

VILLAGE OF FOX LAKE

STRATEGIC PLAN

2017 - 2018 PRIORITIES



Infrastructure Planning Team

Year 1

(2017 - 2018) Prioritization

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Make emergency repairs to the NWRWRF first stage screw pump station.	Obtain emergency repair quotes Review emergency repair quotes finalize details with chosen contractor	2017	Year 1
Review and revise completed report of structural health of all Village streets and develop a comprehensive replacement program	Obtain map of Village roads Integrate map into Village GIS system Outline improvements specific to Business Development District if approved	2018	Year 1
Develop a Complete Streets Program	Review and revise report of structural health of all Village streets Include separate list of projects necessary within the Business Development District if approved	2018	Year 1
Develop a sidewalk replacement and enhancement program	Research other area programs Develop and write program	2018	Year 1
Construct North/South Sewer and Water System Interconnect	Complete final design Bid Project Implement	2019	Year 2
Enhance signage and roadway markings to promote bikeability and walkability	Inventory signage Obtain funding Incorporate into GIS System Remove unnecessary signs and add new signs as determined	2019	Year 2

Marketing Planning Team

Year 1

(2017 - 2018) Prioritization

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Develop Brand Style Guide	Review brand style guide examples Develop font guide, color guide and design guidelines Share and implement with Departments	2018	Year 1
Develop a Village of Fox Lake Mobile Application for Android and iPhone	Develop mobile app Get mobile app on iTunes and Play Store Advertise mobile app Monitor number of subscribers	2018	Year 1
Provide template to all Village Departments with new anchor logo to ensure a smooth transition of the brand	Review current templates provide template to all Departments Update documents when applicable Share and implement with Departments	2018	Year 1
Review current marketing materials, social media platforms, and other forms of external communication and update with new anchor logo	Review all marketing materials Update marketing materials Review and update social media platforms	2019	Year 2
Research various regional, state, and national marketing opportunities and determine feasibility	Research various marketing opportunities for municipalities Review feasibility of opportunities Implement recommend opportunities	2020	Year 3
Review current signage, banners, uniforms and other items and update with new logo/anchor	Review signage and develop list of items that need updating Develop replacement list based on needs, exposure level, and budget Design all signage/banners/uniforms going forward with new logo/anchor	2022	Year 5

Parks and Recreation Committee

Year 1
(2017 - 2018) Prioritization

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Complete a fee analysis of all Village Sponsored events and rentals	Analyze all program and rental fees Review pricing models in other communities	2018	Year 1
Establish a new fee structure based on fee analysis	Develop pricing model based on current practices, area rates, and community abilities Bring to Village Board for approval Implement	2018	Year 1
Increase sponsorship levels through business and agency partnerships	Develop new sponsorship packets with new levels based on new events Expand network for contacting	2018	Year 1
Establish a Celebrate Fox Lake 501 (c) 3	Develop guidelines Complete application Submit to proper agencies	2018	Year 1
Increase public safety by installing surveillance cameras at all Village Parks	Work with Technology Committee to review camera capabilities Implement	2018	Year 1
Increase sponsorships from external stakeholders	Develop new sponsorship packets with new levels based on new events Expand network for contacting	2018	Year 1
Develop Volunteer and Internship Program	Produce internship guide / requirements/ anticipated tasks Reach out to area universities Establish program for each semester and / or summer	2018	Year 1
Increase marketing of events, buildings, and parks	Develop Event Marketing Plan form Work with Marketing Committee to implement requested marketing items	2018	Year 1

