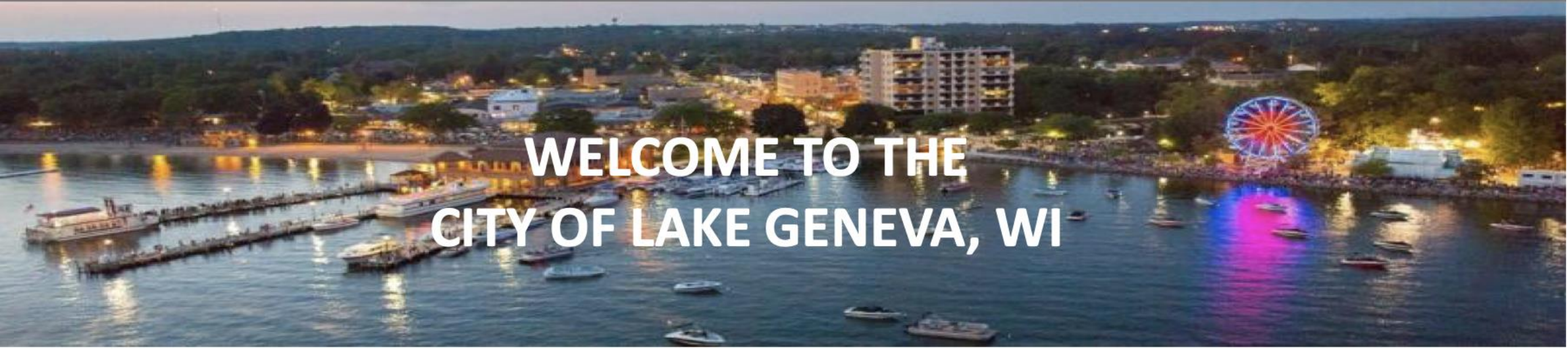


WELCOME TO THE
CITY OF LAKE GENEVA, WI
STRATEGIC ACTION PLAN
PROJECT



Developing Strategic Pillars





WELCOME TO THE CITY OF LAKE GENEVA, WI



Existing Conditions Report

January 2026





1.1 Population Dynamics

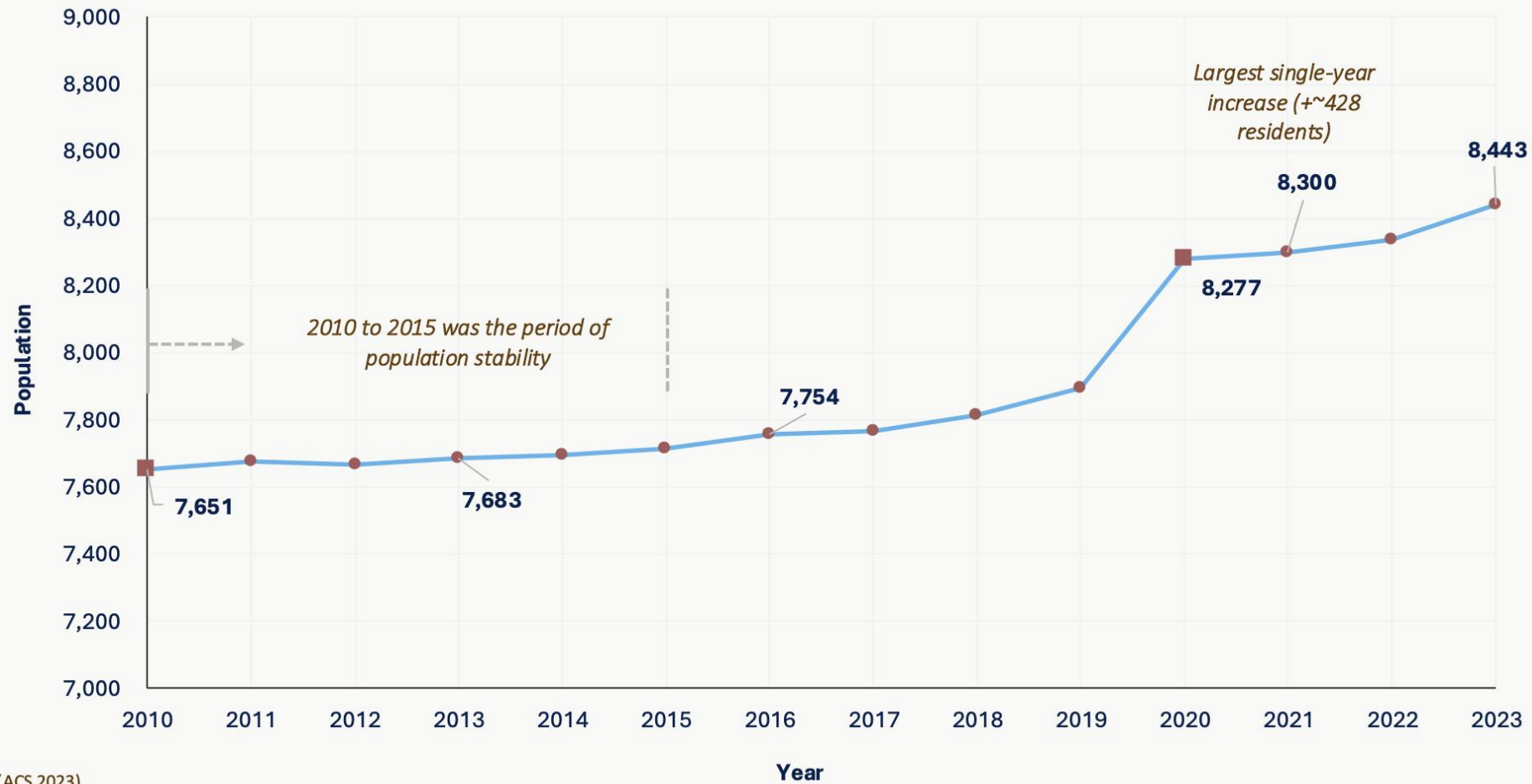
Total Population

Lake Geneva’s population has increased steadily since 2010, rising from 7,685 to 8,443 residents in 2023. Population levels were largely stable between 2010 and 2015, followed by gradual growth from 2016 to 2019.

The most significant change took place between 2020 and 2021, when the City experienced a noticeable population increase.

What key population trends have emerged in Lake Geneva since 2010?

Number of Residents in the City of Lake Geneva (2010 - 2023)



Sources: Decennial Census 2010 & 2020; American Community Survey (ACS 2023)



