

## 2018 Progress Article for HTR

### VISION 2022 UNITES COMMUNITY IN PLANNING THE FUTURE

By Mary Maurer

As Abraham Lincoln said, “The best way to predict your future is to create it.”

It is with that thought in mind that Vision 2022 was launched in July of 2017. A group of community business leaders, led by Leede Research, Holy Family Memorial and Silver Lake College, launched a community – wide initiative focused on creating a movement to drive Manitowoc County towards unified planning, action and achievement. The ultimate goal of Vision 22 (V22) is to arrive at an improved community state of growth, health and prosperity by the year 2022 and beyond.

A Leadership Team was formed which includes top leaders from prominent companies that are invested in and concerned about the future of our community. The team includes the founding CEO’s along with Investors Community Bank, Lakeside Foods, UW-Manitowoc, Steimle Birschbach, and Access Investment Advisors.

As a first step in the visioning process, a broad, comprehensive Community Study was performed, which gathered input from over 2500 county residents. The survey results indicated citizens thought the best features of living in our community are the lakefront, family-friendly environment, and an overall strong sense of community. On the other hand, survey respondents indicated the biggest need for change was leveraging the lakefront and downtowns, better paying jobs, attracting more young people to our community and the need for all of us to speak positively about our community.

In January, a Vision 2022 Community Summit was held and was nothing short of terrific. Over 300 people from all sectors of our community participated and received full results of the community survey along with updates on positive actions occurring in our county, as well as a presentation by a national expert on community future planning. To top off the event, a formal call to action was issued inviting participants to get involved in the planning and action components of the V22 structure and process.

Over 150 participants responded to the call to action and expressed interest in serving on one of six work teams which are focusing on:

- Creation of a long term vision and brand for Manitowoc County
- Leveraging our lakefront and downtowns
- Creating an appealing community for Young Professionals
- Improving the health of our community
- Creating positive speak and spirit
- Pursuing regional collaboration

Work teams led by community leaders and representatives from local organizations and government are now being formed to structure goals and tactics for each initiative.

For more information go to [www.v22mc.org](http://www.v22mc.org)