Economic Development Planning Team

Year 1
(2017 - 2018) Prioritization

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Increase marketing and funding model for façade improvement program to local area businesses	Development marketing plan Re-create marketing materials Send to all businesses	2018	Year 1
Develop and implement design standards for potential development and developers	Review current guidelines Review other community guidelines Bring to Committee/Board Implement	2018	Year 1
Conduct a Business Development District analysis of targeted areas inclusive of Route 12 and Downtown Fox Lake	Release RFP for services Select Consultant Complete Eligibility Study	2018	Year 1
Implement recommend results from BDD analysis	Implement Business Development District Develop project priority listing	2018	Year 1
Updated sign and code ordinances to encourage natural beauty and safe practices while remaining business and resident friendly	Review current guidelines Review other community guidelines Bring to Committee/Board Implement	2018	Year 1
Create a standard and implementation guide for business incentives	Review current practices Review other community standards Create document / policy Implement	2019	Year 2
Review options for grants and alternative methods of funding	Research funding opportunities Apply for opportunities as they become available	2020	Year 3
Review and analyze Metra station, downtown and Village wide parking strengths and weaknesses	Complete parking study Implement recommendations	2020	Year 4
Develop partnerships to enhance beautification and safety along Route 12	Review current partnerships Determine partnerships needed	2025	Year 5
Increase beautification, walkability, bikeability, and branding within downtown	Review current status Develop plan for enhancement Implement	2022	Year 5
Continue to develop a focus on the arts as a form of beautification and creative economy	Review current programs Develop Summer Art Series Market Program Implement	2022	Year 5

Technology Planning Team

Year 1

(2017 - 2018) Prioritization

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Increase utilization of GIS across all Village Departments.	Review current usage. Purchase additional IPADS to enhance usage. Increase utilization within all departments, in particular, Public Works.	2018	Year 1
Create and implement a multi-year replacement and upgrade program based on current technology assets.	Review current technology assets. Determine replacement length, timeframe, determining factor for replacement. Develop list. Implement and replace on an annual basis.	2018	Year 1
Continue to evaluate and review reverse 911 and Nixle Operations	Review current Nixle procedures. Develop policies and procedures. Implement policies and procedures.	2018	Year 1
Purchase a new Village wide telephone system.	Review departmental needs. Develop request for proposal. Issue RFP and adhere to purchasing policy. Select, present to Board for approval. Implement.	2018	Year 1
Analyze and review security camera systems for all Village wide buildings, property, and parks.	Review current systems. Research and determine cameras and implement needs. Implement and maintain cameras and camera systems.	2018	Year 1
Review current programs, software, and equipment for effectiveness.	Review current programs, software, and equipment. Work with departments to determine needs. Determine feasibility of needs. Implement needs.	2021	Year 4
Continue to monitor current infrastructure and technology for daily and long-term effectiveness.	Research various technology opportunities for municipalities. Review feasibility of opportunities. Implement recommend opportunities.	2020	Year 5

Communications / Public Outreach Planning Team

Year 1

(2017 - 2018) Prioritization

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan
Review current social media platform use, and determine how to best utilize the various platforms	Review all social media platform usage. Implement strategy for communication information on platforms. Develop tool for departments to provide information.	2018	Year 1
Develop a Village wide e-newsletter	Purchase e-newsletter platform. Design e-newsletter. Develop plan to gather subscribers. Implement and grow as determined necessary.	2018	Year 1
Establish a Bi-annual Supervisor meeting to update supervisors and key personnel about departmental projects	Provide memo to Department Heads. Develop planning team. Present to all staff in September 2017 and again early 2018.	2018	Year 1
Develop a customer service program for all front desk staff that is measureable, and obtainable	Review departmental customer service needs. Develop customer service program. Develop customer satisfaction survey that is inclusive of the customer service program.	2019	Year 2
Research the feasibility of a Customer Relationship Management software program	Research Customer Relationship Management software. Review programs with current customer relationship management practices to determine feasibility. Implement.	2020	Year 3
Research various see, click, fix programs and applications and implement based on feasibility	Research see, click, fix programs and applications. Review programs with current practices to determine feasibility. Implement.	2021	Year 4
Research current trends in communications and apply knowledge gathered to Village of Fox Lake efforts	Research various communications and public outreach opportunities for municipalities. Review feasibility of opportunities. Implement recommend opportunities.	2020	Year 5

VILLAGE OF FOX LAKE

STRATEGIC PLAN


2017 - 2018 PRIORITIES STATUS UPDATE



Infrastructure Planning Team

Year 1 (2017 – 2018)



