

WELCOME TO THE  
CITY OF LAKE GENEVA, WI  
STRATEGIC ACTION PLAN  
PROJECT



**Lake Geneva Strategic Action Plan  
Think-Tank PART 2**



# City of Lake Geneva - Think-Tank



## Part 1 – Explore Future Trends

- Macro trends shaping the future
- Key drivers shaping the future
- Rating future impact of drivers

## Part 2 – Build Scenarios

- Develop plausible scenarios of the future
- Identify expected and preferred futures
- Build strategic pillars

January 8



January 10



# Think-Tank Workshop Agenda



## AGENDA

### Session 1: Explore Future Trends

**Date:** Thursday, Jan. 8, 2026

**Time:** 9:00am – 12:00pm

**Location:** The Riviera Ballroom  
812 Wrigley Drive  
Lake Geneva, WI 53147

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- 8:30 am** Registration
- 9:00 am** Welcome and Introduction
- 9:15 am** Future trends shaping the City's future; survey results and work to date
- 10:15 am** Identification of Key Drivers shaping the city's future
- 11:00 am** Build out insights on Key Drivers
- 11:45 am** Ranking Key Drivers
- 12:00 pm** Next Steps and Finish

### Session 2: Build Future Scenarios

**Date:** Saturday, Jan. 10, 2026

**Time:** 9:00am – 12:00pm

**Location:** Lake Geneva Middle School Cafeteria  
600 N. Bloomfield Road  
Lake Geneva, WI 53147

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- 8:30 am** Registration
- 9:00 am** Recap of Think-Tank Session 1
- 9:30 am** Outline Scenario Matrix
- 9:45 am** Scenario Narrative Development
- 10:45 am** Scenario presentations
- 11:05 am** Examine scenario implications and outcomes
- 11:20 am** Identify expected and preferred futures
- 11:35 am** High-level strategic action brainstorm
- 12:00 pm** Next Steps and Finish



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## The Importance of Future Thinking

The key to effective future thinking...

Consider both **trajectory** (direction of change)  
and **velocity** (speed of change).



## The challenge for the Think-Tank

- Explore the future -
- Ask the hard questions -
- Think creatively -

The outcome may be a new view of the future.

## **Key Drivers:**

What key drivers do you think are most important for the future of Lake Geneva?

(Key drivers are events, trends, developments, catalysts or forces that actively influence or cause change.)

Table brainstorm



# Key Drivers

1. Lack of control over short-term rentals
2. Increasing price of real estate
3. Relative high desirability of Lake Geneva
4. Lack of workforce housing
5. Declining school enrollment
6. Trend to be a retirement destination
7. Competing entities
8. Managing natural resources
9. Lack of available space to expand
10. Lack of sense of community
11. Economic growth and diversification
12. Community engagement
13. Lack of third spaces (gathering spaces)
14. Maintaining community safety
15. Retention of small business community
16. Lack of regional influence
17. Preserve historical charm and character
18. Lack of public transportation
19. Lack of communication tools
20. Infrastructure demands & costs



