

# Strawberry Point Area Vision 2020

An Update of Our Vision 2004



This Vision 2020 Plan has been prepared by the  
*Strawberry Point Area Strategic Planning Team*  
with the assistance of the  
Institute for Decision Making, University of Northern Iowa  
who also assisted with the  
*Strawberry Point Area Vision 2004* in 1994-95 plus a 1999 update.

Presented April 2, 2009

## A Message from Your Planning Team

Dear Friends and Neighbors of the Strawberry Point Community:

The Vision 2020 Committee is pleased to have represented you in the development of this vision plan. Our last updated vision plan, *The Strawberry Area Vision 2004*, was four years past a needed revision. It served as a valuable guide, helping various groups and organizations to coordinate their commitments, and it served well to assist organizations and groups to build on each other's accomplishments.

It is the intent that this current Vision 2020 plan will be revised in about 5 years, based on accomplishments made in that time and changes in the status of the Strawberry Point area. Over the past year, community leaders reviewed accomplishments of our community since the initial Vision 2004 Plan was updated in 1999. The Strategic Planning Team reviewed and revised goals, based on community input, to create this vision plan for Strawberry Point. As in the past, the community utilized the professional guidance of the staff of UNI's Institute for Decision Making. We present to you the 2008 edition of *The Strawberry Point Community Vision 2020 Plan*.

We wish to thank the volunteers who worked on the 2004 Strawberry Point Strategic Planning Steering Committees for their exceptional work, which fostered numerous community accomplishments that are listed in a separate section below. Some of these accomplishments include the relocation and improvement of our community library, the arboretum at Campbell Park, downtown sidewalk improvements, a number of beautification projects, improvements to the industrial park, and park playground improvements.

On behalf of our current Strategic Planning Team, we express our appreciation to all of the people and organizations that continue to work cooperatively and diligently to enhance the economy, the environment, and the quality of life in our Strawberry Point Area.

### ***Vision 2020 Strategic Planning Team***

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## Introduction

This Vision 2020 plan begins with our vision of the Strawberry Point Area set ahead a dozen years; the year 2020. As with the two editions of our Vision 2004 plan (1995 and 1999), there are specific goals identified for our community to achieve to help us create the inviting future shown in our vision.

In this plan we propose seven goals in the category *Business, Industry, and Tourism*; 12 goals in *Community Betterment*; eight fit best in *Community Facelift*; and seven goals focus on *Recreation and Trails*.

There are over twenty area organizations or groups identified as Responsible Organizations, which means the Vision 2020 planning team has asked each of those listed to say “Yes, we will serve as key leaders to help the community achieve the particular goals we are listed for.”

Also, as organizations that have served the community well with the Vision 2004 plan, all of the Responsible Organizations were asked to say “Yes, we endorse the whole plan as something our entire area should work together to achieve.”

With pride, our 65 past accomplishments as a result of our Vision 2004 plan are listed after the goals.

## ***The Strawberry Point Vision for the Year 2020***

***Imagine it is the year is 2020...*** It is a celebration year for the Strawberry Point area. As the beautiful gateway to scenic Northeast Iowa, we celebrate the inviting community that we have become for residents and visitors of all ages.

Some of the most visible results of our 2008 planning, and the hard work of all of our citizens over the last 12 years, are our wonderfully kept homes, businesses, streets, and highways. All roadways within the city limits have been upgraded where needed. Since Strawberry Point area residents thrive on recreation, we extended our trail system, connecting to an expanded county-wide network of trails. Community trails were constructed, the trail at Campbell Park was extended to Backbone State Park, and we added attractive landscaping and flowing water ponds along our multi-use trails. A campground was also established at Campbell Park. Our outdoor swimming pool is now an aquatic center with zero-depth entry. We transformed our Civic Center into an energy efficient Community Center/Wellness Center with a fitness room, gym, reception hall with a stage, daycare/preschool, and community rooms. The city offices are also located conveniently in this center of community life.

