



## 2018-2020 Village of Glen Ellyn Strategic Plan CY 18 - Q2

7/16/2018

TOTAL COMPLETE/ON TARGET = 0/59

**KEY:**

- Green: On-Track - no issues likely to affect project scope, schedule, and or budget. Successful project completion is expected. X indicates completion.
- Yellow: At-risk - known or potential issues are likely to affect project scope, schedule and/or budget. Successful projection completion still achievable.
- Red: Critical - significant unresolved issues impacts project scope, schedule &/or budget. Successful project completion unlikely w/o changes or resources
- Blue: Highest priority Initiatives of Village Board

### 2018-2020 Village Strategic Issues and Critical Goals

	Strategic Issue I: <b>INFRASTRUCTURE</b> . Invest in infrastructure to meet key needs, including downtown accessibility, Village facilities, streets, utility, and technology improvements.	On Track	Complete	Notes
I-1	Evaluate and implement pedestrian and vehicular traffic improvements in and around the community.			Taylor Street Ped underpass, Park Blvd, Lake Ellyn improvements, Taft and Lambert, etc. proceeding ahead
I-2	Develop an implementation strategy to invest in Village facilities.			Police Station Complete, Civic Center planned, Forest Preserve building coming on line by January 1
I-3	Develop and continuously review the 5-year Capital Improvement Plan (CIP) and monitor and enhance funding options as necessary to execute plan.			Preparing for August VB Workshop
I-4	Improve downtown infrastructure including pedestrian accessibility and parking improvements to encourage more pedestrian activity, outdoor dining, and enhance special event space in the CBD to spur future private investment.			Streetscape and Parking plans proceeding ahead
	Strategic Issue II: <b>ECONOMIC DEVELOPMENT</b> . Engage in progressive and proactive economic development to attract and retain key businesses to foster a vibrant business community by strategically increasing the Village's footprint, adding housing variety and increasing downtown commercial growth and residential density.	On Track	Complete	Notes
II-1	Implement strategic plan for Economic Development that focuses on overall commercial vitality, EAV growth and sales tax growth.			Pete's Fresh Market, Giesche, move ahead; McChensey and Fresh Market needs attention
II-2	Update Comprehensive Plan to assist in guiding future development, revise codes and regulations that inhibit commercial development and business retention, and continue to make the approval process more user friendly.			Kickoff meeting scheduled and 9 month plan is in place
II-3	Review and consider annexation opportunities to increase the tax base, control future development, share costs of infrastructure, and provide and protect high quality of life for neighborhoods.			Various annexation projects are proceeding along: Swift Rd.; Hill Ave.; and Highland on on the horizon
II-4	In partnership with our local business-oriented agencies, continue to provide progressive and proactive efforts to recruit new businesses and retain current business by creating a favorable, welcoming climate for all businesses.			New restuarnts will continue to come on line; other businesses have interest; Alliance and Chamber summer events help create the right climate
	Strategic Issue III: <b>COMMUNICATIONS AND ENGAGEMENT</b> : Communicate, inform, engage, and involve the community and volunteers to support and act on the Village's high priority needs and opportunities.	On Track	Complete	Notes