# KEY DRIVERS - FUTURE IMPACT SCORE



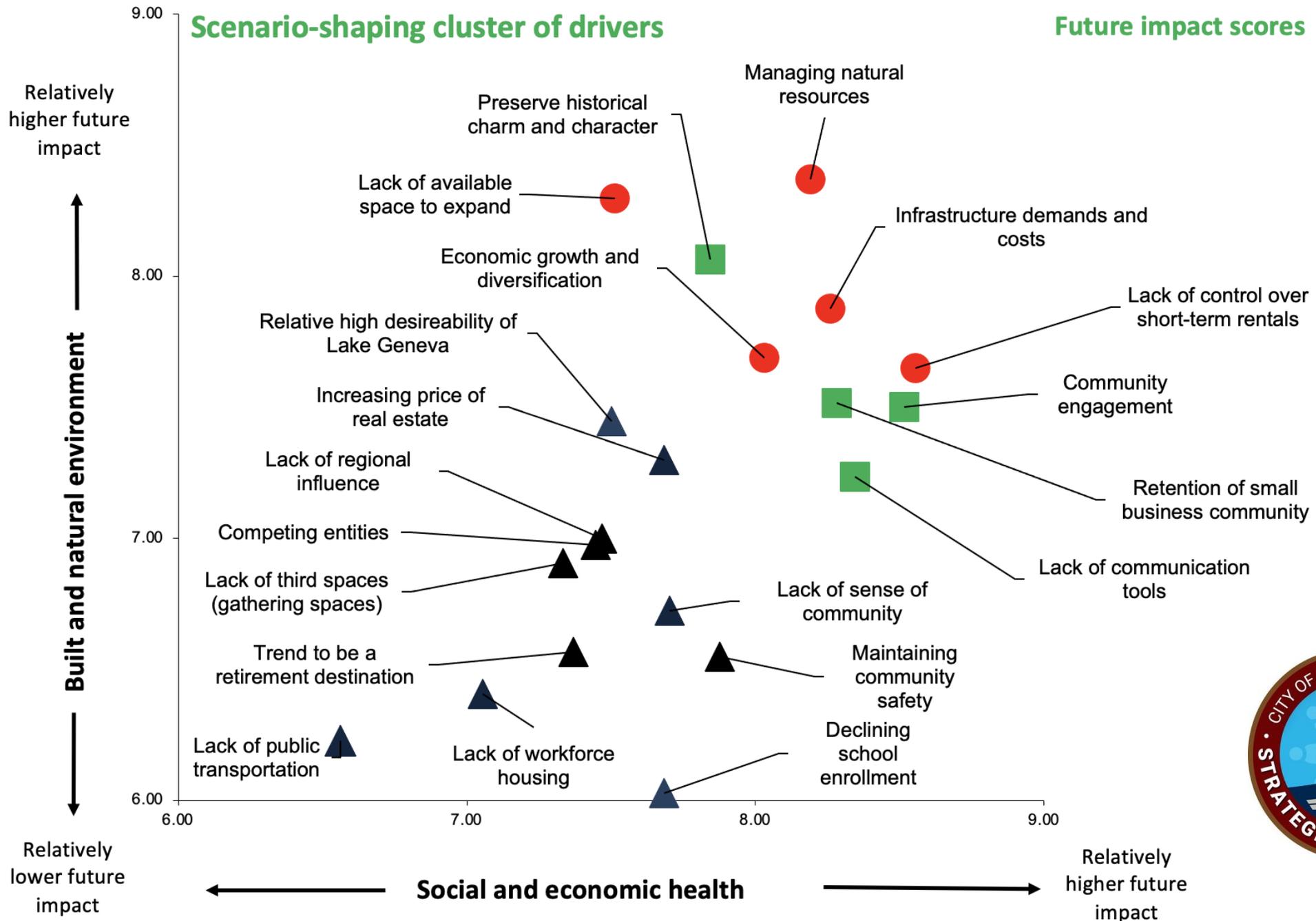
Lake Geneva Think-Tank – January 8 & 10, 2026

Rate each driver in terms of likely future impacts on the following dimensions for Lake Geneva.

IMPACT SCALE: 1 = Low relative future impact; 10 = Very high relative future impact

Driver	Dimensions	
	Built and Natural Environment	Social and Economic Health
1:		
2:		
3:		
4:		
5:		
6:		
7:		
8:		
9:		
10:		