Strawberry Point and the surrounding areas are shining examples of community pride at work. We established and continue to actively maintain a community strawberry patch and garden. Homes and businesses are attractive neighborhoods and retail areas. Our pride has shown through the years in our dedication to community beautification and the commitment to renovate or tear down vacant and unsightly properties. Everyone in the community has done his or her part with the heartfelt community spirit of hospitality and helpfulness. Both newcomers and longtime residents are proud of our safe, attractive, and caring community.

Between 2008 and 2020, one of the most exciting aspects of advancing our Strawberry Point area has been our commitment to planned economic development. Early on we established a combined economic development, chamber, and tourism center. By working together closely we developed a plan to expand the Strawberry theme and launched community beautification programs for homes and storefronts. We stimulated local shopping and established an annual business visiting and surveying program to strengthen relationships and identify needs and opportunities.

We built on what we learned from our businesses and other sources to develop a coordinated economic development plan. Through implementing the plan, we have an expanding industrial park, thriving retail establishments and tourism attractions, and a growing group of successful entrepreneurs who started their own new businesses. We are proud, too, that we promoted and actively participated in the State of Iowa's Go Green Initiative, helping us to keep both our environment and our economy in great shape.

An increasing number of young families have moved to the area, drawn by good jobs, quality day care, safe playgrounds and neighborhoods, congregations where faith is coupled with action, a strong school system, and affordable attractive housing to own or to rent. Retirees have also been attracted to our thriving, scenic community. In addition to our well established senior care services, we have added specially designed condo-type homes; we offer multigenerational programming at our Community Center and provide a genuinely welcoming and enjoyable life for our retired individuals and families.

Now in the year 2020, we look back and see how shared community goals and responsibilities, with commitments to get the work done, made such a wonderful difference for the community we choose to call home.

## **Specific Goals for the Strawberry Point Area**

### ***Business, Industry, and Tourism***

**Goal 1:** Establish a combined economic development, chamber, and tourism center in a highly visible, attractive location with easy access, by the end of 2009

**Responsible Organization(s):** Chamber of Commerce and Economic Development Board

**Goal 2:** Establish an incentive program for local shopping, by the end of 2010

**Responsible Organization(s):** Chamber of Commerce

**Goal 3:** Develop a plan to expand the Strawberry theme or niche, by the end of 2009

**Responsible Organization(s):** Chamber of Commerce and Economic Development Board

**Goal 4:** Create a Strawberry Point tourism marketing plan which includes annually updating tourism publications, starting by the end of 2009

**Responsible Organization(s):** Chamber of Commerce, City of Strawberry Point, and Economic Development Board

**Goal 5:** Create an economic development marketing plan for business and industry attraction, by the end of 2010

**Responsible Organization(s):** Chamber of Commerce, City of Strawberry Point and Economic Development Board

**Goal 6:** Improve signage and develop the gravel road within the Strawberry Point Industrial Park into a paved access route for heavy trucks and other business traffic, by the end of 2012

**Responsible Organization(s):** City of Strawberry Point and Economic Development Board

**Goal 7:** Establish a program to visit and survey existing businesses on an annual basis to identify needs and opportunities by the end of 2009

**Responsible Organization(s):** Economic Development Board

## ***Community Betterment***

**Goal 1:** Transform the current Civic Center into an energy efficient Community Center/Wellness Center with features such as a fitness room, gym; reception hall with stage, daycare/ preschool, and community rooms, city offices, by the end of 2018

**Responsible Organization(s):** Chamber of Commerce, City of Strawberry Point, Civic Center Board, Economic Development Board, and Wellness Task Force

**Goal 2:** Develop market-rate condo or townhouse housing by the end of 2014

**Responsible Organization(s):** Economic Development Board

**Goal 3:** Develop an additional two or three assets for young adults and families, by the end of 2014

**Responsible Organization(s):** Chamber of Commerce and Starmont School Administration and Board

**Goal 4:** