



City of Lake Geneva Strategic Action Plan

THINK-TANK AGENDA

Thursday, Jan. 8
9:00am – 12:00pm

Saturday, Jan. 10
9:00am – 12:00pm

The City of Lake Geneva has embarked on its first ever strategic planning initiative that begins with a visioning phase. One of the initial steps in the process is a two-part Think-Tank Workshop. Participants will explore emerging macro trends, key drivers shaping the City’s future, and craft a series of plausible future scenarios. This will be an engaging and interactive scenario-planning workshop that takes place over two sessions.

Session 1: Explore Future Trends

Date: Thursday, Jan. 8, 2026

Time: 9:00am – 12:00pm

Location: The Riviera Ballroom
812 Wrigley Drive
Lake Geneva, WI 53147

Session 2: Build Future Scenarios

Date: Saturday, Jan. 10, 2026

Time: 9:00am – 12:00pm

Location: Lake Geneva Middle School Cafeteria
600 N. Bloomfield Road
Lake Geneva, WI 53147

- 8:30 am** Registration
- 9:00 am** Welcome and Introduction
- 9:15 am** Future trends shaping the City’s future; survey results and work to date
- 10:15 am** Identification of Key Drivers shaping the city’s future
- 11:00 am** Build out insights on Key Drivers
- 11:45 am** Ranking Key Drivers
- 12:00 pm** Next Steps and Finish

- 8:30 am** Registration
- 9:00 am** Recap of Think-Tank Session 1
- 9:30 am** Outline Scenario Matrix
- 9:45 am** Scenario Narrative Development
- 10:45 am** Scenario presentations
- 11:05 am** Examine scenario implications and outcomes
- 11:20 am** Identify expected and preferred futures
- 11:35 am** High-level strategic action brainstorm
- 12:00 pm** Next Steps and Finish

Learn More at
tinyurl.com/LakeGenevaSAP



FOR MORE INFORMATION:

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