

MAPPING the Future of Morrison, IL



GROUP RESULTS FROM SESSION 3 How Do We Get There?

February 27, 2007

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

The City 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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Arnold Vegter
Roy Velde
Tim Vox
Dr. Jody Ware
Pete Whiting
Mike Winandy
Ben Wolf
Dave Zuidema

What is OptionFinder?

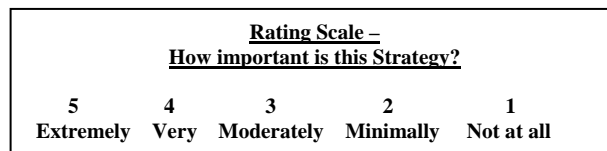
The OptionFinder system is an interactive computer-polling program that allows participants in small groups to view survey questions on a screen and send their responses by an electronic keypad system. The computer program then tabulates the responses and displays them on the screen in several different ways for group discussion. The interactive and almost instantaneous nature of OptionFinder system allows for a more rapid group consensus decision-making process. In the field of economic development, the ability to make rapid and inclusive public decisions on strategic issues is important for communities or professional groups who wish to make decisions for the future. The OptionFinder system is a registered trademark product of Option Technologies Interactive, LLC. OptionFinder was used in Morrison's MAPPING Session 3 in order to prioritize potential strategies for approaching each broad umbrella goal.

BHAG #1: Morrison is known as a major tourist destination, with amenities and attractions for all.

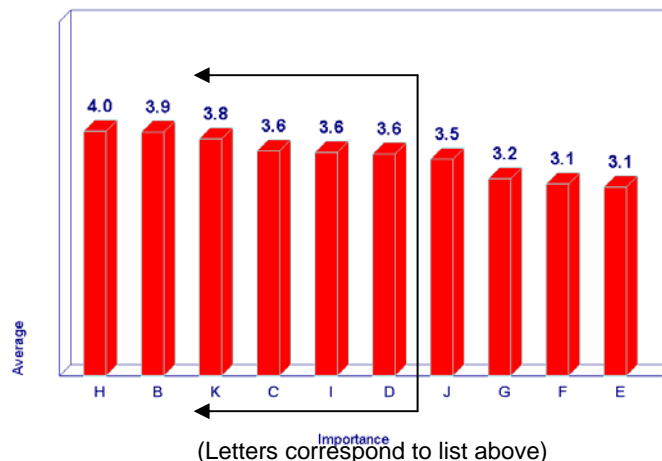
**List of Potential Strategies
(From Session 2 group brainstorm)**

- A. Focus on creating a new TOURIST ATTRACTION such as a museum, amusement park, working farm, zoo, or a wooden shoe
- B. Develop COMMUNITY EVENTS and FESTIVALS such as sports tournaments, music and art festivals, antique fairs, flea markets, a farmer’s market or expand Paint the Town
- C. Develop additional TOURIST AMENITIES—hotels, restaurants, shopping, camping/campgrounds, retail, or B&Bs
- D. Develop and conduct a MARKETING PROMOTION CAMPAIGN by establishing a tourism office, hiring a marketing director, aggressively advertising, or creating signage and maps
- E. Focus on enhancing Morrison TRANSPORTATION by improving public transportation, up-keeping roads, or acquiring a passenger train to Chicago
- F. Focus on catering to tourist HISTORY BUFFS by identifying heritage and history “stuff,” creating a historical home and farm tour, or marketing the Lincoln Highway
- G. Focus on creating an ARTS COMMUNITY by holding music and arts festivals, developing the art community, or re-organizing Morrison music theater association
- H. Create an active BEAUTIFICATION EFFORT by improving the overall community appearance while capitalizing on the natural beauty
- I. Focus on developing and expanding RECREATIONAL and YOUTH ENTERTAINMENT activities such as providing movies and fun centers, expanding the bike trail, or dredging Rock Creek for boating/rafting
- J. Develop REGIONAL RELATIONSHIPS with other communities
- K. Improve INFRASTRUCTURE and COMMUNICATION