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III-1	Develop and utilize a comprehensive communications plan to educate and inform the community and continue to implement a management strategy that mandates responsiveness and convenience.			Plan is in place including social media and other tools; community survey being utilized regularly.	
III-2	Utilize multiple communication tools to ensure the Village is engaged with residents, businesses, and intergovernmental partners.			Continue to find new ways to engage stakeholders	
III-3	Communicate the strategic plan and priorities and ensure the Village Board and Boards and Commissions are aligned.			Quarterly updates on website.	
III-4	Recruit and identify meaningful roles for volunteers.			More formal communication plan to volunteers, Village President meets with chairs a few times a year.	
<b>VISION-GOALS</b>	<b>Strategic Issue IV: FINANCIAL SUSTAINABILITY. Grow revenue and focus spending in line with anticipated resources to meet the highest priority needs and maintain the Village's AAA bond rating.</b>	<b>On Track</b>	<b>Complete</b>	<b>Notes</b>	
VI-1	Evaluate new revenue concepts and cost controls that continue to deliver high quality services and necessary capital investment.			Evaluating contracts: EMS, Refuse, water rates; Evaluating revenue options: Food and Beverage Tax, storm water fee, and building permit fees	
VI-2	Complete financial monitoring including annual audits, five-year forecast, CIP, and Scorecard as appropriate to maintain long-term financial stability.			Continues annually	
VI-3	Review staffing allocations and create succession plans for all departments focused on talent development/management and protecting the greatest asset in the organization: employees.			Internal review is under way in all departments	
<b>VISION-GOALS</b>	<b>Strategic Issue V: Village Links/Reserve 22 mission is to enhance the quality of life in Glen Ellyn by offering outstanding recreational and dining opportunities, while providing storm water protection, at no costs to the taxpayer.</b>	<b>On Track</b>	<b>Complete</b>	<b>Notes</b>	
V-1	Develop and implement business goals and growth options to maximize profits without sacrificing overall quality or resident/community benefits.			Challenging weather year, profits down, need strong 2nd half.	
V-2	Reposition Reserve 22 with renewed focus on quality and consistent food and service.			New Management team on board and driving results.	
V-3	Sustain the financial stability of the business through capital planning and cash reserve policies.			Cash reserve policy recommended, dinner improvement approved, challenging golf year.	
V-4	Develop a comprehensive marketing plan and ensure communication and alignment between Recreation Commission and Village Board.			New Marketing Strategist executing new plan.	



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**2018-2020 Village Strategic Issues and Action Plan**



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**TOTAL COMPLETE/ON TARGET = 0/59**

**Strategic Issue I: INFRASTRUCTURE. Invest in infrastructure to meet key needs, including downtown accessibility, Village facilities, streets, utility, and technology improvements.**

Goal #	Action Steps	On track	Complete	Comments	Dept.
I-1a	Construct the pedestrian underpass on Taylor St. by December 2018.			Project scheduled this fall.	PW/ Admin
I-1b	Complete Phase I engineering design and submit grants for the pedestrian tunnel and renovated or new train station by January 1, 2019.			Team selected 18 month process to finalize design and identify funding sources. CMAQ application is due January 2019.	P&D/ PW/ Admin
I-1c	Design and construct Roosevelt Rd. access improvements for the Baker Hill shopping center as well as improved access south of Roosevelt Rd by December 2019.			Finalizing IDOT submittal, design in fall, spring construction ideally.	PW/ Admin
I-2a	Complete the renovations of the Civic Center including overseeing the Innovation DuPage build-out on time and on budget <b>by April 2019.</b>			Expected the GMP by end of July. Construction set to begin in August. Delayed due to HVAC issues.	All
I-2b	Build out the salt dome space at the Forest Preserve Building and facilitate the McKee House Preservation group on plans to save this historic structure by April 2019.			Expecting Forest Preserve to move out by January 1; prepare building for winter 2019/20	PW/ Admin
I-2c	Complete and monitor GWA infrastructure projects including Combined Heat and Power (CHP) and Facilities Improvement Project (FIP) by November 2019.			CHP completed, but monitoring is ongoing. Phase I of Facility Project substantially completed by April 2018; Phase II by November 2019.	PW
I-2d	Update the annual facilities plan that ensures annual investment in Village facilities including Fire Stations, Police Station, Public Works, Village Links, and History Center by December 2018.			In process...August 2018 Workshop.	Admin
I-3a	Execute the Capital Improvement Plan (CIP) including IT improvements, facility improvements, and equipment replacement by Jan. 1, 2019.			Reoccurring annually.	All
I-3b	Develop and begin to implement the Roosevelt Road water main replacement project by November 2019.			Phase I (Nicoll Way to IL-53) Engineering Underway, Phase I Construction in 2018	PW
I-4a	Design and update utility and streetscape improvements in CBD to enhance critical commercial area to allow further private investment and improve quality of life by December 2019.			CBD Utility Study In Progress, VB board set budget of at minimum \$10.5M for project; evaluating funding options and 10-year capital plan	PW/Admin
I-4b	Evaluate parking garage alternatives as well as economic development partnerships that would increase parking in the downtown by October 2019.			Site identified, RFQ distributed by end of July; funding plan supported by VB.	P&D/ Admin
I-4c	Execute implementation of the Village way finding plan by October, 2019.			RFP to be issued and contracted selected by June 1. Phase I is planned for fall 2018 focused on	P&D/PW
				<b>TOTAL COMPLETE/ON TARGET=TOTAL: 12</b>	

