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FORWARD 2040 – MITCHELL'S COMMUNITY VISION AND ACTION PLAN FOR THE FUTURE

The City of Mitchell launched its community visioning project, *Forward 2040*, on February 25, 2019. The City hosted a community launch that was open to the public and called for participation in an engagement process that will last through September. The Mitchell scenario-based Think-Tank workshop was conducted on March 25, 2019. Approximately 85 community members and stakeholders attended the five-hour Think-Tank. The Think-Tank was intended to build coherency around a community vision framework that will guide the community over the course of the next 20 years. The scenario narratives and descriptions were developed by the participants, and the axis reflects the themes generated through research and the ongoing Community survey. Additional engagement with the community will take place from April through September 2019, including Community and Vision Surveys.

For more information on the City of Mitchell and Mitchell's Forward 2040 project, please contact:

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Get involved! Please attend one of the initial public engagement sessions listed below.

April 7 4-5:30 p.m. or 7-8:30 p.m.,
World's Only Corn Palace

April 8 7-8:30 p.m., World's Only Corn Palace

April 9 1:30-3 p.m., Mitchell Public Library

April 25 6:30-8 p.m., City Hall, Countil Chambers

April 26 8-9:30 a.m., 11 a.m.-12:30 p.m.
or 1:30-3 p.m., Mitchell Public Library

April 27 9-10:30 a.m., James Valley
Community Center

To get involved, please go <http://lab.future-iq.com/city-of-mitchell-community-visioning-project/> and follow this project.

Prepared April 2019



ABOUT THE PROJECT – FORWARD 2040

The Mitchell *Forward 2040* initiative is a large-scale community visioning initiative that will ultimately create a vision and action plan for the City. Central to the initiative is in-depth community engagement including scenario planning in the form of the Mitchell Think-Tank, community engagement sessions and focus groups. There is a strong emphasis on transparency, diversity and inclusivity. This is also a data-driven process, with all community engagement backed up by the data produced through all of the sessions. This data will be displayed on the project portal in the form of a data visualization platform.

Forward 2040 aims to provide a response to the following questions:

- What should the City of Mitchell become?
- How will community preferences fit into this vision?
- What makes the City of Mitchell unique and special and how can the City use these characteristics to prepare for the future?
- How does the City of Mitchell ensure that planning for the future will incorporate values and quality of life issues for all community members served?
- How should funds be invested and leveraged to build resiliency for the City?

The *Forward 2040* initiative is enabling stakeholders and community members to come together to plan for the future of Mitchell. This will lead to the clarification of priorities and actions that will define a clear roadmap to the future.



SCENARIOS OF THE FUTURE - 2040



SCENARIO A – MORE WITH LESS - 2040

This scenario forecasts a future where the traditional local industries of agriculture, tourism and the interstate service center are key pillars of the economy. Regional collaboration and global partnerships increase sales and capacity drawing in surrounding smaller communities and their populations. An increase in global middle-class incomes helps the regional tourism industry. Over time, increased automation in the traditional industries causes a decrease in traditional jobs and a polarization of workforce needs from basic to highly skilled jobs. The emphasis on large corporate farming reduces the numbers of 'family farms' in the area and has negative environmental impacts on water and resources. Lack of clean water affects tourism and water recreation, threatens well water and makes water unaffordable. The lack of economic diversity and the ability to sustain traditional industry makes the City of Mitchell more vulnerable.



SCENARIO D – GOLDEN SUNSET - 2040

This scenario forecasts a future where the City of Mitchell becomes a place that fades away because it remains 'stuck in the way that things have always been done'. An economic focus on traditional industry creates an area where large corporate farms dominate the landscape and absentee land-owners are prevalent. Community fabric deteriorates because of the seasonal nature of the Ag and Tourism industries with the community population decreasing and becoming more transient. An aging population places increasing pressure on healthcare facilities and services. Continuation of traditional educational programming creates a lack of new opportunities for businesses in terms of workforce support. National retail companies leave the area. A local focus on economic development projects temporarily improves local assets and services, but the insular quality of the local perspective is discouraging to new residents and they leave for other opportunities and open communities.



SCENARIO B – FUTURE SHARED - 2040

This scenario forecasts a future where an emphasis on collaboration, new technologies and global opportunities propel Mitchell into becoming an efficient hub for the region. Connectivity is highlighted as Mitchell pivots from an economy based on traditional industry to new businesses and products. Education follows with an expanded array of programming opportunities for skillsets at all levels and ages. This new openness attracts and retains a diverse, younger, progressive and more inclusive workforce. Graduating students from area universities stay to work and live in the community. New technologies expand opportunities in the areas of energy and Ag, and new investments in local industries increase with regional support. Water treatment is improved with new technologies and Lake Mitchell becomes a regional draw for recreational tourism. Surrounding communities consolidate as Mitchell becomes a center for services throughout the region.



SCENARIO C – LOCAL MAP (MOVING AHEAD FOR PROGRESS) - 2040

This scenario forecasts a future where new economic opportunities and technologies are embraced for use on a local level. Investment emphasis supports traditional values and systems that deliver impact to the immediate local area of Mitchell. In the short term, local industries expand rapidly providing an improved quality of life and opportunity for local residents. Educational programs expand to include life-long learning, but businesses have difficulties attracting and retaining new employees to the area because the community remains insular and unwelcoming to new comers. Investment in local infrastructure improves the local assets of the Corn Palace, downtown area and Lake Mitchell. Over time, workforce demands make a local orientation unsustainable as businesses and industry must look elsewhere to support local growth.