**Rating the importance of each driver – individual scoring**



# Future-splitting themes – based on clusters of drivers

## Development Trajectory

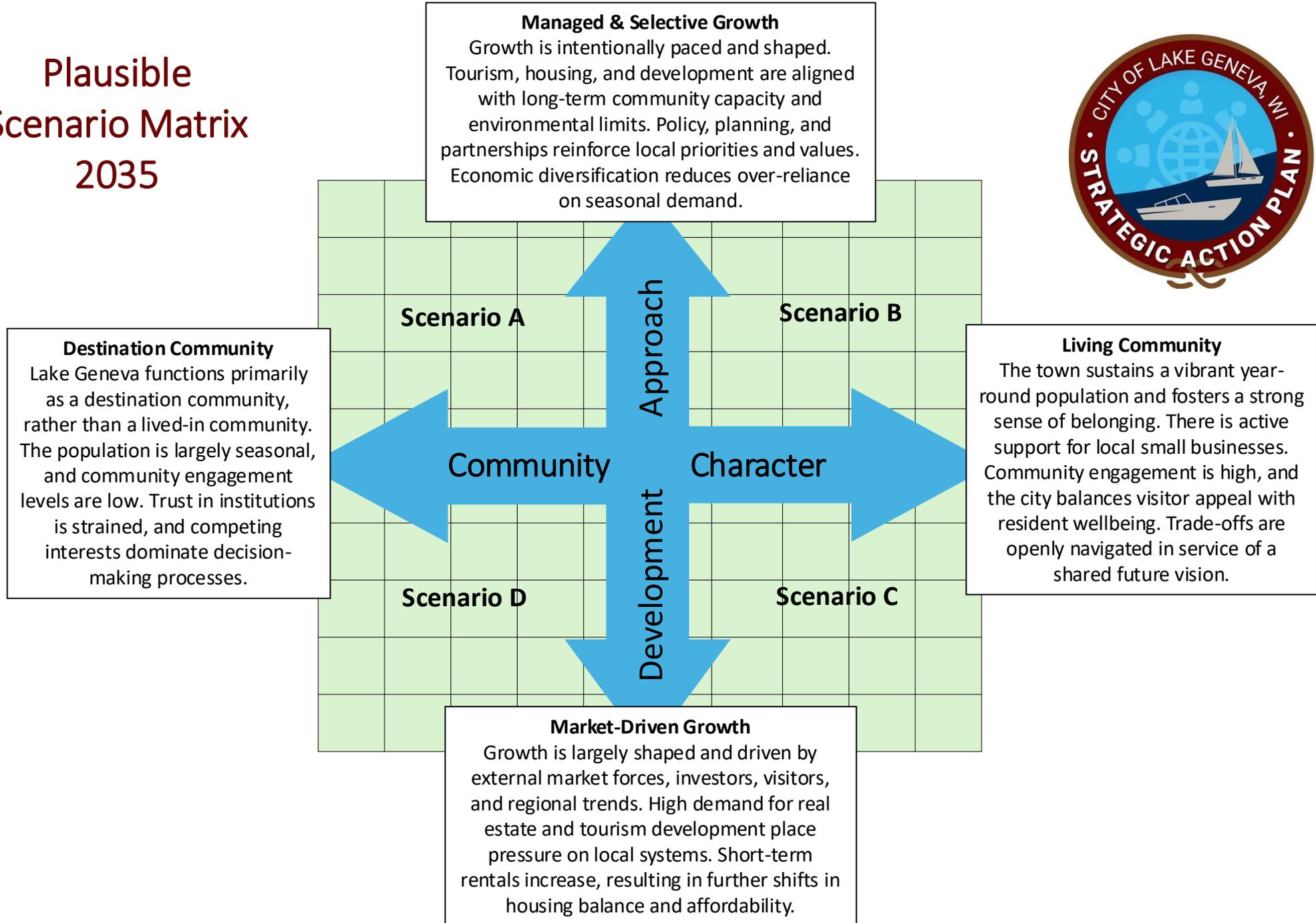
- Managing natural resources
- Lack of control over short-term rentals
- Infrastructure demands and costs
- Lack of available space to expand
- Economic growth and diversification

## Community Character

- Community engagement
- Preserve historical charm and character
- Retention of small business community
- Lack of communication tools

Key drivers were clustered under future splitting themes – based on data in scatter plot. These clusters are used to formulate the scenario matrix.