**Strategic Issue II: ECONOMIC DEVELOPMENT. Engage in progressive and proactive economic development to attract and retain key businesses to foster a vibrant business community by strategically increasing the Village's footprint, adding housing variety and increasing downtown commercial growth and residential density.**

Goal #	Action Steps	On track	Complete	Comments	Dept.
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II-1a	Focus on key development sites in the CBD and move forward with Giesche and McChesney sites and other underutilized parcels by December 31, 2018.			Preliminary plans for Giesche have been received. Developer has purchased property and working on final plans. No update on McChesney	P&D/ Admin
II-1b	Review plans and work with Pete's Fresh Market to ensure their project is completed by February 2019.			Plans approved by Village, permitting in process.	P&D/ Admin
II-1c	Execute the Economic Development plan including TIF promotion, Awards program, business retention, as well as market village events, business education opportunities and available sites and monitor annually by December 31, 2018.			Efforts continue on all fronts; business recruitment and retention efforts focused on award program, TIF Districts promotion, and development review....	P&D/ Admin
II-2a	Engage the community in a process and update the Village's Comprehensive Plan by May 2019.			Kickoff meeting scheduled for July 19 (9 month process expected.)	P&D
II-2b	Implement an online building permit system to provide customer flexibility and improved service by September 1, 2018.			Staffing issues have delayed this project	P&D
II-2c	Review and modify zoning code, sign code, building codes, and ARC guidelines to create more flexibility for businesses by November 1, 2018.			Zoning Code modifications approved by VB; Sign Codes to be finalized in fall 2018, building and ARC codes scheduled for later this year.	P&D
II-3a	Embrace residential and commercial annexation opportunities: * Finalize the annexation of the industrial properties on the north side of Hill Ave. <b>by Spetember 1, 2018.</b> *Finalize the annexation of DuPage Forest Preserve between Crescent and St. Charles by March 1, 2018.- Complete *Finalize the annexation of the development on Swift Rd. through the existing pre-annexation agreement by August 1, 2019. *Continue to pursue annexation on Cumnor, Acorn and Fairway by October, 2018. * Continue to pursue annexation of areas near GWA <b>by March, 2019.</b>			Hill Ave. should be finalized in August on north side of street, south side may take longer; St. Charles Forest Preserve approved by VB; Swift Rd. is moving forward; Cumnor/Acorn is waiting on neighborhood feedback; GWA on hold temporarily.	P&D/ Admin
II-4a	Grow business relationships with economic development partners, including but not limited to, Alliance of Downtown Glen Ellyn, Glen Ellyn Chamber of Commerce, Choose DuPage, College of DuPage, Glen Ellyn Public Library, DuPage Convention, and Visitors Bureau. Ongoing.			Assist with events, Innovation DuPage, marketing and communications, support COD initiatives....	P&D/ Admin
II-4b	Develop a plan to include the new Innovation DuPage in our business recruitment and retention efforts <b>by January 2019 and implement plan by April 2019</b>			Delay due to building issues...	Admin
II-4c	Consider including additional green space (plaza/pocket parks/fire pits), sidewalk cafes, a sound system, improved alleys and parking lots, and enhanced lighting in the CBD as part of the streetscape improvements being considered by October 2018.			CBD Utility Study In Progress, Will be included in Streetscape Plan	Admin/ PW
II-4d	Partner with the Chamber and the Alliance on opportunities to encourage CBD businesses to extend hours by increasing pedestrian traffic and customers through special events and activities. Ongoing.			Events and new restaurants and retail shops are achieving that goal, slowly.	P&D/ Admin
II-4e	Monitor and promote a balanced approach to meeting the parking needs of the community and work with the business community to educate and collaborate on solutions by November 2018.			Short term parking ideas such as signage, private use, valet parking, and enforcement modifications were all considered and being implemented or futhered studied.	Admin/Police/Fin
				<b>TOTAL COMPLETE/ON TARGET=TOTAL: 12</b>	

