

Making Lake Geneva the Most Livable City in Wisconsin

2020 Budget Goals

The 3 Principles of Our City Budget Goals:

1. Make the Basics Easy: Provide all residents high quality services at the greatest value to the taxpayer, maintain widespread confidence that the fundamentals are well managed,
2. Deliver Good Government: Put all residents first, gather input and transparently communicate our intentions, decisions, and actions,
3. Invest in People and Places: Support all residents with design, policy, and programming for a strong and inclusive economy, vibrant culture, and great public spaces.

The following pages are our Strategic Priorities for developing each Department's 2020 Budgets.

Safe Community for Everyone

- Ensure access to a safe, reliable and well-maintained utility system that delivers clean drinking water and effectively manages sewage treatment.
- Maintain a visible, approachable public safety presence that addresses community concerns and focuses on prevention, intervention, and safety education activities.
- Offer protection from violence and harm, enforce the law, promptly respond to calls for service, and remain adequately prepared for all emergency situations.
- Promote and sustain a thriving, healthy, and sufficiently regulated community with vital neighborhoods, and commercial areas that are charming, attractive, and well-kept.
- Provide for a safe, reliable transportation network that is well-maintained, clearly marked, and enhances multi-modal traffic flow and mobility.
- Provide for the health, education, and socio-economic well-being of the community through job creation, diverse housing options, and access to basic, day-to-day services.

Robust and Well Planned Infrastructure

- Continuously and proactively maintain, repair, improve and invest in Lake Geneva's transportation infrastructure (roads, streets, and sidewalks).
- Design, construct, and maintain a connected, accessible, and safe network of walkways and bike paths.
- Provide access to a consistently strong Wi-Fi and technology infrastructure that connects all segments of the community.
- Improve parking infrastructure and equipment to increase parking supply, reduce demand, and improve efficiency and customer service.

Well Governed and Administered City

- Be a great employer with great employees who offer genuine hospitality and efficient service.
- Provide enduring financial strength.
- Provide excellent services and efficient processes.
- Provide robust physical and technological capital assets to residents and employees.
- Maintain reliable compliance with regulations and well-managed risk.
- Maintain effective, responsive leadership and communication with employees, visitors, and all residents.

Strong, Inclusive Economy

- Encourage and support the attraction, retention and expansion of a well-balanced mix of thriving businesses and industry that contributes to the economic vitality of the community.
- Foster and sustain an attractive, safe and inviting place to live and work that offers a full range of quality housing options and promotes community diversity and inclusion.
- Partner with community organizations to provide high quality employment opportunities by ensuring access to a skilled, educated and diverse workforce.
- Promote local business development and growth through collaborative partnerships, resource support, and efficient, business-friendly processes.
- Provide sufficient and well-planned transportation and utility infrastructure that enables business efficiency, encourages investment, and supports the thoughtful and careful growth of the community.
- Support and encourage a diverse balance of dining, shopping, and entertainment and cultural events that meet the needs of residents and visitors alike.

Thriving Public Spaces and Culture

- Advance cultural enrichment by supporting the visual, performing, graphic, and literary arts and promoting multi-cultural events.
- Develop and maintain a fully integrated walking and biking trail network that connects the community and promotes healthy lifestyles.
- Preserve and enhance Lake Geneva's parks, trails, green spaces, and public spaces; ensure that they are safe, accessible, attractive, engaging, and well maintained.
- Promote and support a variety of affordable, accessible, and safe community events, activities, entertainment opportunities, and shopping and dining venues that attract and welcome residents and visitors alike.
- Provide a diverse mix of affordable, secure, and convenient recreational and leisure time venues and programs that meet the interests and needs of a multi-generational community.

Vibrant, Welcoming Neighborhoods

- Attract and retain homeowners by providing well planned, attractive, diverse, and livable neighborhoods; offer a full range of housing options and promote neighborhood identity and pride.
- Develop, preserve, and regulate vital residential neighborhoods that are secure, well lit, well kept, and accessible for daily necessities.
- Develop well maintained, clean, and safe neighborhood parks, trails, and open spaces that are conveniently located and offer a place for residents and families to connect.
- Offer sustainable solid waste management, convenient trash collection, and efficient yard debris removal that preserves the health and appearance of the community.
- Provide for clean, well maintained streets and sidewalks and offer safe mobility for motorists, pedestrians, and cyclists alike.

Empower All Residents with Education, Mobility and Technology

- Develop and utilize current technology to inform, educate, engage, and serve the community.
- Enhance connectivity and provide ready access to information and resources for everyone, by ensuring strong Wi-Fi and internet access throughout the community.
- Ensure access to technical training, mentoring programs, professional development, educational resources, and lifelong learning opportunities for all ages.
- Partner and collaborate with our schools to provide high quality educational opportunities and programming for our young people.
- Offer convenient mobility choices that are accessible to all, enhance community livability, and ensure safe travel to any destination for motorists, pedestrians, and cyclists.

Promote and Enhance the Health of the Lake and Natural Resources

- Partner with neighboring communities to develop a Watershed Plan.
- Promote the healthy use of the lake.
- Support the ongoing development and implementation of a Master Tree Plan.
- Promote the planting of native, low maintenance, and low irrigation vegetation.
- Develop and implement an Invasive Species Management Plan.