

MAPPING the Future of Morrison, IL



Results

GROUP RESULTS FROM SESSION 2 Where Do We Want To Be?

February 20, 2007

The Morrison MAPPING program is made possible with the sponsorship of:

The Village of Morrison

Chamber of Commerce

Morrison Area Development Corporation



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MAPPING the Future of Your Community

Illinois Institute for Rural Affairs community-based strategic visioning programs are made possible with support from IL Department of Commerce & Economic Opportunity and the IL Rural Economic Technical Assistance Center

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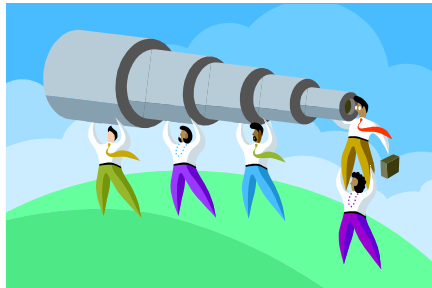
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Small Group Visioning Exercise:

Consider the following questions. What is your desired future for Morrison in the year 2020?

- In 20 years, what will Morrison be known for throughout the state, if not the Midwest?
- 20 years from now, Time, Newsweek, National Geographic, & the Wall Street Journal publish special editions focusing on Morrison. What are their headlines?
- What have you thought would be impossible to do, but if it could be done would fundamentally change Morrison? What would “it” accomplish?
- I have a dream, that one day Morrison...
- What is unique to Morrison that no other community has just like it, and what does it look like 20 years from now?
- 20 years from now, we have a MAPPING reunion. The MAPPING vision has come to fruition. What has been accomplished?



The statements listed below represent the visionary thinking of small groups in response to the questions listed above. After each table discussed their assigned “Vision Question,” these long-range visionary statements or “Big-Hairy-Audacious-Goals” (BHAGs) were posted on flip charts along the wall. Some of the statements that were considered to be virtually identical in meaning were consolidated before prioritization occurred, as indicated by being listed as an add-on (+) under another item number. The result was a list of 24 “BHAGs” describing a desired future for Morrison. Then, each participant prioritized the BHAGs by placing stickers indicating preference rankings of 5 to 1 on each flip chart, with “5” representing his or her strongest priority for the future of Morrison. The total score for each BHAG is shown in the box and the top four priorities are indicated.

“Big-Hairy-Audacious Goals”



1.	To be a premier family community	
+ 31	Family oriented community	
	Score	117
2.	To be a premier retirement community with the best services for seniors	
	Score	33
3.	Population growth	
+10	Positive and controlled growth	
+15	Town grows to 15,000 people	
+34	Smart growth, well planned community with continued re-evaluation	
+38	Model town for population growth	
	Score	37
4.	Morrison is a major shopping destination	
+40	Major retail center with second story walk-way	
	Score	16
5.	Preserves precious farmland while thriving	
	Score	21
6.	Recognizing the town’s commitment to the arts	
+29	Site of Mae Domack Art Institute	
+43	Home to artisans, writers and craftsman aka art community mecca	
	Score	10
7.	Inspiring young people	
	Score	0



8.	Industrial park with on billion dollar revenue	
+39	Model town economic growth	
+52	Best town for energizing small business	
+53	World Trade Center for business	
	Score	64
9.	Best recreation facility	
+30	Indoor recreation center for all ages	
+33	Parks/recreation system	
	Score	0
11.	Residential destination point	
+26	Residential “haven”	
	Score	28

12.	Hub for entrepreneurs	
+45	Major draw for entrepreneurs	
	Score	28
13.	Cutting edge technology i.e. Silicon Valley	
	Score	4
14.	Quiet Bed and Breakfast community like out of the past	
+20	Historical architecture for economic development	
+32	A major tourist destination point	
+46	Outdoor climate control	
+49	Morrison discovers dinosaurs	
+51	Major entertainment center	
+54	Vacation and visitor destination	
+56	Most/best fairs and community events	
+57	Mt. Rushmore in Morrison	
	Score	121
16.	Community highly focused on natural resources	
+48	Prairie grass community	
	Score	16
17.	Leader in rural healthcare with the level of metropolitan areas	
	Score	37
18.	<u>International airport</u> is a draw for Fortune 500 companies	
+21	Major transportation hub	
+28	Expanding Hwy 30 for economic development	
+36	Overpass/underpass	
	Score	2
19.	Completely self-sustaining town	
	Score	23
22.	Banking capital of Illinois	
	Score	0
23.	Nationally known MIT	
	Score	1
24.	World-renowned schools	
+55	Best schools in state	
	Score	12
25.	Opportunities for retaining youth	
+60	Attract youth and young families	
	Score	52