# Plausible Scenario Matrix 2035





# SCENARIO CHARACTERISTICS

Lake Geneva Think-Tank – January 8 & 10, 2026



SCENARIO NAME: \_\_\_\_\_

**Community and Social Fabric - Predicted Characteristics in 2035:**

**Economic and Built Environment - Predicted Characteristics in 2035:**

**Environmental and Landscape - Predicted Characteristics in 2035:**



**Scenario  
Characteristics  
in 2035**

# Scenario Characteristics - Dimensions to Consider

## Community and Social Fabric Characteristics

- Population makeup / demographics
- Key social infrastructure – housing, childcare, schools, parks, amenities
- Community safety and wellness
- Workforce and skills profiles, workplace models and opportunity
- Community vitality and celebration of history; arts and culture - feel and 'vibe'
- Community inclusiveness and values
- Downtown core/Main Street and architectural assets
- Role of educational institutions and models of education

SUGGESTED  
TOPICS

## Economic and Built Environment Characteristics

- Businesses and industry sectors (retail, education, health, technology, recreation, tourism)
- Type and size of industries in Lake Geneva
- Hard infrastructure (roads, water, transport, utilities)
- Development patterns in the community
- Level of innovation and investment
- Regional appeal and competitiveness
- Small business ecosystem

## Environmental and Landscape Characteristics

- Housing types and affordability
- Neighborhood character
- Transportation, mobility, and geographic location
- Natural resource usage
- Adaptation to climate change / severe weather events
- Streetscapes, parks, green spaces, and recreation amenities
- Energy systems and sources
- Key buildings and assets – what's being preserved, uplifted, catalyzed on





# HEADLINE NEWS - SCENARIO: \_\_\_\_\_

Lake Geneva Think-Tank – January 8 & 10, 2026

Economy & Built Environment

Community & Social Fabric

Environment & Landscape

**2027**

**2027**

**2027**

**2030**

**2030**

**2030**

**2035**

**2035**

**2035**

# Avoiding potential pitfalls.....



- Stay in your swim lane (your scenario)
- Don't try to 'fix' the scenario
- We are doing objective forecasting and predictive - don't get emotionally hooked
- We are exploring possible futures; not deciding on preference
- Scan and predict widely – don't get micro-focused
- Make it a group discussion, everyone has a perspective to contribute





## Breakout Session Roles

*Each Scenario Group must include the following roles:*

- **Facilitator:** Each breakout group will have one or two assigned facilitators who help moderate the conversation and encourage participation.
- **Timekeeper:** The Timekeeper helps keep the breakout group on track using the provided schedule to make sure that the group gets through the full activity.
- **Recorders:** The Recorder(s) is responsible for taking notes for the breakout group using the provided worksheets.
- **Presenter(s):** 1 or 2 Presenter(s) will share back key takeaways to the larger Think-Tank group at the end of the Breakout Session.
- **Participants:** Everyone in the breakout group is encouraged to share insights and perspectives. Active participation means a wide variety of voices and more meaningful conversations.

*\*All roles are voluntary and selected by the group at the start of the breakout. The Facilitator should help make sure that all roles are filled.*