RESULTS OF FIRST PRIORITIZATION



Strategy Prioritization for Tourism Destination

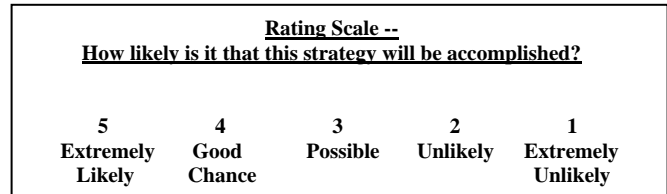
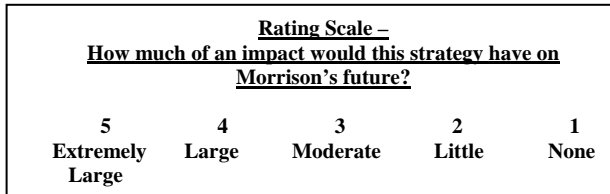


Based on these results, the group decided to take the top 6 strategies to the second prioritization to evaluate them according to impact and feasibility.

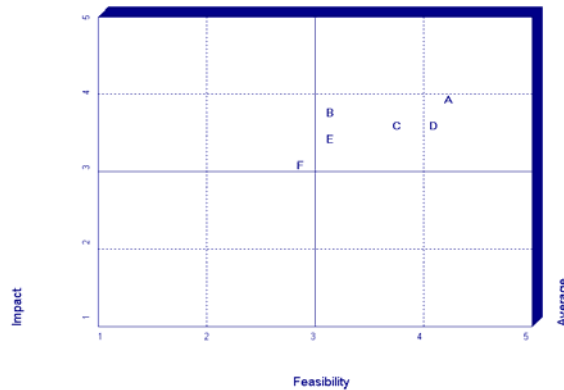
SECOND PRIORITIZATION: IMPACT / FEASIBILITY EVALUATION
How much of an impact will this strategy be likely to have?
How likely is it that this strategy can be successfully implemented?

Strategy Finalists for Tourism Destination

- A. Develop COMMUNITY EVENTS and FESTIVALS
- B. Develop additional TOURIST AMENITIES
- C. Develop and conduct a MARKETING PROMOTION CAMPAIGN
- D. Create an active BEAUTIFICATION EFFORT
- E. Focus on developing and expanding RECREATIONAL and YOUTH ENTERTAINMENT
- F. Improve INFRASTRUCTURE and COMMUNICATION



Impact / Feasibility Matrix -Tourism Destination



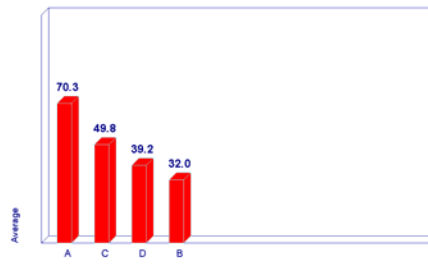
(Letters correspond to list above.)

FINAL PRIORITIZATION: FORCED CHOICE COMPARISON
of Tourist Destination Strategies

(Evaluating each option against every other option)

- A. Develop COMMUNITY EVENTS and FESTIVALS
- B. Develop additional TOURIST AMENITIES
- C. Develop and conduct a MARKETING PROMOTION CAMPAIGN
- D. Create an active BEAUTIFICATION EFFORT

Where should we begin? - Tourism Destination



(Letters correspond to list above).

WHERE TO BEGIN to achieve the vision of becoming a major tourist destination?

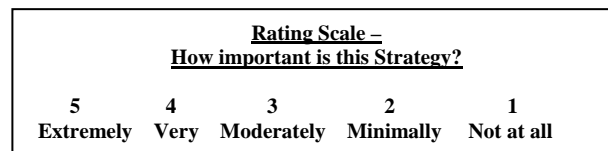
Develop community events and festivals.

BHAG #2: Morrison is a premier family oriented community.

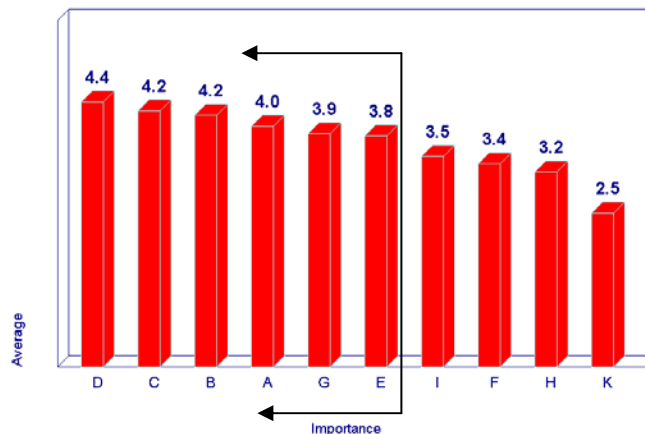
List of Potential Strategies (From Session 2 group brainstorm)

