



# STRATEGIC PLAN 2022-2025





## A MESSAGE FROM THE VILLAGE BOARD

The Village Board has been committed to formal strategic planning for over a decade. Establishing strategic priorities has served the Village well during this time. Many goals of previous plans have been accomplished, improving the quality of life for residents and creating a sought-after location for business. Transportation improvements such as the widening of Route 47, the full interchange at Rt. 47 and I-90, and the western extension of Charles H. Sass Parkway from Rt. 47 north to W. Main Street were completed, improving the flow of traffic through the community. Pedestrian access was improved with the addition of sidewalks and a multi-use path along Rt. 47 and other areas. Centegra Health System, now Northwestern Medicine, constructed a new hospital to meet the health care needs of Huntley and the surrounding areas. Quality commercial, industrial, and residential development investment of more than \$738 million has taken place over the last decade. In addition, the Village has made a significant investment in the downtown, creating a destination location for events and a gathering place for the community.

The Village's financial position has been enhanced as well, with an S&P credit rating of AA+, reflecting the Village's strong commitment to fiscal responsibility and economic development. While we are proud of these accomplishments, we remain committed to continuing to strengthen and grow our local economy, and to protect and enhance the quality of life for all who live and do business here. The strategic focus areas and goals for the next four years set the path for moving forward to make Huntley the community of choice within the region.

Sincerely,

*Mayor Hoeft and Board of Trustees*



MAYOR  
TIMOTHY J. HOEFT



TRUSTEE RONDA GOLDMAN



TRUSTEE NIKO KANAKARIS



TRUSTEE HARRY LEOPOLD



TRUSTEE MARY HOLZKOPF



TRUSTEE CURT KITTEL



TRUSTEE JR WESTBERG

**A MESSAGE FROM THE VILLAGE BOARD**

# THE PROCESS

The strategic planning process sets the Village's direction and priorities for the future. Going through the process in 2021, the Village Board reviewed and updated the Mission Statement, identified a new Vision Statement for the Year 2030, and identified five areas of Strategic Focus and associated goals. Public input to help guide the development of the new areas of strategic focus was provided through the annual resident survey. The survey is a valuable tool in assessing resident satisfaction regarding Village services, and obtaining feedback through comments.

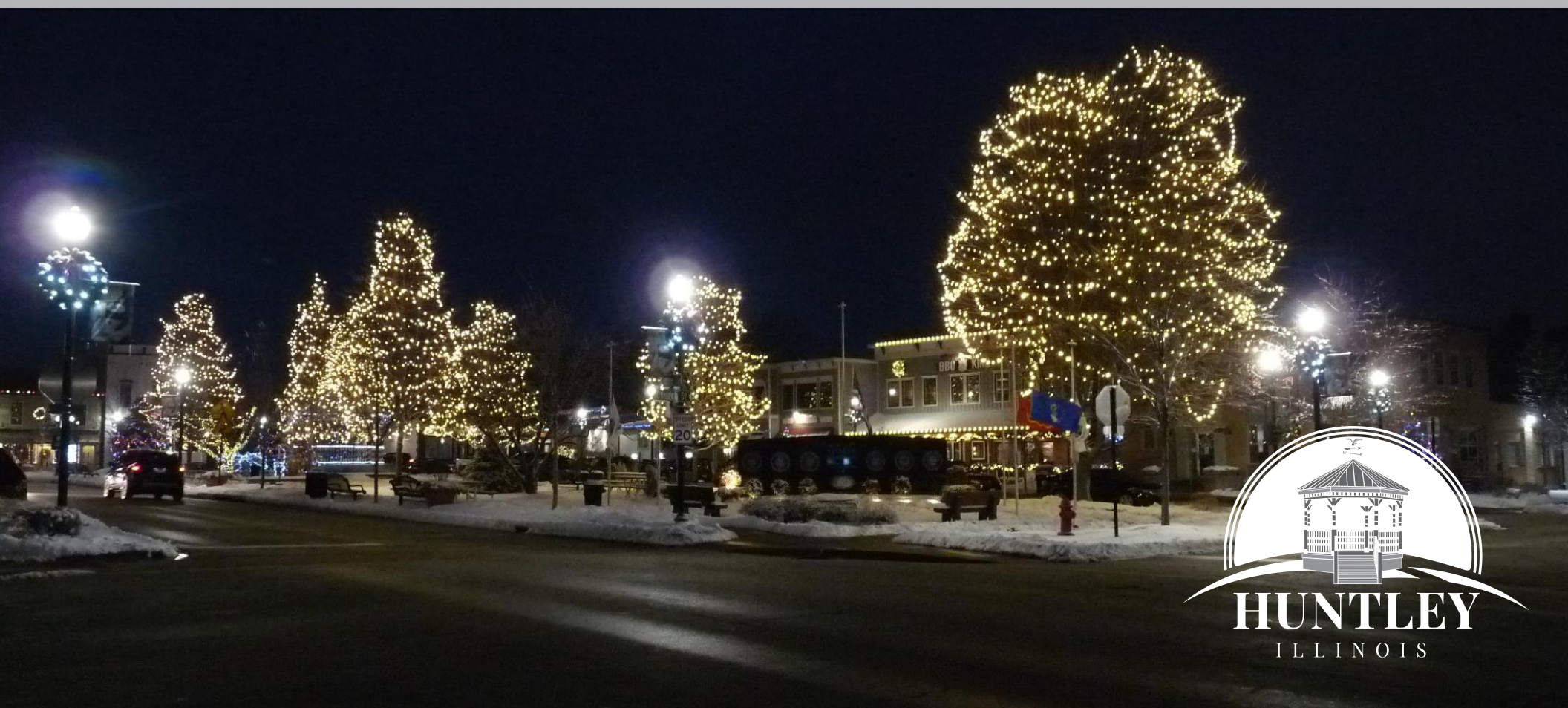
Common themes in the comments made by survey respondents include attracting new restaurants, improving the appearance of private properties, continuing to enhance the downtown, maintaining fiscal responsibility and protecting the quality of life. The areas of strategic focus and goals address these themes.

