

ACTION PLAN



Madison County Sample Organization

Strategic Planning with Madison County Heart & Soul Findings

Background: Insert information about the Organization here. This information should identify the purpose of the project, partnering organizations and collaborators, timeline, and project outcomes. Include intent to utilize County or Community Heart & Soul findings.

Heart & Soul Statements: List the Heart & Soul Statements that most closely align with your action planning.

Strategy: Describe the goal as an action that can be achieved.

Opportunities: List the existing characteristics or elements that will support the project.

Constraints: List the barriers or hindrances that will impact the project and must be addressed to achieve the goal.

Actions and Plans for Implementation: Outline the action items and describe what steps will be taken to carry out the actions. Identify partners and existing resources, as well as costs and funding sources.

Evaluation and Monitoring Progress for the Long-Term: Identify milestones to evaluate and monitor progress toward the goal.

Heart & Soul Statement:	We honor the stories of Madison County told through our museums, architecture, parks, covered bridges, and famous landmarks, where anyone can go any time and be excited about these places where history was made.								
Strategy:	We will recognize the historical landmarks of Madison County as a symbol of our inter-connectedness.								
Opportunities:	The Covered Bridge Scenic Byway connects the communities of Bevington, St. Charles, and Winterset and highlights their historical aspects, as well as area attractions.								
Constraints:	Small community volunteer resources.								
Action	Lead Solution Partner(s)	Supporting Partner(s)	Existing Resources	Cost & Funding Sources	Timeframe (years)				Milestones
					0 < 1	1<2	2<5	5+	
Identify small community volunteers and historical aspects	County historical leaders	Community government and civic groups	Covered Bridge Scenic Byways infrastructure	Community grants and fundraising	✓				Committee established with representatives from each community. Goals set.
Action	Lead Solution Partner(s)	Supporting Partner(s)	Existing Resources	Cost & Funding Sources	Timeframe (years)				Milestones
					0 < 1	1<2	2<5	5+	
Identify historical aspects of communities and surrounding areas to be noted on historical trail and identified with common markers	County historical leaders	Community government and civic groups Madison Co Chamber of Commerce	Covered Bridge Scenic Byways infrastructure; community knowledge of historical features	Community grants and fundraising		✓			Historical Trail markers in place. Publication of historical trail online and in print.

Heart & Soul Statement:	We endorse and support the unique community and county-based festivals and celebrations, both traditional and innovative, that connect people, instill community pride, and promote tourism and economic opportunities.								
Strategy:	We will recognize and celebrate the unique community festivals through a combined Madison County festival to be held bi-annually.								
Opportunities:	Each community has a well-established festival infrastructure.								
Constraints:	Individual community pride and volunteer capacity.								
Action	Lead Solution Partner(s)	Supporting Partner(s)	Existing Resources	Cost & Funding Sources	Timeframe (years)				Milestones
					0 < 1	1<2	2<5	5+	
Promote the concept of a Madison County festival to community groups.	Madison Co Chamber of Commerce	Community government and civic organizations	Festival infrastructure and community volunteers	Community festival funds	✓				County-wide committee is formed to coordinate the county-wide festival.
Action	Lead Solution Partner(s)	Supporting Partner(s)	Existing Resources	Cost & Funding Sources	Timeframe (years)				Milestones
					0 < 1	1<2	2<5	5+	
Festival planning: funding, date, place, activities	County-wide festival committee	Madison Co Chamber of Commerce; community government and civic organizations	Festival infrastructure and community volunteers	Community festival funds; Madison Co Chamber of Commerce funds		✓			Festival scheduled and publicized