



# **GREATER FREEPORT PARTNERSHIP 2019 STRATEGIC PLAN**



## Strategic Planning Background

The Greater Freeport Partnership (Partnership) initiated its first strategic planning process in August of 2018. The planning process included preparation, plan creation, implementation and follow-up.

The preparation phase incorporated discussions of aspirations and concerns, a review of previous community and economic development plans, selective market research and an online survey of board, staff and community volunteers in the planning task force.

The planning task force's assignment was to:

- Complete a 10-year vision.
- Finalize a recommended mission statement.
- Identify major gaps between the current situation in 2018 and the 10-year goal.
- Develop 3-5-year long range, strategic goals.

With the process complete, the plan was presented to the full Board on November 28<sup>th</sup>, 2018. With approval, the Board and Staff will begin to implement the strategic plan. The Board of Directors role will be to provide guidance and broad oversight of the plan's implementation.

## **Mission Statement**

The Greater Freeport Partnership is the place where organizations and people unite to advocate for the region, drive economic growth and champion a talented, workforce ready community.

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## **Values, from Collaborate Freeport**

### **Freeport and Stephenson County**

- Art, Design and Culture
- Diversity in all Forms
- Hard Work and an Entrepreneurial Spirit
- The Outdoor Experience
  - Giving Back
  - Always Learning

## Vision 2029

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In 2029 the Partnership is celebrated for their inclusion and collaboration with the diverse communities of Greater Freeport. We are well known as:

- The chief advocates of Freeport and Stephenson County as a great and safe place for all ages to live, work and play.
- The workforce development leader effectively identifying needs and linking the public and private sector. Businesses make the Partnership their first stop in seeking help to recruit and retain employees.
- The repository for business and economic development information; a resource for businesses to find answers and creative approaches to grow their business.
- The driver of revitalization and development of the area's retail scene, outdoor activities, and community events championing the idea that people want to come to Greater Freeport to visit, shop, eat and stay.

## 2019-2021 Strategic Goals

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1. Assess and align government, nonprofit and educational efforts into a cohesive plan of measurable programs and services that address current and future workforce needs.
2. Develop and implement a broad-based Stephenson County marketing and promotion plan.
3. Capture the development and implementation of a county-wide, local business economic educational program to increase their long-term success rate.
4. In collaboration with the public and private sector, develop and implement a plan to improve the aesthetics of the corridors leading into Freeport including wayfinding signage directing visitors to the downtown retail area. Orchestrate enhancements to downtown Freeport's image creating more local pride and favorable first impressions.
5. Build the Partnership's capacity to be the resource of business and economic development information. Analyze and distribute relevant data to businesses, developers and consultants.
6. The Partnership board of directors, committees and staff, in its composition and practices, will reflect the diversity of the area it serves.