Village staff also provided input and assisted the Village Board in identifying the strategic focus areas outlined in the plan. The plan identifies where we want to go as a community and organization, and provides direction for how resources will be utilized. The plan will be used to guide annual operational plans, which will identify the action items for how we get there.



# OUR VISION

We are committed to ensuring that Huntley is known as the premier location in the region offering a healthy, well-balanced, prosperous, safe and friendly community for all because of our dedication to building community partnerships and attracting high quality residential, medical, commercial, and light industrial development. We look forward to continued new development, as well as reinvestment and revitalization within the downtown and adjacent corridor.



# MISSION STATEMENT

**HUNTLEY'S MISSION IS TO ACHIEVE EXCELLENCE IN THE PLANNING, MANAGEMENT, AND DELIVERY OF SERVICES IN A RELIABLE, EFFICIENT, FISCALLY AND ENVIRONMENTALLY RESPONSIBLE MANNER THAT ENHANCES THE QUALITY OF LIFE FOR ALL THOSE LIVING, WORKING OR CONDUCTING BUSINESS IN THE VILLAGE**

**In support of this, we are committed to:**

Maintaining a forward-looking focus to identify new opportunities to advance the well-being of our community

Pursuing partnerships and collaborating with the business community, governmental agencies, and other community and local organizations to continue building Huntley's reputation as a desirable place in which to invest and grow a business

Preserving the character of Huntley by supporting well-balanced and sustainable growth that ensures the quality of life for all residents today and in the future



# VALUES

## **Friendliness**

We act in a friendly manner toward all those we interact with, both externally and internally within the organization

## **Teamwork**

We demonstrate a willingness to work together to help others and encourage our residents and businesses to help one another

## **Public Engagement**

We encourage citizens of all ages to participate in local government and service organizations

## **Respect**

We treat all residents and those with whom we interact with respect and fairness

## **Integrity**

We base our actions on what is legally, ethically, and morally correct

## **Professionalism**

We are committed to attaining high standards of professional conduct

## **Innovation**

We encourage new ideas and creativity to provide the highest quality and most cost effective municipal services

## **Transparency**

We are committed to acting openly and sharing information with our residents so that they are well informed about Village business, to ensure accountability

## **Community of Choice**

We work towards preserving the quality of life for residents, attracting the best employees, and working together with our residents to maintain a safe and sustainable living environment for today and future generations

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# OUR VISION for 2030

Huntley will be known as the premier location in the region offering a healthy, well-balanced, prosperous, safe and friendly community for all because of its dedication to building community partnerships and attracting high quality residential, medical, commercial, and light industrial development

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**HUNTLEY**  
ILLINOIS



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# IN SUPPORT OF OUR VISION, WE ARE COMMITTED TO

A Healthy, Safe, and Attractive Community

A Strong Local Economy

An Engaged Community

A Forward-Looking Community

Organizational Excellence



# HEALTHY, SAFE AND ATTRACTIVE COMMUNITY

An exceptional quality of life within the Village begins with a safe and healthy community. The Village will continue to support efforts that bring the community together to minimize crime, provide access to resources to assist with both physical and mental health needs, and work with residents and businesses to maintain a well-kept appearance of properties.

