WHAT DOES ENVISION FOND DU LAC DO?

Envision Fond du Lac does...
- Establishes a shared vision for Fond du Lac’s future
- Focuses efforts and resources on three big challenges: growing our economy and cultivating entrepreneurship, strengthening our sense of community, and investing in youth and young professionals
- Changes the conversation about Fond du Lac for the better
- Serves as a forum for cross-jurisdictional and cross-discipline partnerships to solve shared problems, improve communication, and create a critical mass of activity
- Acts as an “action-oriented” body for change

Envision Fond du Lac does NOT...
- Dictate to local governments or taxing bodies how they should spend their money
- Override internal strategic plans or documents produced by local organizations
- Force any participating entity to relinquish their jurisdiction or authority

WHO & WHAT IS ENVISION FOND DU LAC

Envision Fond du Lac is a planning process, a group of community thinkers and doers, and a strategic visioning document for Fond du Lac’s future. More than 30 public, private, and institutional entities, as well as hundreds of residents, came together as a team to help develop the plan.

OUTREACH TIMELINE

Over the course of a year, the Envision Fond du Lac planning process engaged hundreds of residents from all walks of life. Targeted efforts were made to ensure typically underrepresented groups, such as low income households, racial and ethnic minorities, students, and young professionals, had a voice in the process.

You Spoke. We Listened.

Over the course of a year, the Envision Fond du Lac planning process engaged hundreds of residents from all walks of life. Targeted efforts were made to ensure typically underrepresented groups, such as low income households, racial and ethnic minorities, students, and young professionals, had a voice in the process.
Our Plan

This is where the rubber meets the road: the plan itself. Envision Fond du Lac focuses on three big ideas: recalibrating of our economy for the 21st century, enhancing our identity and brand, and investing in our children -- the next generation. In conversations with nearly a thousand people over the past year, we heard these issues pop up again and again.

We need to throw everything we’ve got – including the kitchen sink – at these challenges. They are the most critical pieces to making Fond du Lac a great place to live, work, visit, and invest. Sure, there are many other important issues that need to be addressed to move our community forward. But we can’t do everything – we have limited resources and time, and we must maximize our collective splash. And successful achievement of the “big three” will ripple throughout the community and solve many other related challenges.

We must be realistic: accomplishing the “big three” may take a decade. But the following pages contains a game plan of actions, policies, and recommendations that can be implemented to move the needle starting today. Recommendations were designed to be implementable and short-term.

Envision Fond du Lac embraces a fluid and flexible approach. While the “big three” won’t change, the game plan certainly will. Conditions on the ground will change.

Resources will come online or offline. If a recommendation fails to catch fire, we must go back to the drawing board and conjure up a different approach. As recommendations are implemented, more should be added. We must be tactical and we must stay hungry. Envision is not a static document – it is a living, breathing process.

At the core of the entire Envision Fond du Lac is the notion of collaboration and working together. It is key because we are a region that does not have resources to waste. In the following pages, some recommendations may already be underway in some form by a single group or small group. What changes now is that it is a priority of the entire community. Now, we can identify ways to bring more folks on board and put more support and resources behind it.

A big pot of money is not going to be dropped on our doorstep. No one is coming to improve our community. A big pot of money is not going to be dropped on our doorstep. No one is coming to improve our community. We, the Fond du Lac community, must band together to chart a new course using the resources we have. This document is our flight plan.

Our Priorities

1. Establish a pervasive culture of innovation and entrepreneurship within the community beginning at an early age.
2. Provide the tools necessary to hatch viable new businesses and expand successful ones.
3. Create a comprehensive, cross-discipline, and cross-jurisdictional workforce training and development apparatus that prepares Fond du Lac’s workers for the jobs of the next generation.
4. Establish a management framework, with clear roles and responsibilities, of each entity engaging in economic development efforts within the Fond du Lac region and beyond.

Our Economy

Become one of the primary hubs for entrepreneurship, small business start-ups, and quality job growth within Wisconsin and the Midwest.

1. Develop a unified “FDL brand” across all organizations and platforms in the area charged with promoting Fond du Lac’s development, and communicate the region’s story with a consistent, strategic voice.
2. Establish Fond du Lac as a “welcoming community” to all citizens through a series of proactive programs that engage the public, private, and nonprofit sectors.
3. Promote the community’s success stories and accomplishments through Wisconsin and Midwestern media platforms, including social media, through a regional strategic marketing and communications plan.
4. Create a network of open space management jurisdictions throughout central Wisconsin and establish the Lake Winnebago area as one of the premiere outdoor recreation hubs in the Midwest.
5. Strategically reposition Fond du Lac’s key assets and leverage them as catalytic anchors for re-development activity and new investment for the next generation.

Our Identity

Enhance Fond du Lac’s community identity and distinct sense of place.

1. Cultivate strong ties between Fond du Lac youth and their community.
2. Make Fond du Lac a fun, social, and livable place for people in their 20s and 30s.
3. Proactively market and promote Fond du Lac’s strengths and assets to Midwestern professionals and potential entrepreneurs.
4. Enhance ongoing professional development and employ-ability growth opportunities for workers in their 20s and 30s.

Our Next Generation

Attract, retain, and invest in Fond du Lac’s next generation.

1. Proactively market and promote Fond du Lac’s strengths and assets to Midwestern professionals and potential entrepreneurs.
2. Envision Fond du Lac embraces a fluid and flexible approach. While the “big three” won’t change, the game plan certainly will.
3. Conditions on the ground will change.
4. Recommendations were designed to be implementable and short-term.
5. Resources will come online or offline. If a recommendation fails to catch fire, we must go back to the drawing board and conjure up a different approach. As recommendations are implemented, more should be added.

Mindset. We need to challenge the status quo and change the way we think. We can’t be anchored to the past.
Focus. Strategic issue-like fogas on the big impact items are key. We can’t fix every problem, as much as we may want to.
Cooperation. We can achieve increased efficiency and optimization when we pool and align resources.
Inclusivity. Let’s put turf, ego, and territoriality aside. Everyone brings something to the table.
Flexibility. Conditions change, but our destination shouldn’t. We must anticipate sea changes and alter the course when necessary.

DRAFT FOR ADOPTION