Objective and Tactic Year 1 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Make emergency repairs to the NWRWRF first stage screw pump station.	Obtain emergency repair quotes Review emergency repair quotes Finalize details with chosen contractor	2017	Year 1	In process - moved to Year 2 for final completion date
Review and revise completed report of structural health of all Village streets and develop a comprehensive replacement program	Obtain map of Village roads Integrate map into Village GIS system Outline improvements specific to Business Development District if approved	2018	Year 1	In process - moved to Year 2 for final completion date
Develop a Complete Streets Program	Review and revise report of structural health of all Village streets Include separate list of projects necessary within the Business Development District if approved	2018	Year 1	
Develop a sidewalk replacement and enhancement program	Research other area programs Develop and write program	2018	Year 1	In process - moved to Year 2 for final completion date
Construct North/South Sewer and Water System Interconnect	Complete final design Bid Project Implement	2019	Year 2	Year 2
Enhance signage and roadway markings to promote bikeability and walkability	Inventory signage Obtain funding Incorporate into GIS System Remove unnecessary signs and add new signs as determined	2019	Year 2	Year 2

Marketing Planning Team

Year 1 (2017 – 2018)

Objective and Tactic Year 1 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Develop Brand Style Guide	Review brand style guide examples Develop font guide, color guide and design guidelines Share and implement with Departments	2018	Year 1	
Develop a Village of Fox Lake Mobile Application for Android and iPhone	Develop mobile app Get mobile app on iTunes and Play Store Advertise mobile app Monitor number of subscribers	2018	Year 1	Android App Complete – iPhone in process moved to Year 2 for final completion date
Provide template to all Village Departments with new anchor logo to ensure a smooth transition of the brand	Review current templates provide template to all Departments Update documents when applicable Share and implement with Departments	2018	Year 1	In process - moved to Year 2 for final completion date
Review current marketing materials, social media platforms, and other forms of external communication and update with new anchor logo	Review all marketing materials Update marketing materials Review and update social media platforms	2019	Year 2	
Research various regional, state, and national marketing opportunities and determine feasibility	Research various marketing opportunities for municipalities Review feasibility of opportunities Implement recommend opportunities	2020	Year 3	Year 3
Review current signage, banners, uniforms and other items and update with new logo/anchor	Review signage and develop list of items that need updating Develop replacement list based on needs, exposure level, and budget Design all signage/banners/uniforms going forward with new logo/anchor	2022	Year 5	Year 5

Parks and Recreation Committee

Year 1 (2017 – 2018)

Objective and Tactic Year 1 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Complete a fee analysis of all Village Sponsored events and rentals	Analyze all program and rental fees Review pricing models in other communities	2018	Year 1	✓
Establish a new fee structure based on fee analysis	Develop pricing model based on current practices, area rates, and community abilities Bring to Village Board for approval Implement	2018	Year 1	✓
Increase sponsorship levels through business and agency partnerships	Develop new sponsorship packets with new levels based on new events Expand network for contacting	2018	Year 1	✓
Establish a Celebrate Fox Lake 501 (c) 3	Develop guidelines Complete application Submit to proper agencies	2018	Year 1	Year 2
Increase public safety by installing surveillance cameras at all Village Parks	Work with Technology Committee to review camera capabilities Implement	2018	Year 1	Year 2
Increase sponsorships from external stakeholders	Develop new sponsorship packets with new levels based on new events Expand network for contacting	2018	Year 1	✓
Develop Volunteer and Internship Program	Produce internship guide / requirements/ anticipated tasks Reach out to area universities Establish program for each semester and / or summer	2018	Year 1	Year 2
Increase marketing of events, buildings, and parks	Develop Event Marketing Plan form Work with Marketing Committee to implement requested marketing items	2018	Year 1	✓

Economic Development Planning Team



Year 1 (2017 – 2018)

