

**Village of Clinton Strategic Plan**

**Vision:** The Village of Clinton shall be a safe, family oriented, attractive “small town” with active and diverse business services; residential areas; employers and jobs; quality government services and facilities; and a sense of history and focus on the future.

**Strategies:**

1. Provide effective governance of the Village consistent with the Vision, Mission and Value Statements.
2. Provide quality Village services and facilities.
3. Maintain and enhance the Main Street business area.
4. Retain and attract diverse employers; business services; and residences.
5. Provide and encourage facilities, services and programs that preserve and enhance the history, attractiveness, livability, and future of the Village.

**Action Plan:** The action plan is organized by the strategies. This is a five (5) year action plan (2013-2017). The action plan recognizes the fiscal and human resources of the Village. Thus the action plan includes a limited number of items under each strategy. Actions should only be included if there is a reasonable possibility they can be accomplished. The Village Board and Administrator should determine the relative priority and scheduling of the items over the five year period.

**Village of Clinton Strategic Plan**  
**Action Plan for Implementation of Strategies**

**#1 STRATEGY: Provide effective Governance of the Village consistent with the Vision, Mission and Value Statements.**

**ACTIONS**

1. Implement the attached Mission Statement and Values Statement for elected officials; committees; and staff.
2. Implement this five (5) year Strategic Plan.
3. Update this Plan every three (3) years and report on progress annually.
4. Implement a citizen communication system designed to keep citizens informed and encourage citizen participation using technology as appropriate.
5. Over the next five (5) years limit general fund borrowing to meet the Board's policy of 50% of the debt limit.
6. Review the committee structure for effectiveness and consistency with Strategic Plan.
7. Schedule meetings with the School Board, Fire District and Town Boards to ensure open communication.
8. Encourage citizen input and participation.

**#2 STRATEGY: Provide quality Village services and facilities.**

**ACTIONS**

1. Each year utilizing appropriate professional assistance systematically conduct a review of one of the Village's major operations (Police, Water, Sewer, General Public Works, Library) to ensure they are meeting community needs; set performance standards; ensure they are effective; and operating consistent with Village Board priorities.
2. Utilizing professional assistance as appropriate evaluate the adequacy of Village facilities (Police, Library, Public Works, Administration, Parks) and prepare a twenty (20) year plan for the future.
3. Develop and implement a five (5) year fiscal strategy to address and resolve the significant financial issues in the Water and Sewer utilities.
4. Develop and implement a five (5) year capital program for all Village operations and facilities consistent with the Village's fiscal resources. Use professional cost estimates for any projects included
5. Implement the five (5) year Capital Program starting projects in years three (3) thru five (5) due to financial constraints.
6. Seek governmental and foundation grants; volunteer support; and public-private partnerships.
7. Review the status of TID # 4 on an annual basis.

**#3 STRATEGY: Maintain and enhance the Main Street business area.**

**ACTIONS**

1. Conduct a meeting of all area property and business owners to ensure open communication and input.
2. Utilizing appropriate professional assistance and limited TID #4 funds develop a plan that sets boundaries for the area; inventories properties; identifies planned land uses; creates a façade

and property maintenance plan; identifies potential fiscal resources and develops a marketing strategy for the reuse of specific vacant and underutilized properties such as the old middle school (privately owned).

3. Implement the plan by targeting Village resources; enforcing ordinances; seeking grants and public-private partnerships; and utilizing limited TID #4 resources in the latter years.

**#4 STRATEGY: Retain and attract diverse employers; business services; and residences.**

**ACTIONS**

1. Conduct a meeting of all Industrial Park property and business owners to ensure open communication and input.
2. Develop and implement a plan for any improvements to the existing Industrial Park that are identified.
3. Utilizing appropriate professional assistance evaluate the need and fiscal feasibility of a new Business/Industrial Park
4. Develop a marketing approach and materials for the Village and for vacant commercial sites to attract new employers; business services; and residences to the community.
5. Establish a Village Government liaison to the Chamber of Commerce and involve them in both this strategy and the Main Street strategy.

**#5 STRATEGY: Provide and encourage facilities, services, and programs that preserve and enhance the history, attractiveness, livability, and future of the Village.**

**ACTIONS**

1. Review current ordinances concerning property maintenance and upkeep; revise as appropriate; and actively enforce them utilizing a specifically designated and trained Police Officer.
2. If feasible, implement an Adopt a Park program for community groups similar to the Adopt a Plot program.
3. If feasible, implement a community garden.
4. Encourage and support community wide festivals and parks to support private recreation programs.
5. Implement a fiscally prudent Ash Borer removal program and seek private funding for tree replacement.
6. Explore the feasibility of the Beloit or Janesville YMCAs or Boys-Girls clubs; school district; or private organizations providing youth programming in Clinton.
7. Encourage the Library to provide multi-cultural and Hispanic materials and programs.
8. Evaluate the need for sanitary facilities at Heldt Paulsen Park.
9. Seek grant funding for the restoration of the historic water tower.

## **I. Mission Statement for Village Government**

With fairness; openness to all; cooperation; integrity; and a focus on the future, the Village Board and staff will preserve the small town atmosphere of the Village by providing quality Village services and facilities while protecting the historical character of the Village; and encouraging planned business and residential diversity; retention and growth.

## **II. Value Statements for the Village Government**

Village Board members and staff will exhibit these values in the conduct of Village business.

- All citizens and businesses will be treated with respect and courtesy. Their concerns will be addressed in a timely manner.
- Village ordinances will be enforced fairly and uniformly.
- Communication with each other and the community will be encouraged, open and full.
- Honesty, integrity, and the best interests of the Village will govern all decisions and actions.
- Cooperation with each other, residents, businesses, and other governments/school district will be the standard.
- Village resources will be used effectively and only for Village purposes.