STRATEGIC PLANNING WORKSHOPS

JUNE 2023

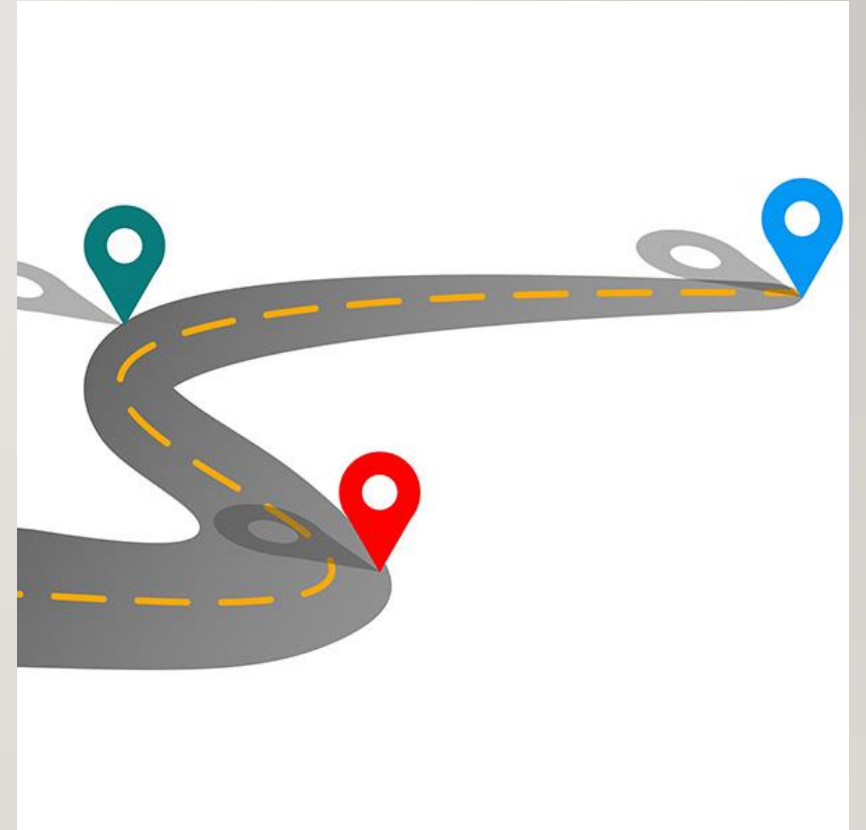WHY ARE YOU HERE?
INVITATION TO PARTICIPATE!

OUR ROAD MAP FOR THE FUTURE?