**GOAL 1 A SAFE COMMUNITY**

Residents, visitors, and workers will feel safe living or going about their business in all areas of the community, and in conducting business with the Village

**GOAL 2 A HEALTHY COMMUNITY**

Residents and Village employees will have access to resources that contribute to a healthy lifestyle, addressing both physical and mental health needs

**GOAL 3 AN ATTRACTIVE COMMUNITY**

Residents, businesses, and the Village will maintain and improve the appearance of public and private properties

**KEY PERFORMANCE MEASURES**

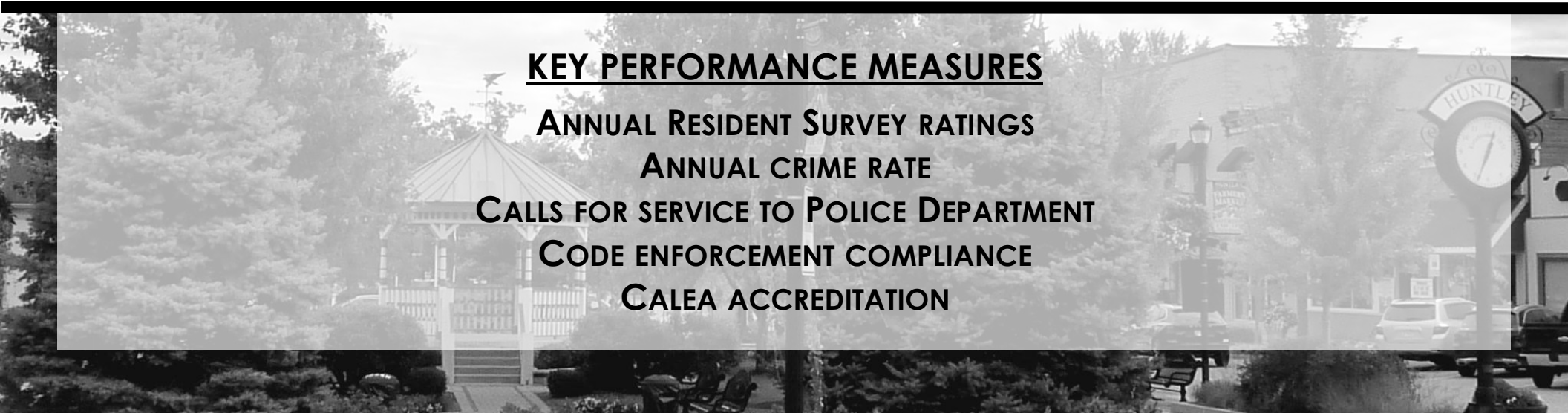
**ANNUAL RESIDENT SURVEY RATINGS**

**ANNUAL CRIME RATE**

**CALLS FOR SERVICE TO POLICE DEPARTMENT**

**CODE ENFORCEMENT COMPLIANCE**

**CALEA ACCREDITATION**



# **STRONG LOCAL ECONOMY**

The Village's development efforts will be directed towards making Huntley a community of choice for businesses of all sizes seeking to invest in new or expanded facilities, thereby creating new jobs and providing new options for dining and purchasing consumer goods. These efforts will also focus on attracting a diversity of new housing for residents across all age groups and income levels. The Village will continue to promote reinvestment in the downtown, strengthening its role as the heart of the community.

**GOAL 1 LOCATION OF CHOICE FOR RESIDENTS**

Residents of all ages seeking to make Huntley their home will have a diverse range of housing choices

**GOAL 2 LOCATION OF CHOICE FOR NEW AND EXPANDING BUSINESSES OF ALL SIZES**

Businesses of all sizes will choose to invest in Huntley to provide residents new choices for purchasing goods, enjoying new dining options, and creating more job opportunities close to home

**GOAL 3 A VIBRANT DOWNTOWN GATHERING PLACE**

Public and private sector investment in properties in the downtown and adjacent Route 47 corridor will enhance the appearance of the community and reinforce the vitality of the downtown as the heart of the Village

**KEY PERFORMANCE MEASURES**

**ANNUAL RESIDENT SURVEY RATINGS**

**PRIVATE SECTOR INVESTMENT IN NEW COMMERCIAL, INDUSTRIAL, AND RESIDENTIAL DEVELOPMENT**

**RESIDENTIAL UNITS PERMITTED**

**GROWTH IN ASSESSED VALUATION OF PROPERTY**

# **ENGAGED COMMUNITY**

The Village will offer a wide range of events that bring residents and visitors to the community, will work to enhance community engagement by working with other agencies and organizations to address common areas of interest, maintain and enhance opportunities for resident involvement, and will promote the “Huntley” brand through coordinated branding and messaging.

