

# CITY OF LAKE GENEVA, WISCONSIN STRATEGIC ACTION PLAN PROCESS

## PHASE 1

## PHASE 2

## PHASE 3

## FINAL PLAN

### Initial Planning and Project Set-Up

Detailed project workplan and schedule

Online project portal and branding

Engagement Plan

Environmental Scan

Strategic planning meetings

### Stakeholder Engagement

Key stakeholder interviews

Community Survey #1 – Situational Analysis with data visualization on portal

Lake Geneva Think-Tank

Think-Tank Report

### Plan Development

Community Survey #2 with data visualization

Roundtable Work Session

Focus Groups with key stakeholders and school

Draft Strategic Action Plan with Implementation Matrix

Lake Geneva Strategic Action Plan

Project Portal & Environmental Scan  
OCTOBER 2025

Community Survey & Think-Tank Workshop

Focus Groups & Implementation Matrix

Council Presentation  
APRIL 2026