1. LONGITUDINAL DEMOGRAPHIC & SOCIAL PROFILE

1.4 Age and Sex

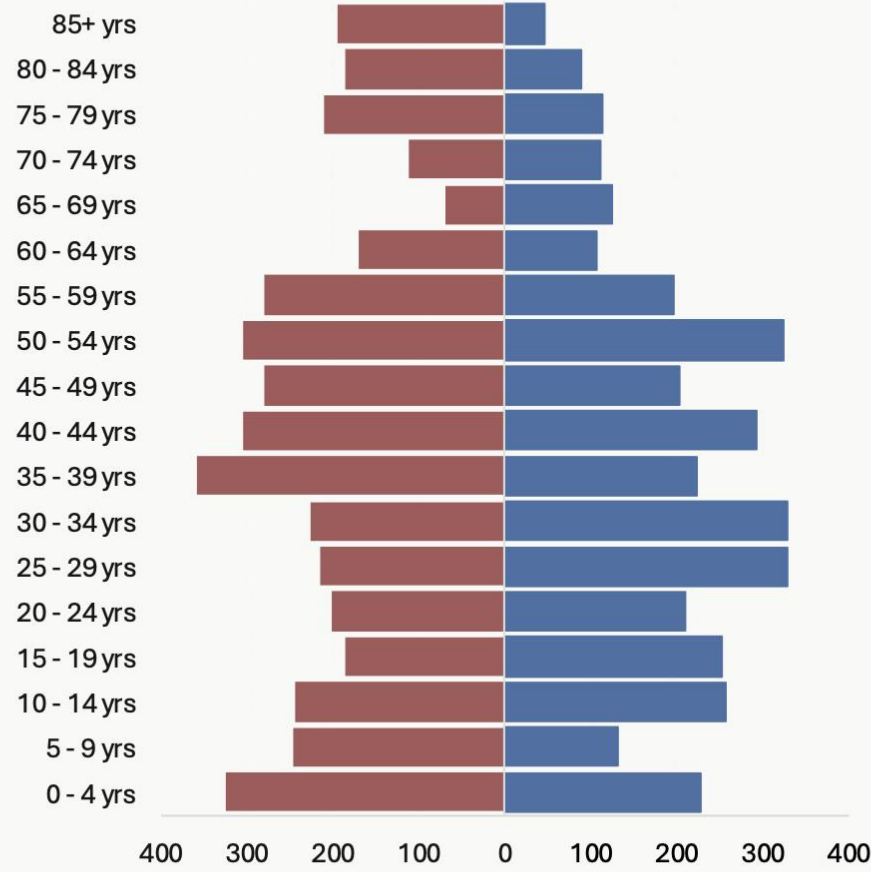
Population Pyramid

How have the age and sex of the population living in Lake Geneva changed over the years?

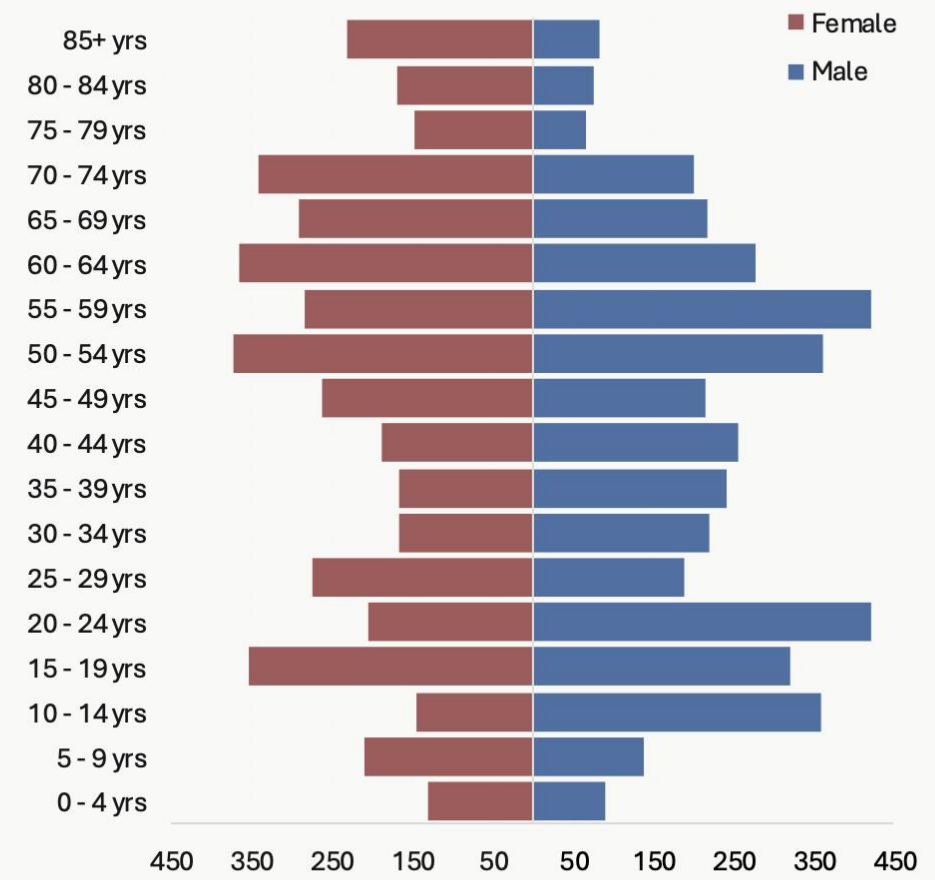
Lake Geneva's population has shifted toward older age groups, with noticeable growth among residents ages 50–74 and 65+, especially among women.

At the same time, the base of the population has narrowed, with fewer children and younger working-age adults than in 2010.