Purpose Statement: The purpose of this strategic plan is to envision and outline a roadmap for the future development of Boulder Junction, Wisconsin as a thriving regional tourist destination. This plan aims to harness the community's unique natural beauty, heritage, and recreational opportunities to attract visitors, stimulate economic growth, and enhance the overall quality of life for residents and visitors alike.
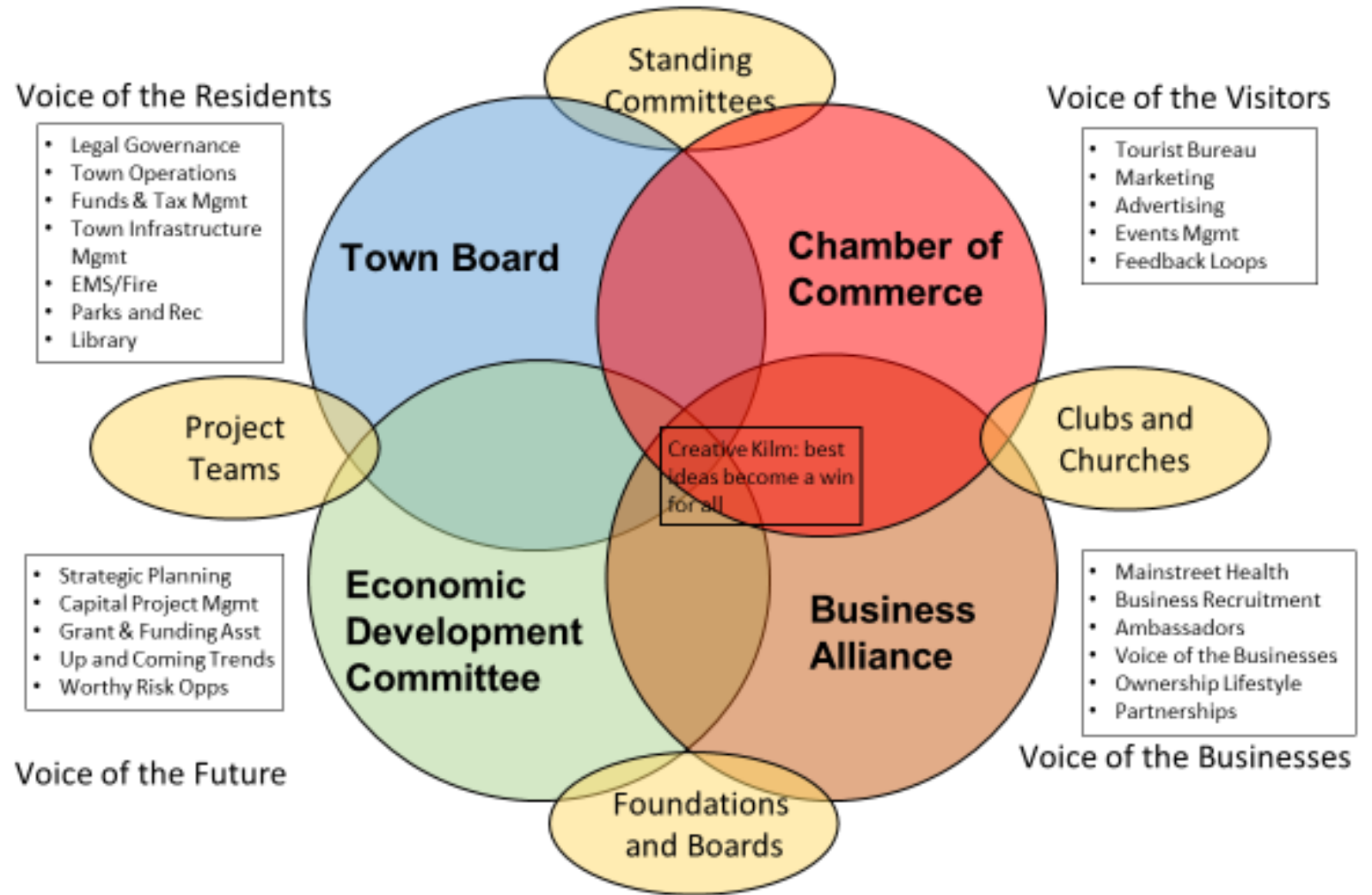
WHAT IS OUR GOAL?

Goal Statement: The goal of this strategic plan is to position Boulder Junction as a premier outdoor recreation destination within the next five years. By leveraging the community's distinct natural resources, recreational offerings, and local charm, we aim to attract a diverse range of visitors, foster sustainable economic development, and create a welcoming environment that celebrates our heritage while embracing innovation. This plan will guide the community in implementing strategic initiatives and partnerships that enhance tourism infrastructure, promote local businesses, and showcase Boulder Junction as an alluring year-round destination for travelers and residents seeking authentic experiences and memorable adventures.

STAKEHOLDERS AND COMMUNICATION

Moving Boulder Junction Forward

Voice of the Residents

- Legal Governance
- Town Operations
- Funds & Tax Mgmt
- Town Infrastructure Mgmt
- EMS/Fire
- Parks and Rec
- Library

Voice of the Visitors

- Tourist Bureau
- Marketing
- Advertising
- Events Mgmt
- Feedback Loops

Voice of the Future

- Strategic Planning
- Capital Project Mgmt
- Grant & Funding Asst
- Up and Coming Trends
- Worthy Risk Opps

Voice of the Businesses

- Mainstreet Health
- Business Recruitment
- Ambassadors
- Voice of the Businesses
- Ownership Lifestyle
- Partnerships

Standing Committees

Town Board

Chamber of Commerce

Project Teams

Clubs and Churches

Creative Kilm: best ideas become a win for all

Economic Development Committee

Business Alliance

Foundations and Boards

WHAT WE ARE THINKING

Contents

- Vision
- SWOT
- Communication Matrix
- **Town Board and Clerk's Office**
- **Library**
- **Public Safety (Fire and Police)**
- **Chamber of Commerce**
- **Business Alliance**
- **Parks and Recreation**
- **Economic Development**
- **Public Works**
- **Economic Development**
- **Clubs and Churches**
- Action Plan
- Implementation and Success Metrics