Objective and Tactic Year 1 Progress

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Increase marketing and funding model for façade improvement program to local area businesses	Development marketing plan Re-create marketing materials Send to all businesses	2018	Year 1	✓
Develop and implement design standards for potential development and developers	Review current guidelines Review other community guidelines Bring to Committee/Board Implement	2018	Year 1	✓
Conduct a Business Development District analysis of targeted areas inclusive of Route 12 and Downtown Fox Lake	Release RFP for services Select Consultant Complete Eligibility Study	2018	Year 1	✓
Implement recommend results from BDD analysis	Implement Business Development District Develop project priority listing	2018	Year 1	✓
Updated sign and code ordinances to encourage natural beauty and safe practices while remaining business and resident friendly	Review current guidelines Review other community guidelines Bring to Committee/Board Implement	2018	Year 1	✓
Create a standard and implementation guide for business incentives	Review current practices Review other community standards Create document / policy Implement	2019	Year 2	Year 2
Review options for grants and alternative methods of funding	Research funding opportunities Apply for opportunities as they become available	2020	Year 3	Year 3
Review and analyze Metra station, downtown and Village wide parking strengths and weaknesses	Complete parking study Implement recommendations	2020	Year 4	Year 4
Develop partnerships to enhance beautification and safety along Route 12	Review current partnerships Determine partnerships needed	2025	Year 5	Year 5
Increase beautification, walkability, bikeability, and branding within downtown	Review current status Develop plan for enhancement Implement	2022	Year 5	Year 5
Continue to develop a focus on the arts as a form of beautification and creative economy	Review current programs Develop Summer Art Series Market Program Implement	2022	Year 5	Year 5

Technology Planning Team



Year 1 (2017 – 2018)
Objective and Tactic Year 1 Progress

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Increase utilization of GIS across all Village Departments.	Review current usage. Purchase additional IPADS to enhance usage. Increase utilization within all departments, in particular, Public Works.	2018	Year 1	
Create and implement a multi-year replacement and upgrade program based on current technology assets.	Review current technology assets. Determine replacement length, timeframe, determining factor for replacement. Develop list. Implement and replace on an annual basis.	2018	Year 1	
Continue to evaluate and review reverse 911 and Nixle Operations	Review current Nixle procedures. Develop policies and procedures. Implement policies and procedures.	2018	Year 1	In process - moved to Year 2 for final completion date
Purchase a new Village wide telephone system.	Review departmental needs. Develop request for proposal. Issue RFP and adhere to purchasing policy. Select, present to Board for approval. Implement.	2018	Year 1	In process - moved to Year 2 for final completion date
Analyze and review security camera systems for all Village wide buildings, property, and parks.	Review current systems. Research and determine cameras and implement needs. Implement and maintain cameras and camera systems.	2018	Year 1	In process - moved to Year 2 for final completion date
Review current programs, software, and equipment for effectiveness.	Review current programs, software, and equipment. Work with departments to determine needs. Determine feasibility of needs. Implement needs.	2021	Year 4	Year 4
Continue to monitor current infrastructure and technology for daily and long-term effectiveness.	Research various technology opportunities for municipalities. Review feasibility of opportunities. Implement recommend opportunities.	2020	Year 5	Year 5

Communications / Public Outreach Planning Team

Year 1 (2017 – 2018)

Objective and Tactic Year 1 Progress Report

Tactics	Steps to Accomplish	Target Accomplishment Date	Year of Strategic Plan	Status of Tactic
Review current social media platform use, and determine how to best utilize the various platforms	Review all social media platform usage. Implement strategy for communication information on platforms. Develop tool for departments to provide information.	2018	Year 1	
Develop a Village wide e-newsletter	Purchase e-newsletter platform. Design e-newsletter. Develop plan to gather subscribers. Implement and grow as determined necessary.	2018	Year 1	
Establish a Bi-annual Supervisor meeting to update supervisors and key personnel about departmental projects	Provide memo to Department Heads. Develop planning team. Present to all staff in September 2017 and again early 2018.	2018	Year 1	First Bi-annual Supervisor meeting was held, switching schedule for January and June – making Year 2 completion date
Develop a customer service program for all front desk staff that is measureable, and obtainable	Review departmental customer service needs. Develop customer service program. Develop customer satisfaction survey that is inclusive of the customer service program.	2019	Year 2	Year 2
Research the feasibility of a Customer Relationship Management software program	Research Customer Relationship Management software. Review programs with current customer relationship management practices to determine feasibility. Implement.	2020	Year 3	Year 3
Research various see, click, fix programs and applications and implement based on feasibility	Research see, click, fix programs and applications. Review programs with current practices to determine feasibility. Implement.	2021	Year 4	Year 4
Research current trends in communications and apply knowledge gathered to Village of Fox Lake efforts	Research various communications and public outreach opportunities for municipalities. Review feasibility of opportunities. Implement recommend opportunities.	2020	Year 5	Year 5