**GOAL 1 COMMUNITY EVENTS**

Community pride will be reinforced through events conducted throughout the year that attract residents of all ages

**GOAL 2 ENHANCED COMMUNITY PARTNERSHIPS**

The Village will engage with other governmental agencies and community organizations to foster a collaborative approach to address community concerns

**GOAL 3 COORDINATED BRANDING AND MESSAGING**

The Village will develop a coordinated branding and messaging strategy to improve dissemination of public information through social media and other formats, as well as promotion of the “Huntley” brand

**KEY PERFORMANCE MEASURES**

**ANNUAL RESIDENT SURVEY RATINGS**

**NUMBER OF COMMUNITY EVENT OFFERINGS THROUGHOUT THE YEAR**

**ACTIVE VILLAGE PARTICIPATION IN LOCAL GOVERNMENTAL AND COMMUNITY ORGANIZATIONS**

**CITIZEN PARTICIPATION IN VILLAGE-SPONSORED PROGRAMS**

**INCREASED USE OF SOCIAL MEDIA**

**INCREASE IN NUMBER OF FOLLOWERS ON SOCIAL MEDIA**

# STRATEGIC FOCUS FORWARD LOOKING COMMUNITY

The Village recognizes the importance of being prepared to address the challenges of tomorrow through long-range planning related to land use, transportation, regulatory obligations, and infrastructure. Technology is regularly evaluated and deployed to improve delivery of services and to aid in the planning and management of resources.

## **GOAL 1 LONG-RANGE PLANNING**

The Village will review and update long-range plans, including the Comprehensive Land Use Plan, Transportation Plan, and Comprehensive Master Utility Plan to guide future land use decisions and improvements to the Village's transportation and utility network

## **GOAL 2 MANAGEMENT OF INFRASTRUCTURE ASSETS FOR TODAY AND TOMORROW**

The Village will regularly assess the condition of its infrastructure and identify capital needs and funding sources to maintain, improve, and expand its infrastructure to meet the needs of the community

## **GOAL 3 INNOVATION AND IMPLEMENTATION OF TECHNOLOGY TO ENHANCE SERVICE DELIVERY**

The Village will continue to explore new ways to provide services and to invest in the technology required to enhance service delivery across all departments

### **KEY PERFORMANCE MEASURES**

**ANNUAL RESIDENT SURVEY RATINGS**

**COMPLETION OF UPDATES TO LONG RANGE PLANS**

# ORGANIZATIONAL EXCELLENCE

The Village is committed to providing an exceptional customer service experience for all those with whom we interact. This is accomplished through a committed workforce that understands the importance of serving our residents and business community. The ability to provide high quality services is directly related to the resources available to do so. Exercising fiscal responsibility in the use of these resources is critical to ensuring that funds are available to provide the quality of services expected by the community.

**GOAL 1 HIGHEST LEVEL OF CUSTOMER SERVICE**

The Village will provide effective and efficient Village services focused on continuous improvement with the highest levels of internal and external customer service

**GOAL 2 COMMITTED WORKFORCE**

The Village will promote a conscientious and equitable workplace culture that is open, high-energy, nimble and resilient, with an ability to adapt quickly and take appropriate action

**GOAL 3 FISCAL RESPONSIBILITY**

The Village will be a good steward of the public dollars entrusted to it to ensure the resources needed to provide services are available today and in the future

**KEY PERFORMANCE MEASURES**

**ANNUAL RESIDENT SURVEY RATINGS**

**STANDARD & POOR'S CREDIT RATING**

**GOVERNMENT FINANCE OFFICERS ASSOCIATION (GFOA) RECOGNITION OF ANNUAL BUDGET,**

**POPULAR ANNUAL FINANCIAL REPORT, ANNUAL COMPREHENSIVE FINANCIAL REPORT**



# THE FRIENDLY VILLAGE WITH COUNTRY CHARM



HUNTLEY  
ILLINOIS



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