**Strategic Issue III: COMMUNICATIONS AND ENGAGEMENT. Communicate with, educate and involve the community and volunteers to support and act on the Village's high priority needs and opportunities.**



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Goal #	Action Steps	On track	Complete	Comments	Dept.
III-1a	Educate and promote the community survey as part of the strategic planning process by March 2018.		X	Survey completed in October 2017.	Admin
III-1b	Conduct emergency preparedness drill annually in the new EOC and continue to promote Reverse 911 system, radio station, cable station for emergency communication. Auguat Drill			Scheduling an internal exercise for late summer.	PD/ Admin
III-1c	Continue philosophy that all customers are responded to by the village within two business days with an acknowledgement of their request. -Ongoing			Ongoing. Periodic review in place...	All
III-1d	Develop an annual joint marketing plan with the Chamber and Alliance focused on special event promotion annually by end of February.			Reoccurs annually.	Admin
III-2a	Increase customer convenience, interaction, and improve transparency by enhancing the functionality of the Village website <b>by May 2019.</b>			RFP to go out this month and recommendation to VB in August.	Admin
III-2b	Monitor the success of the PW service request system and evaluate alternatives for other departments to utilize by December 2018.			Admin to lead this effort with Finance, Proeprty Maintenance, and Police Records.	Admin/PW
III-2c	Continue to evaluate and increase opportunities for partnership with intergovernmental entities. Ongoing			COD: ID, Culinary Partnership Village Links; Park District: reviewing property ownership, capital projects; Library: capital projects, financial support; Schools: Space needs assistance, HS capital and parking collaboration; IGA with SD 41 for water main; Lombard IGA with Hill Ave. water main proeject	Admin
III-2d	Enhance social media presence and cable channel utilization as communication tools <b>by July 2019.</b>			Village is using various social media platforms effectively for the last year	Admin
III-3a	Communicate the 2018-20 Strategic Plan and incorporate goals into the annual budget process -Ongoing.		X		Admin
III-4a	Encourage voter turnout by promoting Town Hall Meetings and the election process by October 2018.			Working with Civic Betterment Party to promote activities as appropriatet.	Admin
III-4b	Continue to educate potential commissioners and recruit volunteers for meaningful roles on Boards and Commissions and work with the Alliance and Chamber to foster volunteerism for special events by May 1, 2018.			Reoccurring annually.	Admin
III-4c	Continue to be responsive and adapt to elected officials requests for information and involvement. Ongoing				Admin
				<b>TOTAL COMPLETE/ON TARGET=TOTAL: 12</b>	



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**Strategic Issue IV: FINANCIAL SUSTAINABILITY. Grow revenue and focus spending in line with anticipated resources to meet the highest priority needs and maintain the Village's AAA bond rating. Evaluate the feasibility of consolidating operations, services, procedures, and common tasks within and across departments and explore cost sharing partnerships with intergovernmental groups and recommend**

Goal IV	Action Steps	On track	Complete	Comments	Dept.
IV-1a	Monitor state budget impacts and identify new revenue sources and grant opportunities to address budget shortfalls including HRST increase and potential new revenues to address capital projects by November 2018.			Home Rule increase agreed to in 2018 budget, other revenue sources being considered for capital funding. Fees/Fines completed and being implemented. Food and Beverage tax for capital projects being considered.	All
IV-1b	Evaluate the feasibility of consolidating operations, services, procedures, and common tasks within and across departments and explore cost sharing partnerships with intergovernmental groups and recommend changes as part of budget process annually in October.			Reoccurring annually.	All
IV-1c	Periodically adjust Village fees and fines to be commensurate with the cost of providing services by establishing gradual and appropriate increases in line with other communities by October 2018.			Building Permit, Parking, Business registration, parking fines, and other fees/fines being considered and implemented.	All
IV-1d	Evaluate opportunities to utilize technology to consolidate functions, streamline work processes, and deliver services more efficiently by December 2018.				All
IV-1e	Automate the Accounts Payable process <b>by December 2018.</b>			Budgeted for and installing necessary software, pilot program in 2018 Q2.	Finance/ Admin
IV-2a	Develop a five-year Capital Improvement Plan (CIP) to guide future capital investment and present to Village Board as part of annual budget process annually by August 2018.			Reoccurring annually.	Finance/ Admin
IV-2b	Complete annual five year forecast by October 2018.			Reoccurring annually.	Finance
IV-2c	Complete the Financial Scorecard by August 2019.			Scheduled for next year....	Finance
IV-2d	Receive the budget and audit awards from GFOA by October 1, 2018.			Reoccurring annually.	Finance
IV-2e	Review reserve policy for all funds by May 2018.			Completed General Fund, W&S and Links/Reserve 22 are being evaluated. Scheduled for approval in July	Finance
IV-3a	Create succession plans in all departments and continually review staffing allocation and needs. - Ongoing		Ongoing	Discussing internally.	All
IV-3b	Foster training, continuing education, skill development, and cross-training for personnel by October 1, 2018.		Ongoing		All
				<b>TOTAL COMPLETE/ON TARGET=TOTAL: 12</b>	