- A. Develop improved RECREATIONAL and FAMILY ACTIVITIES and INFRASTRUCTURE such as playgrounds, a swimming pool, a multi-use building, parks/bike trails, sporting program, athletics, recreational leagues, youth programs, or share cooking
- B. Focus on CREATING JOBS—especially higher paying job opportunities—for everyone
- C. Create a SAFE COMMUNITY with a low crime rate or community oriented police services
- D. Focus on developing good EDUCATIONAL and SCHOOL PROGRAMS by improving K-12 schools, providing AP classes, or improving parental involvement
- E. Enhance and promote SOCIAL ORGANIZATIONS such as church programs, YMCA, Scouts, 4-H, family support services, or child care
- F. Offer good HEALTHCARE for all residents by expanding medical specialties
- G. Focus on offering more RETAIL and SERVICE sector BUSINESSES with local shopping, a motel, a B&B, or family friendly restaurants
- H. Establish a strong BEAUTIFICATION EFFORT with general reforestation and beautification
- I. Focus on SENIOR CITIZENS by establishing a retirement community, increasing senior citizen activities, or organizing senior activities
- J. Create PUBLIC TRANSPORTATION
- K. Focus on ACQUIRING PUBLIC INPUT

RESULTS OF FIRST PRIORITIZATION



Strategy Prioritization for Family Community



(Letters correspond to list above)

Based on these results, the group decided to take the top 6 strategies to the second prioritization to evaluate them according to impact and feasibility.

SECOND PRIORITIZATION: IMPACT / FEASIBILITY EVALUATION
How much of an impact will this strategy be likely to have?
How likely is it that this strategy can be successfully implemented?

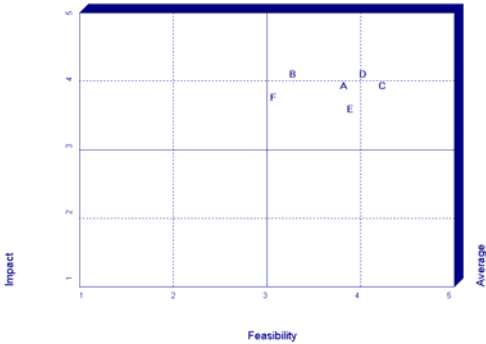
Strategy Finalists for Family Oriented Community

- A. Develop improved RECREATIONAL and FAMILY ACTIVITIES and INFRASTRUCTURE
- B. Focus on CREATING JOBS
- C. Create a SAFE COMMUNITY
- D. Focus on developing good EDUCATIONAL and SCHOOL PROGRAMS
- E. Enhance and promote SOCIAL ORGANIZATIONS
- F. Focus on offering more RETAIL and SERVICE sector BUSINESSES

Rating Scale -- How much of an impact would this strategy have on Morrison's future?				
5	4	3	2	1
Extremely Large	Large	Moderate	Little	None

Rating Scale -- How likely is it that this strategy will be accomplished?				
5	4	3	2	1
Extremely Likely	Good Chance	Possible	Unlikely	Extremely Unlikely

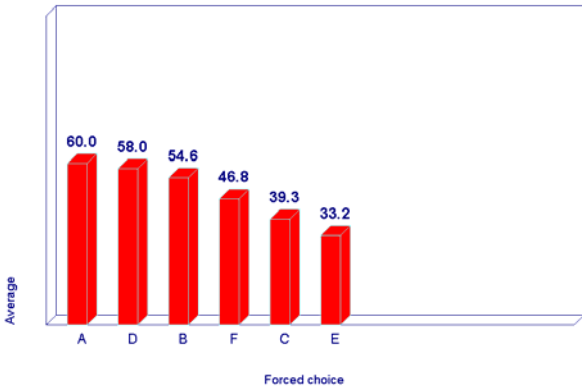
Impact / Feasibility Matrix -- Family Community



(Letters correspond to list above.)

FINAL PRIORITIZATION: FORCED CHOICE COMPARISON
of Family Oriented Community Strategies
 (Evaluating each option against every other option)

Where should we begin? - Family Community



(Letters correspond to list above.)

