

**LAKE GENEVA 2035  
PREFERRED  
FUTURE**

**Creating a  
Balanced Community  
Demographic**

*Attracting and retaining  
year-round residents and  
school aged families, as  
well as active retirees.*

**Managing  
Residential  
Development**

*Housing development is  
aligned with community needs,  
neighborhood character and  
capacity and coordinated  
at regional scale.*

**Supporting  
Strategic Economic  
Diversification**

*Diversifying the local economic  
drivers, building regional  
partnerships, attracting  
innovation, and supporting  
local and downtown  
business.*

**Enhancing  
Community Livability  
and Connection**

*Building on the community  
livability, connectivity and  
communication, and sense  
of belonging.*

**Elevating the  
Culture of  
Preservation and  
Stewardship**

*The community's core assets  
of the lake, green spaces  
and historic  
neighborhoods are  
protected and  
enhanced.*

**Optimizing Tourism  
Economy Impact**

*Creating a careful balance  
between a vibrant tourism  
economy and the needs of  
year-round residents.*