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To: Area Media

From: Dean Halverson, CEO -
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Subject: V22 Completes Work Group Round 4



Vision 2022, the community movement to drive positive change in Manitowoc County announced the completion of their fourth round of Work Group meetings in the past two weeks. Five targeted work groups are taking on challenges like; Young Worker Attraction and Retention, Changing the Conversation, Unique Downtowns, Regional Collaboration and Healthier Community. The completion of the fourth round of meetings completed the formal missions and visions for each work group and moved on to identifying specific measures that the work groups will use to determine they have met their vision for the future.

Measures will lead to the formation of an Action Plan for each work group that identifies specific projects and tactics that will be undertaken by the group. V22 leadership notes that they are seeing several common themes and areas of focus being generated from the work groups and they expect the end result will be Action Teams representing larger projects and multiple work groups. This will be used to form the activities that will take place starting with the August, Round 5 Meetings. The group will take July off to allow for vacations and for V22 leadership to help organize the next steps in the process.

V22 Leadership will be working to bring together the individual Mission and Vision information to form an overall Mission and Vision for the County at large. This will help create an overall Vision for the future of Manitowoc County. They are working to support a multi-organizational community branding process that has been underway in recent months. This has brought together organizations and government leadership to look for a focused brand and message for Manitowoc County. This would become a focal point for future development.

Following the August meetings to continue the Action Plan development, V22 will host a series of Community Summits scheduled for the afternoon of September 13th at the new Farm Wisconsin Discovery Center. The goal will be to update and energize the community for the new Action Teams and to better support existing groups and organizations doing projects of benefit for Manitowoc County.

For updated information visit www.v22mc.org or contact v22mcorg@gmail.com