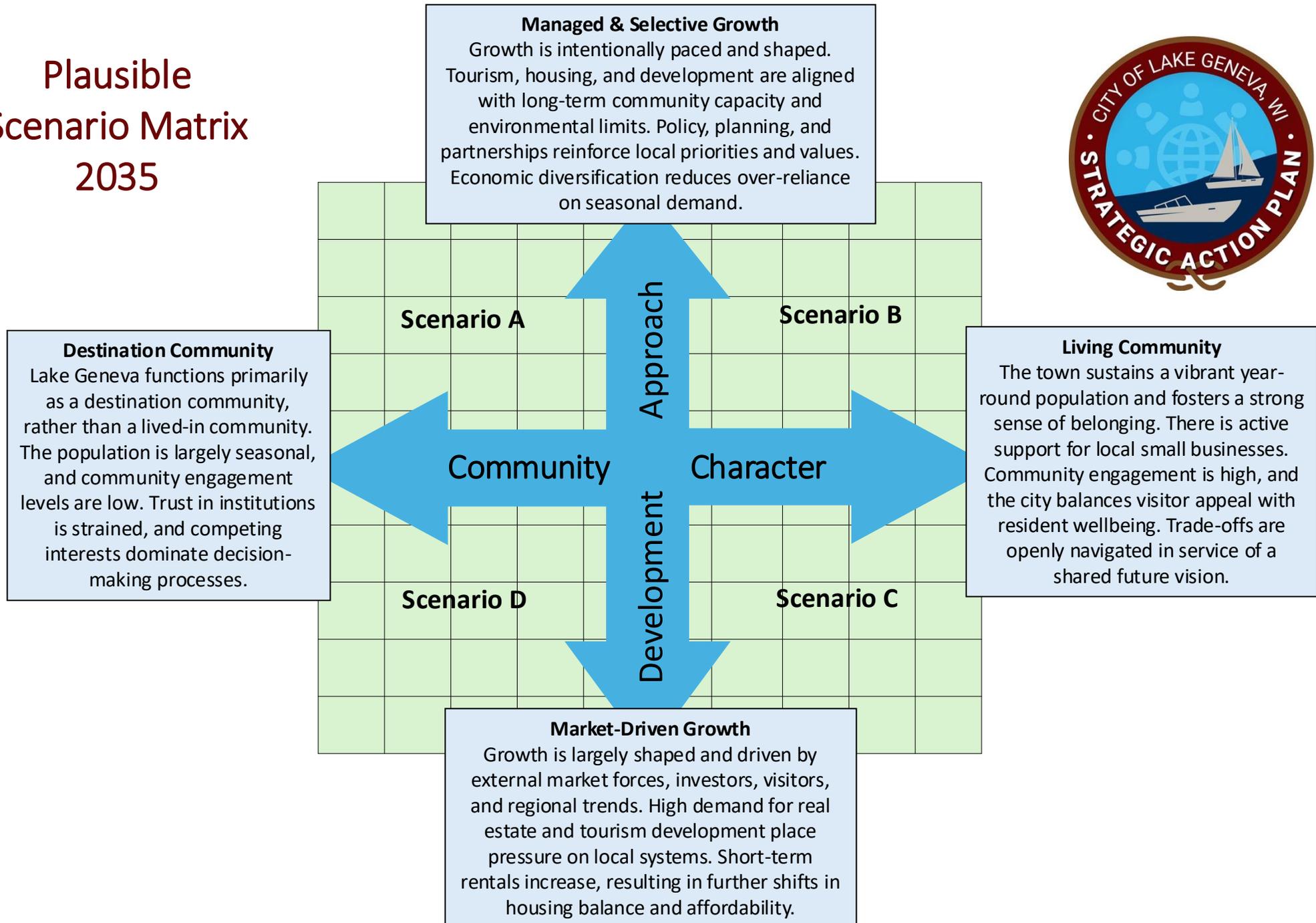


## Suggested Scenario Group Timeline (elapsed time - minutes)

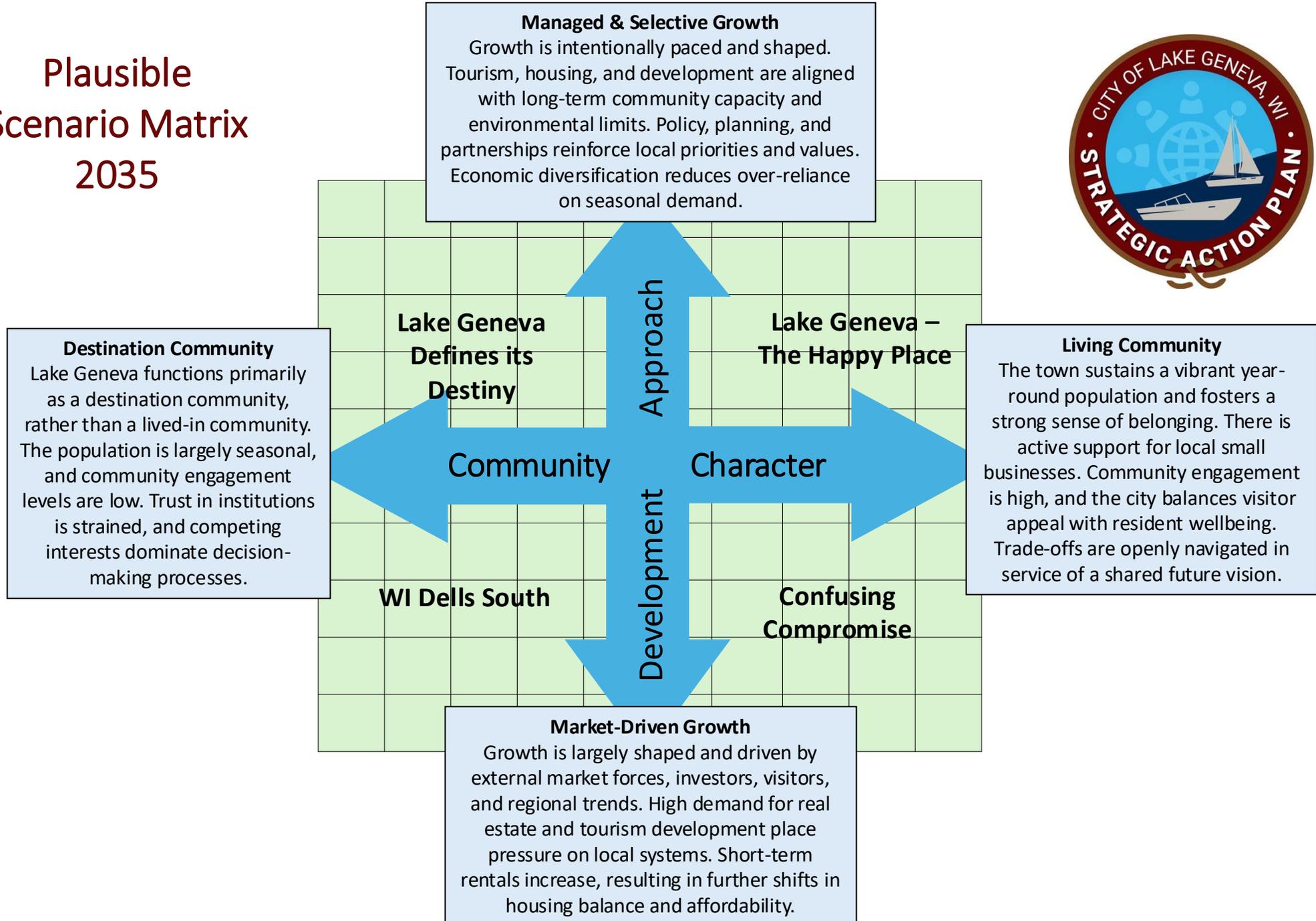
0:00 min	Group to meet and scope out scenario (10m)
0:10 min	Develop Characteristics & Narratives (35m)
0:45 min	Develop Headlines News – 2027, 2030, 2035 (10m)
0:55 min	Short scenario name and description (5m)
0:60 min	Return; ready to present



