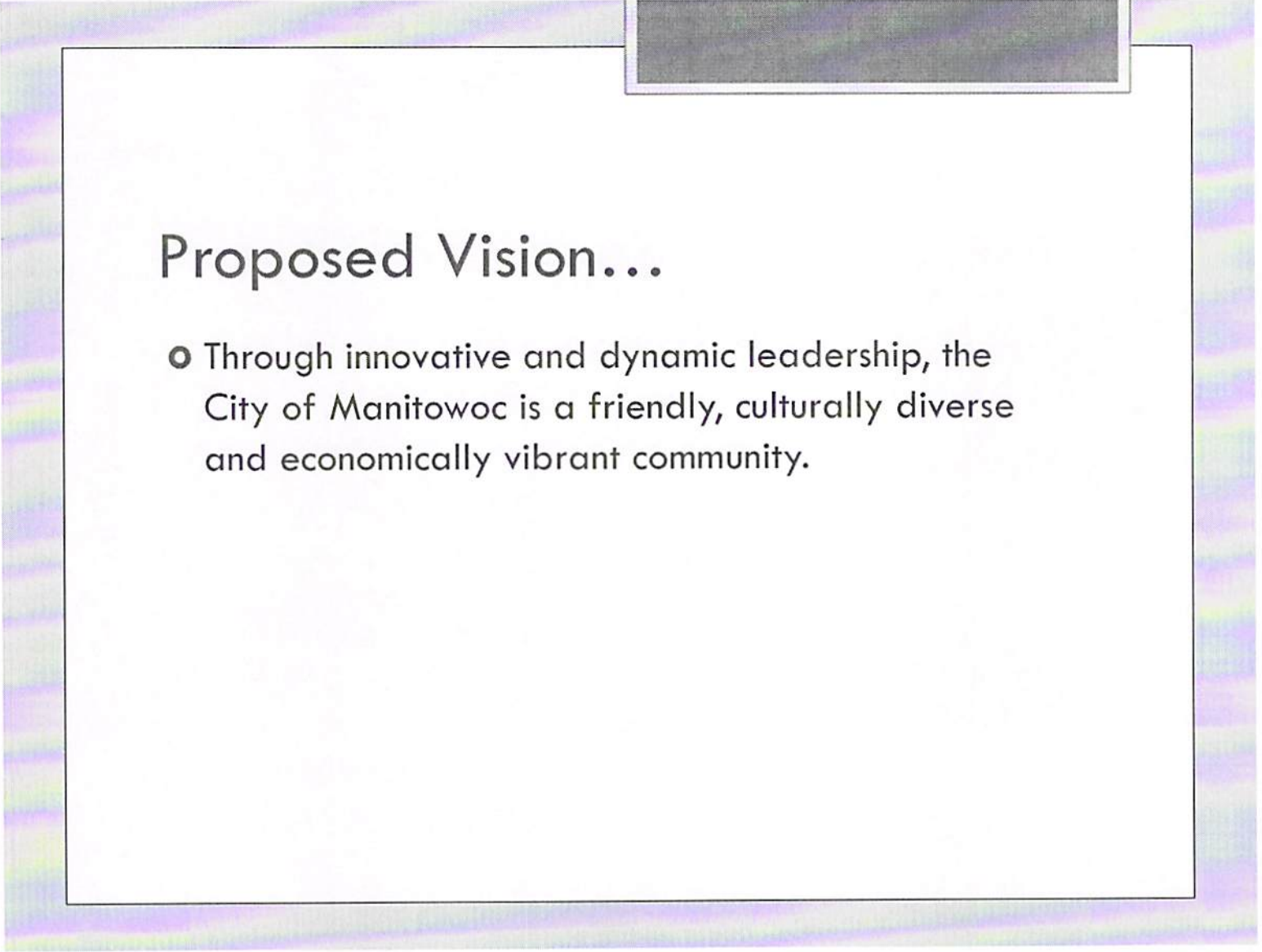
Beginning in 2016...

- The team sought assistance from a variety of community partners including business owners, residents, community leaders, and non-profit agency representatives in developing this plan with the assistance of a third party facilitator.
- With community input the team analyzed our Strengths, Weaknesses, Opportunities, and Threats (SWOT) and used this feedback to reevaluate our Mission and Vision along with developing a Values model.



Proposed Mission...

- Dedicated to enhancing the quality of life for the benefit of the entire community by embracing our values.



Proposed Vision...

- Through innovative and dynamic leadership, the City of Manitowoc is a friendly, culturally diverse and economically vibrant community.

Proposed Values...

- Embracing the S.P.I.R.I.T. of our community heritage we value.
 - S – Service
 - P – Pride
 - I – Integrity
 - R – Respect
 - I – Innovation
 - T - Teamwork



Key Strategies Identified...

- Economic Development and Tourism
- Family Friendly / Quality of Life
- Natural Resources / Location
- Community Collaboration / Engagement



Key Strategies

The key strategies have been identified but what does it look like into the future?

Economic Development & Tourism...

- We will create an economy that is attractive for all generations to stay in Manitowoc and engage (individuals and businesses) from outside our area to make Manitowoc their home.
 - Current assets of air, rail, water and interstate access
 - Revitalizing specific areas throughout the City that are underutilized
 - Educational assets (as a pillar for economic growth)
 - Tourism

Family Friendly / Quality of Life

- We will strive to increase awareness in promoting a family friendly community.
 - Rails to Trails
 - Relocate Farmers Market
 - Increase public awareness on mental health / drug dependency resources
 - Redevelop neighborhood programs (low income enhancements)
 - Improve parks through maintenance (restrooms/shelters/etc.)

Natural Resources / Location

- We are fortunate to live on Lake Michigan, which is one of the world's largest fresh water lakes. We will leverage and sustain this along with our other natural resources for economic development, tourism and quality of life.
 - Lakefront
 - Parks / Trails
 - Marine Sanctuary
 - Tourism
 - Port



Community Collaboration / Engagement

- We will enhance our community engagements and collaborations through various partnerships.
 - Non-Profit quarterly meetings with municipality
 - Reenergize committees
 - Increase public communication via various media channels
 - Education and business