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**Strategic Issue V: Village Links/Reserve 22 mission is to enhance the quality of life in Glen Ellyn by offering outstanding recreational and dining opportunities, while providing storm water protection, at no costs to the taxpayer.**

Goal V	Action Steps	On Track	Complete	Comments	Dept.
V-1a	<p>Generate profit to cover annual debt, execute CIP targets, build cash reserves, and meet financial goals at the Village Links/Reserve 22 by January 1, 2018:</p> <ul style="list-style-type: none"> <li>• Operating Revenues at \$3M in Golf; and \$2.5M in Food &amp; Beverage including \$700K in banquet sales</li> <li>• Overall Operating Profits at 18% of Revenues, to cover debt, capital projects, and maintain adequate cash reserves.</li> <li>• Guest Satisfaction Rating at 4 or above, measured by online reviews, customer satisfaction rating cards, and Secret Shopper program</li> </ul>			Challenging start to the year with weather; Need strong second half of the year to meet goals.	Village Links-Reserve 22
V-1b	Review reserve policy, future capital projects and determine a timeframe for possible short-term investments in the facility by May, 2018.		X	Dinning Room Renovation moving forward	Admin/Village Links-Reserve 23
V-1c	Evaluate catering and take-out programs as way to grow business by December 2018.				Village Links-Reserve 24
V-1d	Develop a sales & marketing team to maximize capacity of banquet business, with a goal of reaching \$1M in banquet sales by December 2020.				Admin/Village Links-Reserve 23
V-2a	Review and modify staffing structure and hire Executive Chef and Restaurant Manager to improve upon employee retention, employee training, and build a quality staff to implement business plan starting in March 1, 2018.		X	Exec Chef hired on January 5, 2018. Restaurant Manager hired on April 18, 2018	Admin/Village Links-Reserve 24
V-2b	Provide consistent service and a creative culinary experience by May 1, 2018.		X	Relaunch the restaurant this spring with new Chef and staff. PR campaign forthcoming	Village Links-Reserve 27
V-3a	Develop a 10-year Capital Improvement Plan that prioritizes potential renovations including clubhouse, patio and/or pavilion enhancements by October 2018.			Reviewed with Rec Commission in April.	Village Links-Reserve 28
V-3b	Evaluate kitchen needs and options to consider potential to renovate/expand business options by December 2018.			On hold, cost concerns and focused on dinner room renovation.	Village Links-Reserve 29
V-3c	Execute a renovation of the Reserve 22 Dining Room by August, 2018.		X	Scheduled for discussion with VB in May	Village Links-Reserve 30
V-4a	Develop a communication process to keep Recreation Commission informed and engaged on project progress and provide quarterly reports to the Village Board starting in April 1, 2018		X	Ongoing	Admin/Village Links-Reserve 24
V-4b	Execute a Marketing Plan which accomplishes maximum exposure/branding of the Village Links and Reserve 22 while generating new avenues of growth by May 2018.			Hiring Marketing Manager by June 1.	Admin/Village Links-Reserve 25
V-4c	Monitor and coordinate customer feedback system including Secret Shopper and Comment Cards and achieve goal of over 4 to be reviewed monthly with Recreation Commission. Monthly		X		Admin/Village Links-Reserve 26
				<b>TOTAL COMPLETE/ON TARGET=TOTAL: 12</b>	