# Plausible Scenario Matrix 2035



# Plausible Scenario Matrix 2035





# Lake Geneva Strategic Action Plan

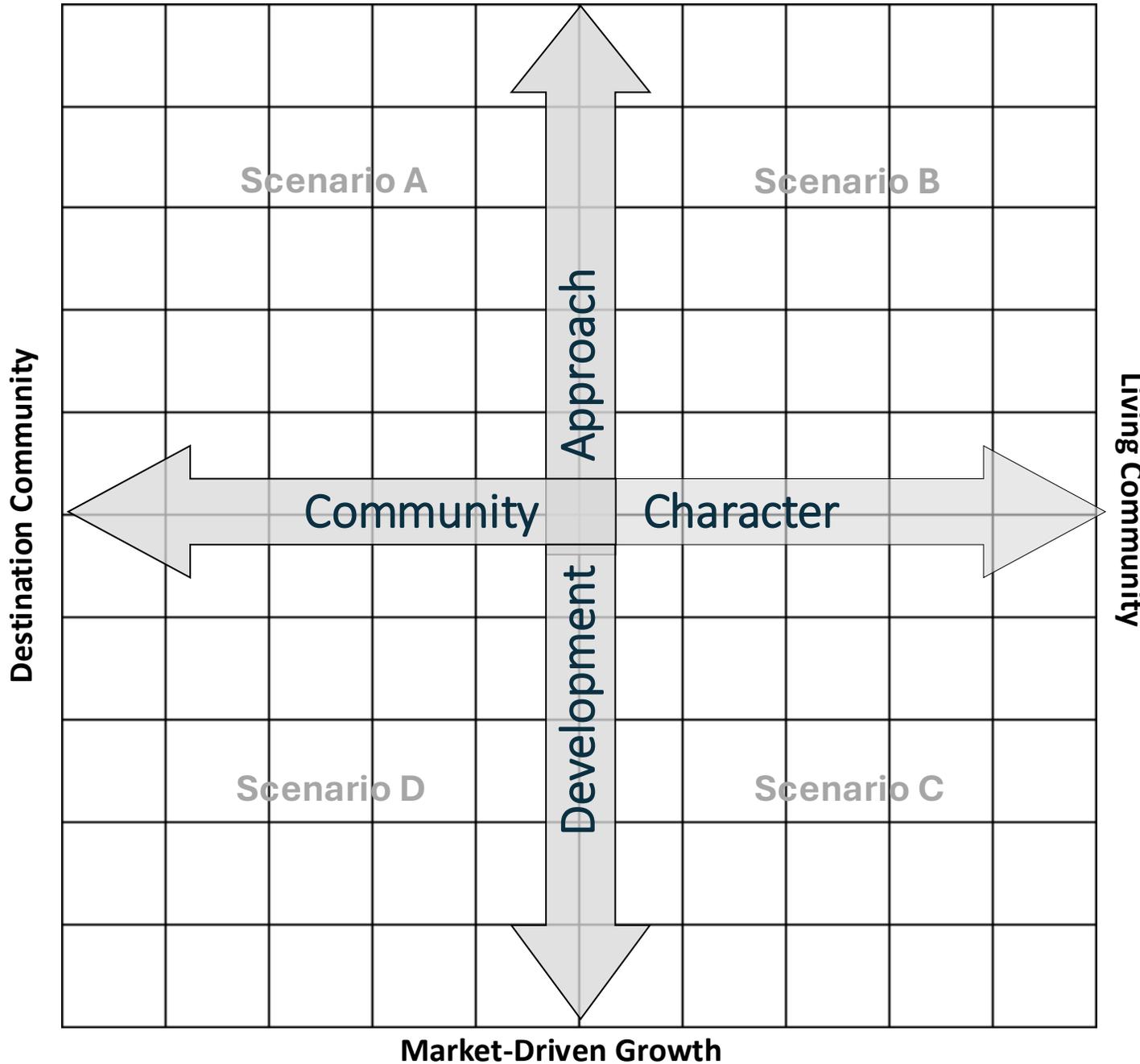
## Expected, Preferred and Least Desirable Futures

### Heatmaps

Expected, Preferred and Least Desirables of the Future – What do you think?

1. **LEAST DESIRABLE FUTURE** - The Least Desirable Future is the future that you think will be most undesirable (or least optimal or least desired) future in 2035.
2. **EXPECTED FUTURE:** The Expected Future is the future you expect most likely to eventuate by 2035, if existing trends and trajectory persists.
3. **PREFERRED FUTURE:** The Preferred Future is the future you think is optimal and creates the best outcome for Lake Geneva in 2035.

# Managed & Selective Growth



Lake Geneva 2035  
Think-Tank  
Heatmaps

January 8 &  
January 10, 2026

Instructions  
On the grid at the left, please  
mark the locations of:

- LEAST DESIRABLE FUTURE (L)
- EXPECTED FUTURE (E)
- PREFERRED FUTURE (P)



# POSSIBLE HIGH-LEVEL STRATEGIC THEMES



Lake Geneva Think-Tank – January 8 & 10, 2026

What are some of the high level strategic themes or actions that could be pursued to achieve the preferred future for Lake Geneva over the next 5 - 10 years?