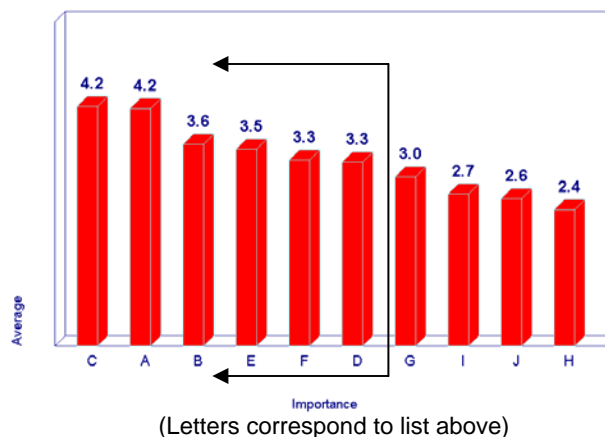
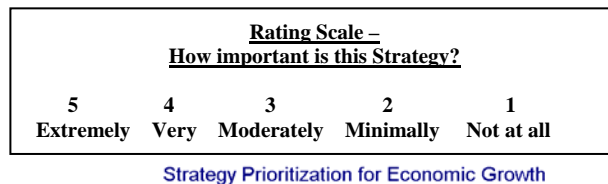
WHERE TO BEGIN to achieve the vision of Family Oriented Community?
Develop family activities and infrastructure &
Good educational and school programs

BHAG #3: Morrison is a model town for economic growth, known for promoting and supporting small businesses and encouraging investment.

List of Potential Strategies
(From Session 2 group brainstorm)

- A. Develop FINANCIAL INCENTIVES for new and existing businesses to thrive such as expanding the enterprise zone, establishing a revolving loan fund, creating a venture capital fund, promoting the TIF district, providing tax abatements, providing low interest loans, obtaining grants, or creating a business incubator
- B. Acquire or clean-up potential LAND or BUILDINGS for new businesses such as redeveloping the GE building, using the fairgrounds, expanding the industrial park, using empty Main Street buildings, or acquiring properties along Hwy 30
- C. Focus on actively MARKETING Morrison to RECRUIT NEW BUSINESSES by highlighting successes, filling Main Street, attracting small businesses, or generally advertising the community
- D. Create JOB TRAINING PROGRAMS to improve job opportunities by developing program with MIT or starting technology trainings
- E. Focus on HIRING or using a PROFESSIONAL to promote economic development, such as a Peace Corps Fellow or involving state and federal government officials
- F. Focus on TOURISM as a way to promote economic development by sponsoring community events or hosting more events on Main Street
- G. Focus on providing adequate HOUSING for everyone including low income and senior housing
- H. Focus on creating a TRANSPORTATION SYSTEM such as Amtrak
- I. Expand MIT
- J. Connect SUBDIVISION and those areas not directly accessible

RESULTS OF FIRST PRIORITIZATION



Based on these results, the group decided to take the top 6 strategies to the second prioritization to evaluate them according to impact and feasibility.

SECOND PRIORITIZATION: IMPACT / FEASIBILITY EVALUATION
How much of an impact will this strategy be likely to have?
How likely is it that this strategy can be successfully implemented?

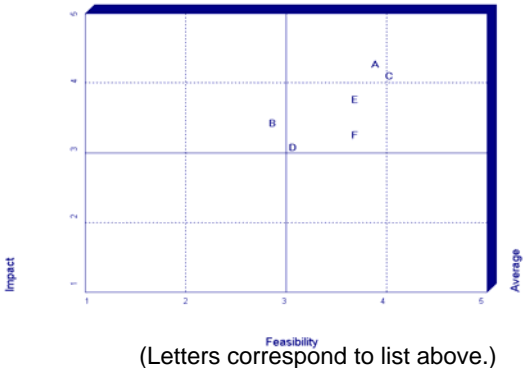
Strategy Finalists for Economic Growth

- A. Develop FINANCIAL INCENTIVES for new and existing businesses to thrive
- B. Acquire or clean-up potential LAND or BUILDINGS for new businesses
- C. Focus on actively MARKETING Morrison to RECRUIT NEW BUSINESSES
- D. Create JOB TRAINING PROGRAMS to improve job opportunities
- E. Focus on HIRING or using a PROFESSIONAL to promote economic development
- F. Focus on TOURISM as a way to promote economic development