27.	Best medical center in the state	
	Score	3
35.	Lowest crime rate per capita in the state and safest community	
	Score	25
37.	Financially sound community	
	Score	3
41.	Most beautiful community in the state	
+58	Most beautiful town in Illinois	
	Score	12
42.	Diversity - friendly community	
	Score	9
44.	Tax free community	
	Score	0
47.	Greenest community in the state	
+50	Environmentally conscious	
	Score	27
59.	Food pantry closes due to lack of use	
	Score	0

Brainstorm of Potential Strategies to Reach the Vision

In preparation for Session 3, the Morrison MAPPING group began the task of brainstorming strategies or ideas for specific approaches that could be taken toward achieving each of the top-priority BHAGs identified above. To facilitate this process, small groups were asked to brainstorm potential strategies for each of the top four vision statements, rotating flip charts from one table to the next until all participants contributed ideas to each goal. These strategies will form the basis for the OptionFinder prioritization exercise in Session 3.

Strategies for each BHAG



Morrison is known as a major tourist destination, with amenities and attractions for all

- **Focus on creating a new tourist attraction**
 - Additional museum
 - Amusement park
 - Working farm
 - Small zoo
 - Discover dinosaurs
 - Big wooden shoe - Dutch heritage museum
 - Children's museum
 - Develop tourist family farm and farm stays
 - Use/develop rock quarry into Mt. Rushmore

- **Develop community events and festivals**
 - Sports tournaments
 - Festivals - music, art, etc.
 - Better, expanded fairground use
 - Antique fair
 - Flea markets
 - Farmer's market
 - Expand celebrations - Paint the town

- **Develop additional tourist amenities—hotels, restaurants, shopping, camping**
 - Outlet stores/mall
 - Campground - more
 - Hotels
 - Restaurants
 - Bed and Breakfasts
 - Restaurants - family
 - Shopping - Main Street
 - Lodging - motels and B&Bs
 - Expand accommodations - lodging
 - Re-open B&B
 - Antique and collection shops

- **Develop and conduct marketing promotion campaign**
 - Establish tourism office
 - Market rural farm economy and past
 - Market the Odell Historical society
 - Hire a marketing director
 - Advertise
 - Signage and maps
 - Develop mission statement
 - Promote city

- **Focus on enhancing Morrison transportation**
 - Public transportation
 - Passenger train - to Chicago
 - Local public transportation
 - Improve transportation - roads for easy access to Morrison

- **Focus on catering to tourist history buffs**
 - Historical home tour
 - Historical farm
 - Promote history
 - Identify history stuff
 - Identify heritage - Native American, Dutch, etc.
 - Market Lincoln Hwy - significance with related historical buildings/farms, etc.

- **Focus on creating an arts community**
 - Music and art festival
 - Theater
 - Promote arts
 - Develop art community
 - Re-organize Morrison music theater association

- **Create an active beautification effort**
 - Natural beauty
 - Improve community appearance

- **Focus on developing and expanding recreational and youth entertainment activities**
 - Movies, fun centers
 - Expand bike trails
 - Dredge Rock Creek for boating/rafting

- **Develop regional relationship with other communities**

- **Improve infrastructure and communication**



Morrison is a premier family oriented community

- **Develop improved recreational and family infrastructure and various recreational family activities**
 - Playgrounds
 - Outdoor swimming pool
 - Main recreation - multi use building
 - Parks/bike trails
 - Recreation
 - Sporting programs
 - Improved athletics
 - More outdoor family activities/festivals
 - Establish park district
 - Use Rockwood state park more
 - Expand sports programs
 - Family share cooking
 - Festivals - arts, crafts, music, theater
 - Recreation leagues
 - Organized senior and youth recreation
 - Youth programs

- **Focus on creating jobs for everyone**
 - Higher paying jobs
 - Affordable jobs
 - Job opportunities

- **Create a safe community**
 - Low crime rate
 - Community oriented police services

- **Focus on developing good education and schools programs**
 - Improve K-12 schools
 - AP classes
 - Improved academics
 - Strong schools - parental involvement, active in school board

- **Enhance and promote social organizations**
 - Community church programs
 - Youth Center/YMCA
 - Promote clubs like scouts and 4-H
 - Churches - variety, activities, cooperation, community focused
 - Family support services
 - Child care

- **Offer good healthcare for all residents**
 - Expand medical specialties

- **Focus on offering more retail and service sector businesses**
 - Local shopping
 - Motel - bed and breakfast
 - Family/children restaurants

- **Establish a strong beautification effort**
 - Reforestation and beautification

- **Focus on senior citizens**
 - Establish retirement community
 - Increase senior citizen activities
 - Organize senior activities

- **Create public transportation**

- **Focus on acquiring public input**



Morrison is a model town for economic growth, known for energizing small businesses and promoting investment