Age & Sex Pyramid (2010)



Age & Sex Pyramid (2023)



Sources: American Community Survey (ACS 2010 & 2023)

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CITY OF LAKE GENEVA, WI STRATEGIC ACTION PLAN

PROJECT



Community
Survey #1

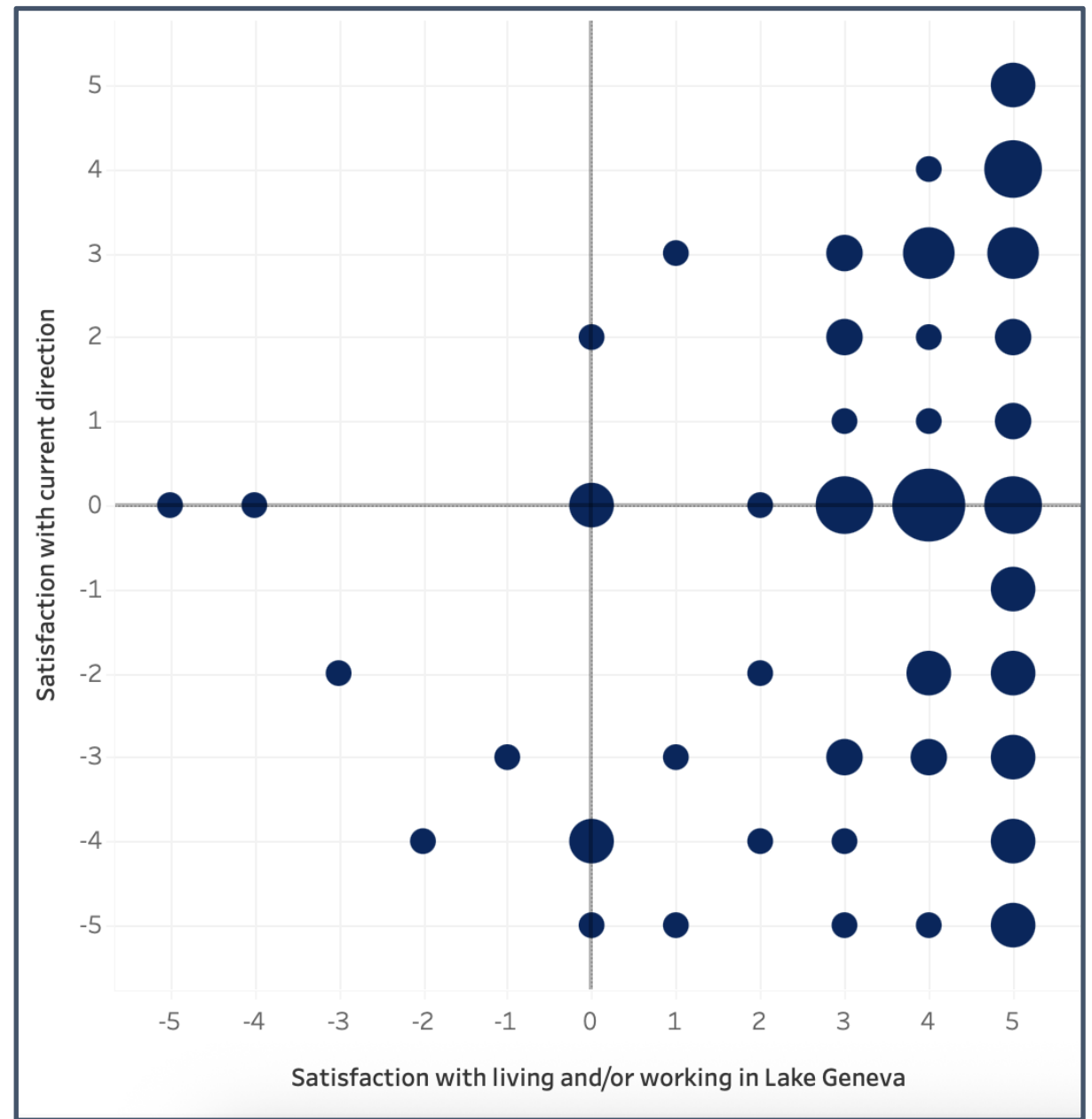
Community Survey



Community Survey



**Preliminary
Data**



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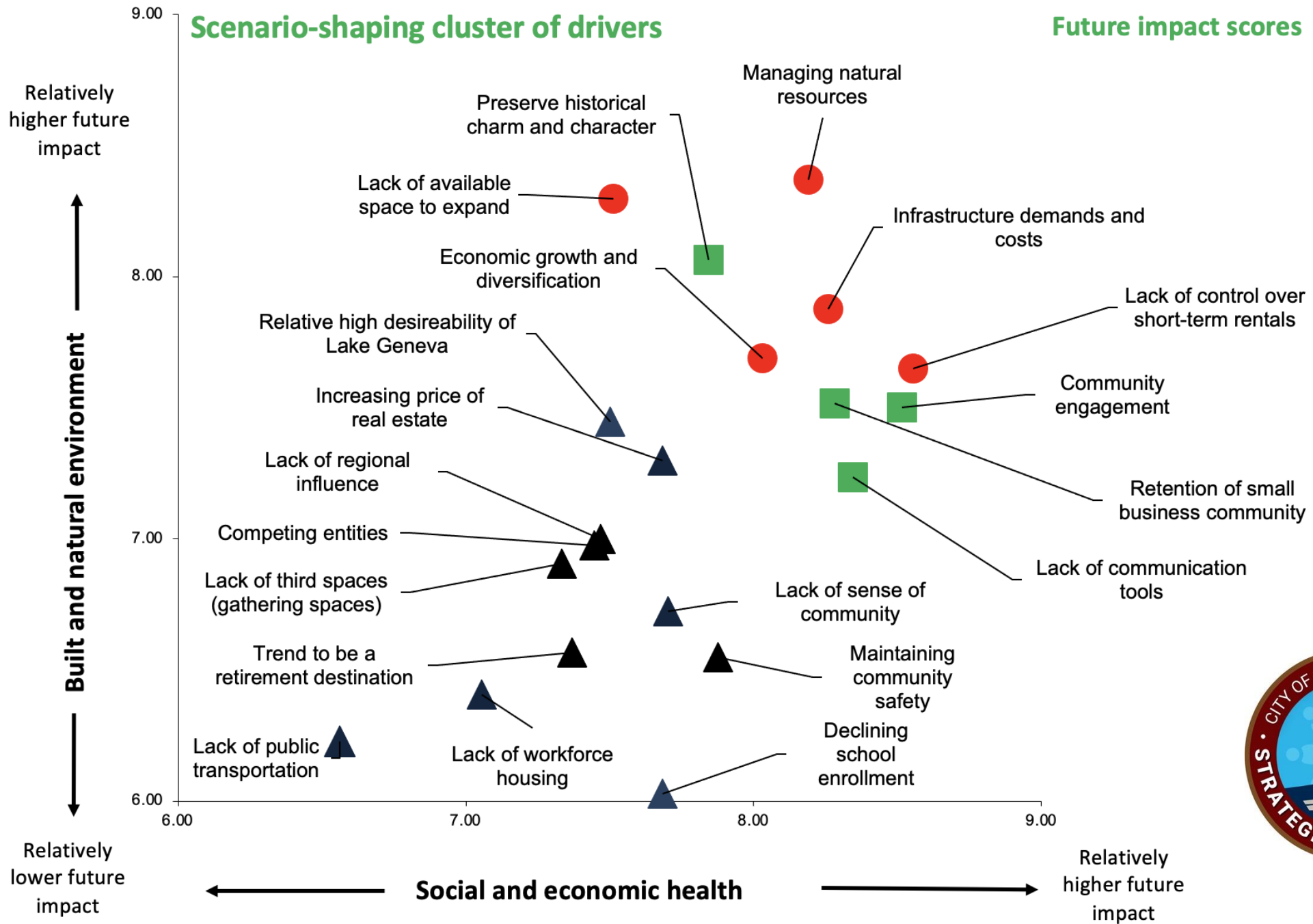


**Lake Geneva Strategic Action Plan
Think-Tank**



Key Drivers

1. Lack of control over short-term rentals
2. Increasing price of real estate
3. Relative high desirability of Lake Geneva
4. Lack of workforce housing
5. Declining school enrollment
6. Trend to be a retirement destination
7. Competing entities
8. Managing natural resources
9. Lack of available space to expand
10. Lack of sense of community
11. Economic growth and diversification
12. Community engagement
13. Lack of third spaces (gathering spaces)
14. Maintaining community safety
15. Retention of small business community
16. Lack of regional influence
17. Preserve historical charm and character
18. Lack of public transportation
19. Lack of communication tools
20. Infrastructure demands & costs