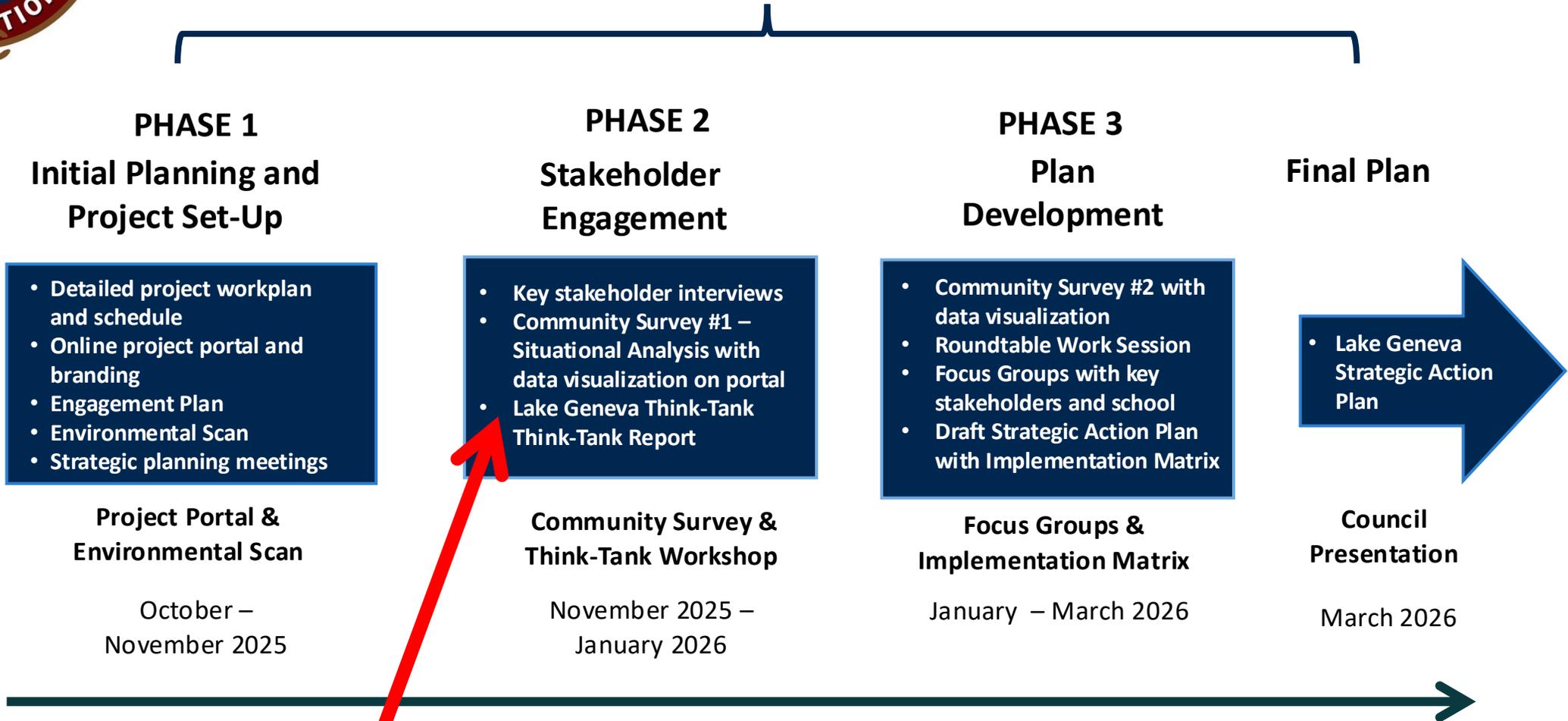
1

2

3



# City of Lake Geneva, Wisconsin Strategic Action Plan Process



**We are here**

# Lake Geneva Strategic Action Plan - Next Steps

- Think-Tank Report
- Community Survey #2
- Roundtable Work Session
- Focus Groups with Key Stakeholders and School
- Final Strategic Action Plan with Implementation Matrix





# Thank you!

For more information on the Lake Geneva strategic planning project, please visit the project portal at:

<https://lab2.future-iq.com/lake-geneva-sap/>