<u>Rating Scale --</u> <u>How much of an impact would this strategy have on Morrison's future?</u>				
5	4	3	2	1
Extremely Large	Large	Moderate	Little	None

<u>Rating Scale --</u> <u>How likely is it that this strategy will be accomplished?</u>				
5	4	3	2	1
Extremely Likely	Good Chance	Possible	Unlikely	Extremely Unlikely

Impact / Feasibility Matrix - Economic Growth



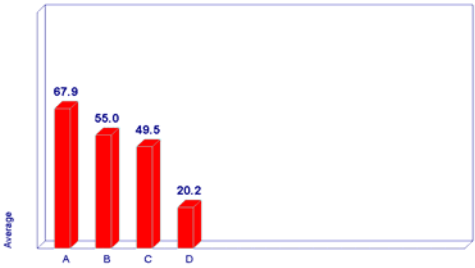
(Letters correspond to list above.)

FINAL PRIORITIZATION: FORCED CHOICE COMPARISON
of Economic Growth Strategies

(Evaluating each option against every other option)

- A. Develop FINANCIAL INCENTIVES for new and existing businesses to thrive
- B. Focus on actively MARKETING Morrison to RECRUIT NEW BUSINESSES
- C. Focus on HIRING or using a PROFESSIONAL to promote economic development
- D. Focus on TOURISM as a way to promote economic development

Where should we begin? - Economic Growth



(Letters correspond to list above)

WHERE TO BEGIN to achieve the vision of economic growth?
Develop financial incentives for new and existing businesses to thrive

BHAG #4: With a proactive environment, Morrison attracts young families while retaining its youth

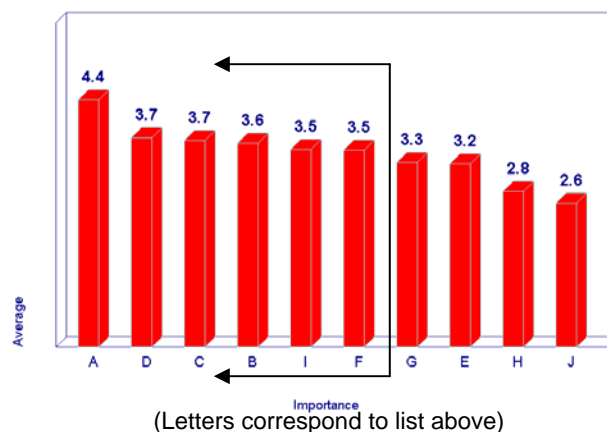
List of Potential Strategies (From Session 2 group brainstorm)

- A. Focus on developing and establishing good EDUCATIONAL OPPORTUNITIES for children and youth by insuring good quality schools, expanding day care, or updating school buildings
- B. Create a NEW OUTLET, such as a youth center, while expanding RECREATIONAL and ARTS ACTIVITIES with a dirt bike track, outside ice/roller skating rink, equestrian center, nature center, bike paths, or expanding the soccer program
- C. Focus on JOB CREATION and CAREER EXPLORATION by providing a variety of job opportunities with equitable pay
- D. Make Morrison SELF SUFFICIENT with more shopping opportunities, affordable grocery store, or an expanded tax base
- E. Focus on ENTREPRENEURSHIP and LEADERSHIP opportunities for youth
- F. Focus on RESIDENTIAL opportunities and enhancements by creating affordable housing, a tax break for first time homeowners, or improving lighting and sidewalks
- G. Focus on HEALTHCARE for everyone by increasing specialties or providing health care 24 hours per day
- H. Provide PROGRAMS and SUPPORT such as parenting classes or single parent support services
- I. Promote the STRENGTHS and ASSETS of Morrison by educating people of high tech availability or marketing Morrison pride
- J. Focus on improving the TRANSPORTATION system

RESULTS OF FIRST PRIORITIZATION

<u>Rating Scale –</u> <u>How important is this Strategy?</u>				
5	4	3	2	1
Extremely	Very	Moderately	Minimally	Not at all

Strategy Prioritization for Young Families/Youth



Based on these results, the group decided to take the top 6 strategies to the second prioritization to evaluate them according to impact and feasibility.

SECOND PRIORITIZATION: IMPACT / FEASIBILITY EVALUATION
How much of an impact will this strategy be likely to have?
How likely is it that this strategy can be successfully implemented?