Future-splitting themes – based on clusters of drivers

Development Trajectory

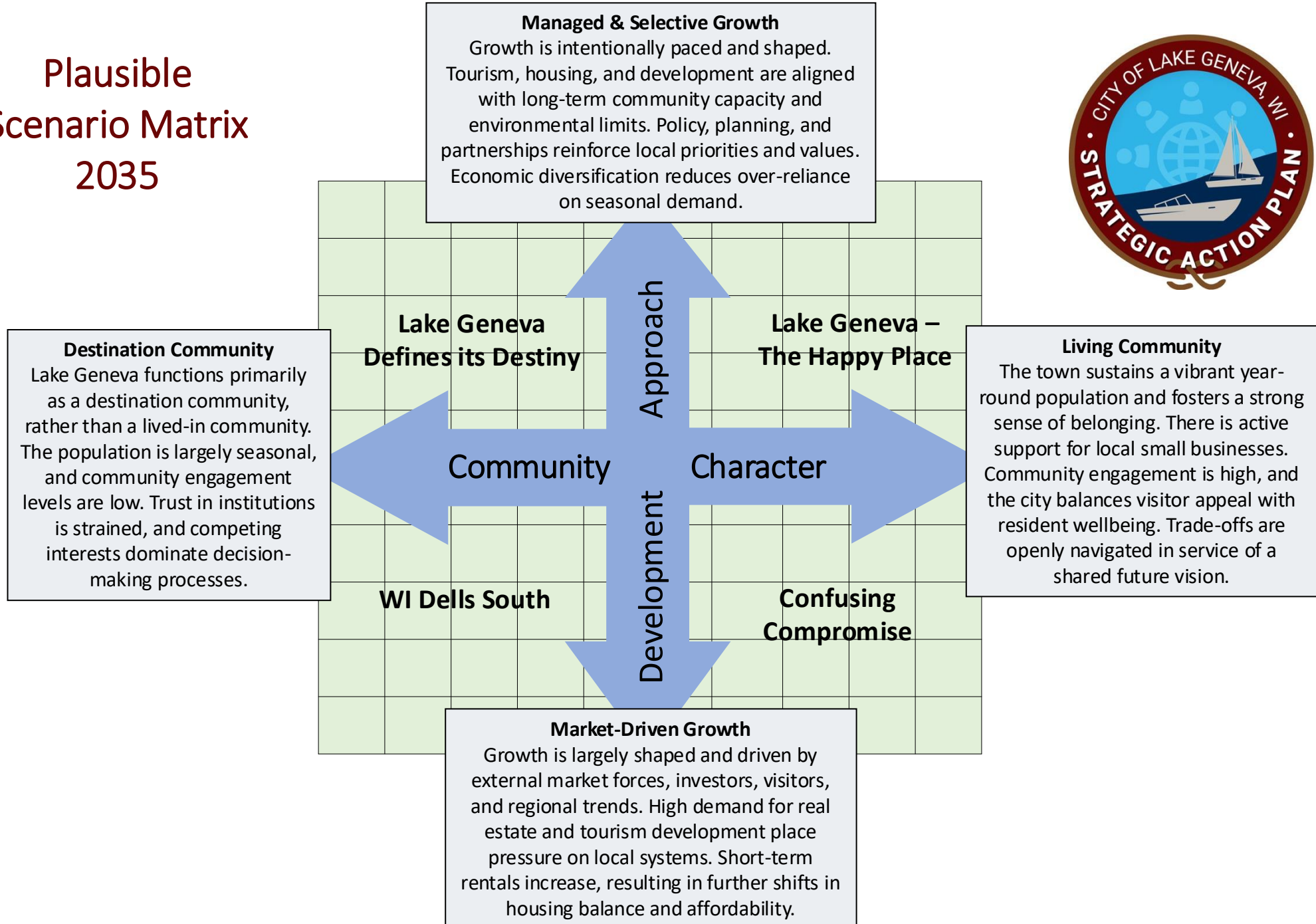
- Managing natural resources
- Lack of control over short-term rentals
- Infrastructure demands and costs
- Lack of available space to expand
- Economic growth and diversification

Community Character

- Community engagement
- Preserve historical charm and character
- Retention of small business community
- Lack of communication tools