CONTENT BY CHAPTER
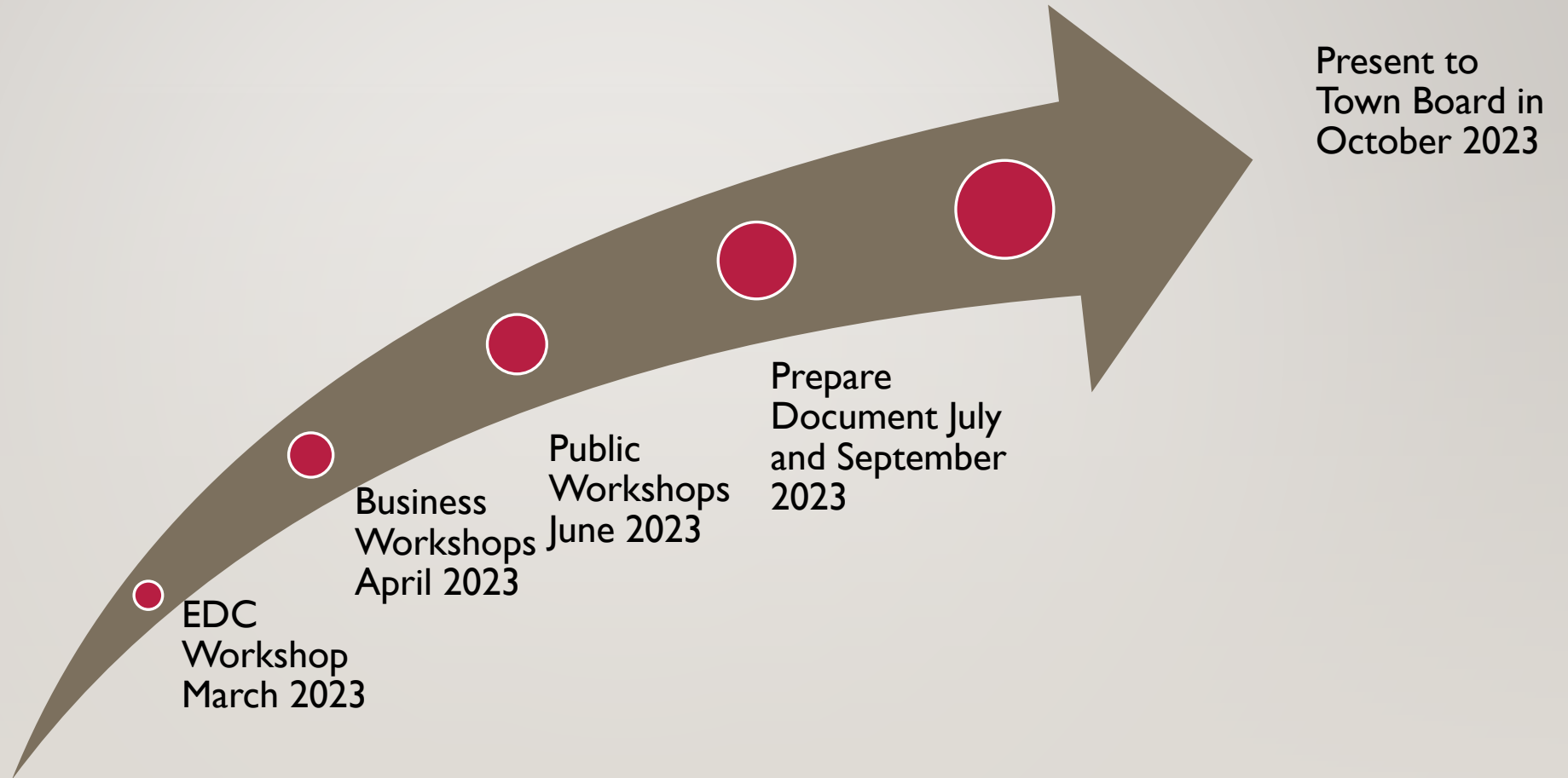## "OUR CHANCE TO TELL OUR STORY"

- Introduction/History

- Mission Statement

- Objectives

- Needs Assessment

- Priorities

- Budget

- Performance Metrics

SCHEDULE

EDC Workshop March 2023

Business Workshops April 2023

Public Workshops June 2023

Prepare Document July and September 2023

Present to Town Board in October 2023

THE EXERCISE!

- We are asking:
  - What is the IDENTITY of Boulder Junction?
  - There are a series of questions that focus on the STRENGTHS, WEAKNESS, OPPORTUNITY, AND THREATS to Boulder Junction

QUESTIONS?