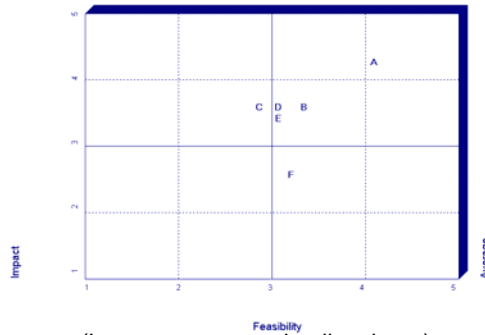
Strategy Finalists for Attracting Young Families / Retaining Youth

- A. Focus on developing and establishing good EDUCATIONAL OPPORTUNITIES for children and youth
- B. Create a NEW OUTLET while expanding RECREATIONAL and ARTS ACTIVITIES
- C. Focus on JOB CREATION and CAREER EXPLORATION
- D. Make Morrison SELF SUFFICIENT
- E. Focus on RESIDENTIAL opportunities and enhancements
- F. Promote the STRENGTHS and ASSETS of Morrison

<u>Rating Scale –</u>				
<u>How much of an impact would this strategy have on Morrison’s future?</u>				
5	4	3	2	1
Extremely Large	Large	Moderate	Little	None

<u>Rating Scale--</u>				
<u>How likely is it that this strategy will be accomplished?</u>				
5	4	3	2	1
Extremely Likely	Good Chance	Possible	Unlikely	Extremely Unlikely

Impact/Feasibility Matrix-Young Families/Youth



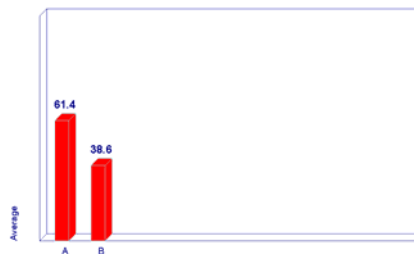
(Letters correspond to list above)

FINAL PRIORITIZATION: FORCED CHOICE COMPARISON
of Attracting Young Families / Retaining Youth

(Evaluating each option against every other option)

- A. Focus on developing and establishing good EDUCATIONAL OPPORTUNITIES for children and youth
- B. Create a NEW OUTLET while expanding RECREATIONAL and ARTS ACTIVITIES

Where should we begin?-Young Family/Youth



(Letters correspond to list above)

WHERE TO BEGIN to achieve the vision of a attracting young families while retaining youth?

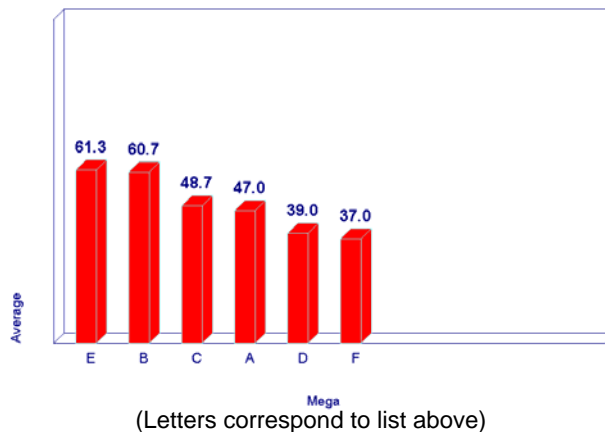
Focus on providing educational opportunities for children and youth.

FINAL PRIORITIZATION OF ALL HIGH-PRIORITY STRATEGIES Forced Choice Comparison

In order to further and more accurately prioritize, it was decided to have a “mega” prioritization where the top one, two, or three strategies from each BHAG was put into a forced choice comparison. As is seen below, the top 2 strategies from BHAG #1 were used (A and C), due to the extreme closeness of scores, the top three strategies from BHAG #2 were used (D, E, and F), only the top strategy was used from BHAG #3 (B), and only the top strategy was used from BHAG #4 (F) since it was far and away the “winner” of the initial prioritization. Since the strategies from BHAG #2 and #4 concerning education were similar (“Develop good educational and school programs” and “Provide educational opportunities for children and youth”), these were combined into one letter: F.

- A. Develop COMMUNITY EVENTS and FESTIVALS
- B. Develop FINANCIAL INCENTIVES for new and existing businesses to thrive
- C. Develop and conduct a MARKETING PROMOTION CAMPAIGN
- D. Develop improved RECREATIONAL and FAMILY ACTIVITIES and INFRASTRUCTURE
- E. Focus on CREATING JOBS
- F. Focus on developing good EDUCATIONAL and SCHOOL PROGRAMS (BHAG #2) / Focus on developing and establishing good EDUCATIONAL OPPORTUNITIES for children and youth (BHAG #4)

MEGA Prioritization--Where do we begin?