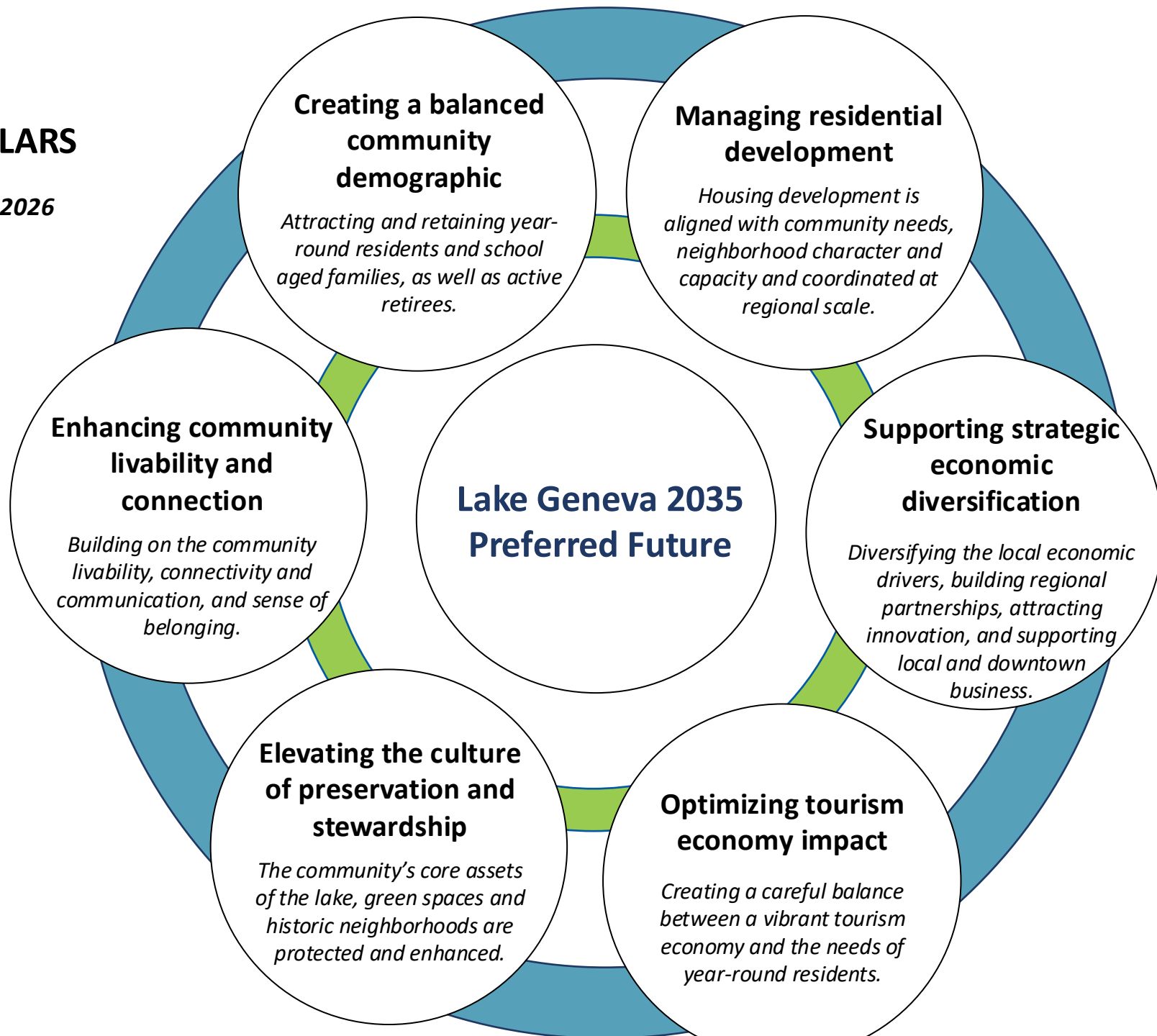
Key drivers were clustered under future splitting themes – based on data in scatter plot. These clusters are used to formulate the scenario matrix.

Plausible Scenario Matrix 2035



DRAFT STRATEGIC PILLARS

Version 1: Feb 17, 2026



Community Character

Living Community

The city sustains a vibrant year-round population and fosters a strong sense of belonging. There is active support for local small businesses. Community engagement is high, and the city balances visitor appeal with resident wellbeing. Trade-offs are openly navigated in service of a shared future vision.

Development Trajectory

Managed & Selective Growth

Growth is intentionally paced and shaped. Tourism, housing, and development are aligned with long-term community capacity and environmental limits. Policy, planning, and partnerships reinforce local priorities and values. Economic diversification reduces over-reliance on seasonal demand.