- **Develop financial incentives for new and existing businesses to thrive**
 - Continue and expand enterprise zone
 - Establish a revolving loan fund
 - Create a venture capital fund
 - Combine purchasing power
 - Promote TIF (tax increment financing) district
 - Provide tax abatements (building homes)
 - Provide low interest business loans
 - Research grant opportunities to assist small businesses
 - Obtain economic growth grants
 - Secure federal, state, or matching loan fund grants
 - Provide tax incentives for small businesses
 - Have an incubator for new/small businesses
 - Offer economic incentives

- **Acquire or clean up potential land or buildings for new businesses**
 - Use empty GE plant for business space
 - Clean up GE brownfield
 - Expand land for municipal use
 - Expand industrial park
 - Expand use of fairgrounds
 - Acquire properties to expand business along Hwy 30 and Main Street
 - Use empty Main Street buildings

- **Focus on actively marketing Morrison to recruit new businesses**
 - Create a local organization to actively recruit new businesses
 - Attract small businesses
 - Fill Main Street
 - Market what we have - safety, agriculture, small town/"bedroom" community
 - Highlight successes
 - Aggressively advertise

- **Create job training programs to improve job opportunities**
 - Develop job training program with MIT
 - Increase job opportunities
 - Quality job training including technology training

- **Focus on hiring or using a professional to promote economic development**
 - Hire good economic development director
 - Research the possibility of a Peace Corps Fellow in Morrison
 - Involve state and federal government officials

- **Focus on tourism as a way to promote economic development**
 - Sponsor community (county/state) events
 - Develop economic opportunities presented by Lincoln Highway
 - Host more events downtown on Main Street

- **Focus on providing housing for everyone**
 - Provide cheaper housing
 - Create retirement living

- **Focus on creating a transportation system**
 - Amtrak

- **Expand MIT**

- **Connect subdivision and those areas not directly accessible**



Morrison attracts young families while retaining its youth

- **Focus on developing and establishing good educational opportunities for children and youth**
 - Insure quality education and good schools
 - Expand day care, more places for kids to stay
 - Expand affordable day care
 - Make higher education opportunities available
 - Update school buildings
 - Improve schools
 - Provide substance abuse education and counseling

- **Create a new outlet, such as a youth center, while expanding recreational and arts activities**
 - Dirt bike track
 - Outside ice/roller skating rink
 - Equestrian center
 - Nature center at Rockwood
 - Bike path to Rockwood and elsewhere
 - Have a main recreation building
 - Have a place for youth to gather with adult interaction
 - Create a youth work project
 - Improve overall recreation
 - Expand soccer program
 - Develop businesses for entertainment
 - Build a youth center with a public recreational center
 - Provide entertainment opportunities for youth
 - Expand sports/recreational opportunities
 - Develop an arts program for youth

- **Focus on job creation and career exploration**
 - Create variety of high paying jobs
 - Create a job partnership program with training and placement
 - Provide job opportunities and equitable pay
 - Career exploration of local employment

- **Make Morrison self sufficient**
 - More shopping opportunities
 - Affordable grocery - local produce emphasis
 - Expand tax base

- **Focus on entrepreneurship and leadership opportunities for youth**
 - Provide fundraising opportunities for kids to improve their school/youth group, etc.
 - More leadership opportunities in schools and community
 - More entrepreneurial opportunities

- **Focus on residential opportunities and enhancements**
 - Create affordable housing
 - Tax break for first time homeowners
 - Improve lighting and sidewalks in residential areas

- **Focus on healthcare for all**
 - Increase healthcare specialties
 - Quality health care, available 24 hours per day

- **Provide parenting programs and support**
 - Provide single parent support services
 - Offer parenting classes
 - Secure community support of various programs

- **Promote the strengths and assets of Morrison**
 - Educate people of high tech availability - affordable high speed internet
 - Openness to youth and young families
 - Marketable pride - Understand who we are and what we have to offer

- **Focus on improving transportation system**
 - Public and private i.e. roads

Next Steps

Vision Team will meet to draft initial community vision statement:

Convener: Tom Slater

Members: Barb Bees
Rosemary Coplan
Heather Coyle
Roger Drey
Jon Nienhuis
Susan Schuler

Session 3 – February 27 – How Do We Get There? (Where Will We Begin?)

- Option Finder prioritization of strategies for each of the four BHAGs
- Form action teams to further explore identified high-priority projects

HOMEWORK PRIOR TO SESSION 4:

Action teams will meet, at least once, to complete the first step to creating the preliminary action plan

Session 4 – March 20 – Beginning to Make it Happen!

- Each team will present an informal report
- Gisele and I will have invited representatives from relevant agencies and resource organizations to introduce themselves and comment on action team reports
- Plan for the Town Meeting – date???
 - Review Town Meeting guidelines
 - Form Town Meeting planning committee
- Discuss initial organizational structure or “Oversight Steering Committee” to ensure that Teams meet over the summer to flush out their action plans
 - Form initial Oversight Committee