Final Prioritization Results

1. Focus on CREATING JOBS
2. Develop FINANCIAL INCENTIVES for new and existing businesses to thrive
3. Develop and conduct a MARKETING PROMOTION CAMPAIGN
4. Develop COMMUNITY EVENTS and FESTIVALS
5. Develop improved RECREATIONAL and FAMILY ACTIVITIES and INFRASTRUCTURE
6. Focus on developing good EDUCATIONAL and SCHOOL PROGRAMS (BHAG #2) / Focus on developing and establishing good EDUCATIONAL OPPORTUNITIES for children and youth (BHAG #4)

SUMMARY

Preliminary Action Plan:

Following the final prioritization of all the high-priority strategies that emerged from all of the previous OptionFinder prioritizations, the group discussed the results. It was decided to give the group the opportunity to sign up for any of the top six priorities. Due to the fact that no one signed up for “Create New Jobs” strategy, it was rolled into other categories, such as developing financial incentives. Thus, the following four BHAGs and five strategies represent the preliminary action plan.

BHAG #1: Morrison is known as a major tourist destination, with amenities and attractions for all.

Strategy #1: Develop community events and festivals.

Strategy #2: Develop and conduct a marketing promotion campaign.

BHAG #2: Morrison is a premier family oriented community.

Strategy #1: Develop family activities and infrastructure.

BHAG #3 Morrison is a model town for economic growth, known for promoting and supporting small businesses and encouraging investment.

Strategy #1: Develop financial incentives for new and existing businesses to thrive.

BHAG #4 With a proactive environment, Morrison attracts young families while retaining its youth.

Strategy #1: Focus on providing educational opportunities for children and Youth.

ACTION TEAMS

Community Events and Festivals:

Convener: Sally Lindsey 772-3847

Members: Dick Adams 772-3181
Jim Blakemore 772-3744
Jim Camp 772-7937
Allen McCaulley 772-4075
Flora Stralow 772-4874
Sawong Surboriboon
772-8616

Marketing Promotion Campaign:

Convener: Jennie Huling 772-2088
Tom Slater 778-0290

Members: Barb Bees 772-3610
Trent Bush 772-7126
Rosemary Coplan 772-4226
Heather Coyle 772-4075
Jerry Lindsey 772-3847
Howard Mills 772-2709
Stan Mitick 772-2295
Ruth Mitick 772-2295
Susan Schuler 772-4270
John Toman
Bill Urban 772-4225

Family Activities and Infrastructure:

Convener: Lynn Kenady 772-3182
John Nienhuis 772-2412

Members: Nancy Anderson 772-7699
Robert Atherton 772-2290
Nora Beswick 772-3169
Louise Clark 772-3732
Rosemary Coplan 772-4226
Kendra Johnson 772-4140
Jack Ottosen 772-3013
Sue Patten 772-3447
Betty Stralow 772-2387

Develop financial incentives:

Convener: Roger Drey 772-7657
Kevin Schisler 772-4011

Members: Gay Elflin 772-3330
Ernie Huling 772-2088
Dave Jindrich 772-7270
Tim Long 309-944-6184
Tony Nardi 772-4673
Pam Pickens 772-7270
Sawong Suriboriboon
772-8616
Roy Velde 772-8285
Tim Vos 772-2556

Educational Opportunities:

Convener: Bill Urban 772-4225
Dr. Jodi Ware 772-7009

Members: David Bean 772-7913
Barb Bees 772-3610
Diki Bull 772-2610
Ned Nesti, Jr. 772-7357
Dwayne Schroeder
772-2312

Session 4 – Beginning to Make it Happen!

- Each team will present an informal report
- Representatives from relevant resource agencies will be invited to attend to introduce themselves and comment on action team reports.
- Plan for the Town Meeting.
- Discuss initial organizational structure or “Oversight Steering Committee” to ensure that Teams continue to meet to flush out and begin implementing their action plans.
- Set follow up date after Town Meeting for next Action Team reports and discussion of sustaining the momentum.

**NEXT MEETING:
Tuesday, March 20th
5:30PM at the Morrison Library**