



macomb
illinois

Small-town living. Community driven.

STRATEGIC FRAMEWORK

2026-2028



BACKGROUND

In September 2025, the City of Macomb embarked on a strategic planning process. The purpose of the process was to align around a clear set of strategies that help move the city toward a sustainable path and to deepen partnerships to increase our impact.

VISION

A vibrant welcoming community providing opportunities for all.

MISSION

The City of Macomb's mission is to meet the needs and exceed the expectations of our residents, businesses, and visitors.

VALUES

- ▶ Citizen Focused - Prioritizing citizens' needs.
- ▶ Integrity - Do the right thing, always.
- ▶ Collaboration - Together we are better.
- ▶ Innovation - Embracing change, creating opportunity.
- ▶ Stewardship - Protecting our future.



FOCUS AREAS



MANAGEMENT AGENDA (M)

Management Agenda items are priorities for which the Mayor and City Council has set the overall direction and provided initial funding, may require further City Council action or funding, or are major management projects that may take multiple years to implement.

POLICY AGENDA (P)

Policy Agenda items are priorities that need direction or a policy decision by the Mayor and City Council, need a major funding decision by the Mayor and City Council, or that need Mayor and City Council leadership in the community or with other government bodies.



NEIGHBORHOOD & COMMUNITY DEVELOPMENT

Vision:

Neighborhoods in Macomb have a strong sense of community, where neighbors actively engage with one another through local events and shared spaces. They have well-maintained public areas, safe streets, and convenient access to essential amenities like parks, schools, and local businesses, all contributing to a high quality of life for residents.

Strategy:

Launch a neighborhood placemaking strategy. (P)

Action Steps:

- Update the City's overall TIF strategy to support targeted improvements to neighborhood infrastructure & residential improvement incentives, balanced with commercial incentives. (P)

Targets & Milestones:

- ▶ TIF Strategy mapped & review completed
- ▶ Future TIF plan adopted
- ▶ \$ TIF ROI

- Targeted neighborhood infrastructure improvements – identify infrastructure improvements (streetscape, etc.) for neighborhoods that can spark revitalization. (P)

Targets & Milestones:

- ▶ Infrastructure improvements by neighborhood mapped including parks (in partnership with the Park District)
- ▶ Budget reflects infrastructure improvements that align with neighborhood development goals
- ▶ \$/miles infrastructure improvements completed
- ▶ \$ invested as result of City improvements

- Neighborhood naming & engagement strategy – strengthen neighborhood identity & connections through a neighborhood naming & engagement initiative. (P)

Targets & Milestones:

- ▶ Neighborhood engagement initiative planned & launched
- ▶ Naming initiative complete
- ▶ Tools for continued neighborhood events available to neighborhood groups

- Housing Initiative – convene partners working in the housing sector to explore a collective housing initiative focused on improving access to workforce (mid-price) housing. (P)

Targets & Milestones:

- ▶ Individual stakeholder conversations to explore interest completed
- ▶ Housing collective stakeholder convening, planned/complete
- ▶ Commitment to common agenda or clear next steps

- Code & Zoning Enforcement – utilize code/zoning enforcement to improve condition of neighborhoods. (M)

Targets & Milestones:

- ▶ # code enforcements
- ▶ Successful impact of code enforcement



THRIVING DOWNTOWN

Vision:

Macomb's downtown is the energetic heart of the community, bustling with unique, locally owned shops, cozy cafes, and historical architecture that draws both residents and visitors. It serves as a lively gathering space, frequently hosting farmers' markets, festivals, and cultural events that activate the street life well into the evening.

Strategy:

Organize downtown businesses & stakeholders to align downtown development efforts. (M)

Action Steps:

- Convene downtown business owners & property owners to identify common goals. (M)

Targets & Milestones:

- ▶ Individual meetings to engage stakeholders completed
- ▶ Convening complete & common goals identified
- ▶ Roles for City to lead and stakeholder led roles defined

Strategy:

Reassess opportunities for use of sidewalk/street by downtown businesses to expand business opportunities & increase vibrancy. (P)

Action Steps:

- Create a task force to explore & recommend options. (M)
- Pilot option(s) in summer 2026 – possibly for a limited possible time. (M)

Targets & Milestones:

- ▶ Option(s) identified & piloted
- ▶ Participation impact/\$ sales tax impact

Strategy:

Update downtown incentives policy/strategy. (P)

Action Steps:

- Review/Continue TIF and facade incentives. (M)

Targets & Milestones:

- ▶ TIF & facade incentives reviewed, updated, included in budget

- Identify additional grant opportunities to support downtown development. (M)

Targets & Milestones:

- ▶ # grant opportunities
- ▶ \$ grant opportunities

- Explore 2nd floor development strategies & incentives. (M)

Targets & Milestones:

- ▶ best practice 2nd floor activation strategies identified/assessed
- ▶ 2nd floor development strategies reviewed with downtown business/building owners
- ▶ 2nd floor development strategy recommended & adopted by Mayor/Council
- ▶ # 2nd floor units developed / % of 2nd floor sqft developed



THRIVING DOWNTOWN (CONT.)

Strategy:

Assess & create development plans for failing downtown building infrastructure. (M)

Action Steps:

- Assess condition of downtown buildings and prioritize projects.
- Work with property owners to repairs utilizing grants/TIF/etc.

Strategy:

Develop partnerships to increase Amtrak Corridor impact. (M)

Action Steps:

- Continue engagement in Amtrak Corridor Partnership. (M)
- Develop actionable & shared objectives with clear ROI for Amtrak & corridor partners. (M)

Targets & Milestones

- ▶ # ridership
- ▶ \$ ROI/economic impact





RELIABLE INFRASTRUCTURE

Vision:

The City of Macomb ensures consistent and high-quality services through well-maintained roads, modern water and sewage systems, minimizing disruptions for residents and businesses.

Strategy:

Update water treatment facility to provide clean, safe water to residents. (M)

Action Steps:

- Secure/finalize funding. (P)
- Construction of new facility. (M)
- Facility online & regular testing. (M)

Targets & Milestones:

- ▶ \$ funding secured
- ▶ Facility constructed

Strategy:

Replace lead water service lines to provide clean, safe water to residents. (M)

Action Steps:

- Complete lead water service line replacement. (M)

Targets & Milestones:

- ▶ \$ funding secured
- ▶ # Lead water lines replaced

Strategy:

Update wastewater treatment plant. (M)

Action Steps:

- Secure/finalize funding. (P)
- Update of existing facility. (M)
- Facility online & regular testing. (M)

Targets & Milestones:

- ▶ \$ funding secured
- ▶ Projects completed

Strategy:

Develop Sidewalk & Road Replacement Plan. (M)

Action Steps:

- Map & score sidewalk conditions. (M)
- Use Sidewalk Condition Map to plan, budget, communicate, & replace sidewalks. (M)
- Map & score road conditions. (M)
- Use Road Condition Map to plan, budget, communicate & replace roads. (M)

Targets & Milestones:

- ▶ Maps completed
- ▶ # feet of sidewalk replaced
- ▶ # miles of roadways replaced



RELIABLE INFRASTRUCTURE (CONT.)



Strategy:

Jackson/LaFayette Street complete street improvements including safe/convenient crossings. (P)

Action Steps:

- Engage with IDOT to develop plan for each street. (M)
- Engage stakeholders to advocate for IDOT funding & support for the project. (P)

Targets & Milestones:

- ▶ IDOT engaged
- ▶ Plan developed for each street
- ▶ Stakeholders engaged in plan & advocacy efforts
- ▶ Each project is on IDOT 5-year plan

Strategy:

Complete Comprehensive Plan process including Capital Improvement Plan (CIP). (P)

Action Steps:

- Identify/engage comprehensive planning services vendor. (M)
- Contract approved for comprehensive planning services. (P)
- Comp plan process underway. (M)

Targets & Milestones:

- ▶ Comp planning RFP process complete
- ▶ Comp plan completed
- ▶ CIP complete & improved



SAFE COMMUNITY

Vision:

The City of Macomb is a community where residents feel secure in their homes and public spaces, characterized by low crime rates and well-maintained environments.

Strategy:

Ensure continuous services throughout weather & disaster conditions through backup power generation capabilities at City Hall. (P)

Action Steps:

- Define necessary capacity & power generation requirements. (M)
- Identify & purchase power generation equipment. (P)
- Equipment installed & regularly tested. (M)

Targets & Milestones:

- ▶ Equipment installed

Strategy:

Convene partners to form a Community-Based Behavioral Intervention and Threat Assessment Management Team to address mental health, homelessness, and conduct assessments to identify individuals at risk of engaging in violence.

Action Steps:

- Identify partners interested in a collective impact approach addressing to mental health/homelessness, e.g. WIU, County, mental health & homelessness NGOs, healthcare institutions engaging in a strategy such as a Community-Based Behavioral Intervention & Management Team. (M)
- Convene / participate to define goals, identify needed support/facilitation, develop funding. (M)

Targets & Milestones:

- ▶ Initial convening
- ▶ Goals, next steps, initial funding identified
- ▶ # homelessness rate
- ▶ # new mental health supports available





GROWING ECONOMY

Vision:

The City of Macomb's economy is diversified and resilient, anchored by a mix of successful small businesses and innovative local industries that create stable job opportunities for residents. This economic health supports our community's tax base, which funds quality public services and encourages further investment, leading to sustained prosperity.

Strategy:

Engage with the business community to define small business needs and engage business development partners (e.g. Chamber, MAEDCO, SBDC) to develop small business supports.

Action Steps:

- Partner with business development organizations to host small business round tables to identify needs.
- Engage with businesses, & business development organizations to support business development efforts.

Targets & Milestones:

- ▶ # small businesses roundtables
- ▶ small business agenda developed & adopted by partners
- ▶ # small businesses growth (# biz, # jobs, etc.)
- ▶ \$ small business impact

Strategy:

Complete fiber connections to every property in the City of Macomb. (M)

Action Steps:

- Collaborate with & support progress of fiber providers for fiber installations. (M)
- Establish a communication plan to highlight progress of install & celebrate completion. (M)

Targets & Milestones:

- ▶ # properties connected with high-speed fiber

Strategy:

Business Development District (BDD) action plan for funding defined. (M)

Action Steps:

- Complete planning & allocation of BDD funding uses. (M)

Targets & Milestones:

- ▶ BDD funding mapped
- ▶ \$ economic impact

Strategy:

Develop a land use plan with a focus on commercial infilling along commercial corridors. (P)

Action Steps:

- Develop a commercial land use plan as a component of the Comprehensive Plan process. (M)
- Engage property owners to inform infilling strategies. (M)
- Develop supports & incentives for infilling commercial corridors. (P)
- Map & track progress. (M)

Targets & Milestones:

- ▶ Property owners' input to infilling strategies
- ▶ Supports & incentives developed, adopted
- ▶ Land use strategies included in comprehensive plan
- ▶ # properties improved
- ▶ \$ economic impact



GROWING ECONOMY (CONT.)

Strategy:

Sports Complex Project (P)

Action Steps:

- Complete due diligence process for sports complex project. (M)
- Establish a communication plan with regular progress updates. (M)
- If feasible – approve plan scope. (P)
- If feasible – move into planning & site location phase. (M)
- If feasible – schematic design, design & construction. (M)

Targets & Milestones:

- ▶ feasibility, size & scope, & cost determined
- ▶ decision for moving forward
- ▶ \$ economic impact

Strategy:

Establish a business registration program to improve data & understanding of business needs and impact in the community. (P)

Action Steps:

- Plan & communicate business registration program. (M)
- Approve & implement business registration program. (P)

Targets & Milestones:

- ▶ Program defined & approved
- ▶ Program implemented
- ▶ Data used to support business development efforts





EFFECTIVE GOVERNMENT

Vision:

The City of Macomb provides transparent, fiscally responsible management that prioritizes efficient delivery of essential services like public safety, utilities, and infrastructure maintenance. It actively engages with residents through accessible channels to ensure local policies reflect community needs and foster a high degree of public trust.

Strategy:

Update personnel manual to ensure up-to-date benefit, PTO, & performance policies. (P)

Action Steps:

- Engage a staff taskforce to update the personnel manual (M)
- Mayor Council approval of the manual. (P)

Targets & Milestones:

- ▶ Taskforce established
- ▶ Personnel manual update approved

Strategy:

Evaluate team roles & responsibilities, operational functions, communication. (M)

Action Steps:

- Engage a staff taskforce to map & evaluate team roles/responsibilities. (M)
- Evaluate staff meeting format to improve effectiveness. (M)
- Evaluate methods of communication, including use of digital tools, e.g. project management software, dashboard for high level data showing city's progress. (M)

Targets & Milestones:

- ▶ roles and responsibilities mapped & approved
- ▶ digital tools explored/implemented

Strategy:

Implement sustainability practices to create efficiencies. (P)

Action Steps:

- Identify sustainability practices; explore solar, wind, & other options. (M)
- Recommend/approve sustainability practices in budget process. (P)

Targets & Milestones:

- ▶ Sustainability practices evaluated for implementation & recommendations developed
- ▶ Sustainability practices approved for implementation
- ▶ \$ savings

Strategy:

Evaluate the structure, timing, focus of Council of the Whole (COW) meetings & Committee meetings to better utilize these meetings for ongoing planning, discussions, and input from community & council members. (P)

Action Steps:

- Engage a council member taskforce to evaluate & recommend updates to the structure, timing, & focus of the CoW, committee meetings, distribution of departmental reports through CoWs, and templates for departmental reporting. (P)

Targets & Milestones:

- ▶ updates recommended
- ▶ updates approved



STRONG PARTNERSHIPS



Vision:

The City of Macomb engages in formal and informal collaborations between the local government, private businesses, education institutions, non-profits, and neighboring municipalities to leverage resources and share expertise. These alliances are crucial for tackling complex issues like economic development, securing external funding for infrastructure projects, and expanding local services beyond the city's individual capacity.

Strategy:

Strengthen existing partnerships to increase the City's impact for residents. (P) (M)

Action Steps:

- Review & define key partnerships.
- Convene key partners in regular meetings to strengthen partnerships. (M)
- Improve communication to build engagement & support for city priorities. (M)
- Identify opportunities to align strategies and plans. (M)
- Establish effective strategic partnership plans that clarify roles & identify opportunities for working with key partners to maximize the impact for the community, e.g. MAEDCO, Park District, MDH, CVB, Chamber, WIU, County. (M)

Targets & Milestones:

- ▶ Partner participation in city-led initiatives
- ▶ City participation in partner-led initiatives
- ▶ \$ shared program investment



MACOMB MAYOR & CITY COUNCIL MEMBERS

Mayor Michael Inman
Justin Schuch
John Vigezzi
Byron Shabazz
Dave Dorsett
Ashley Katz
Don Wynn
Jennie Hemingway

City Administrator- Scott Coker
City Clerk - Renee Lotz
City Treasurer - Andrea Henderson

Facilitation for Macomb's Strategic Framework conducted by:

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PARTNERS FOR BIG IDEAS

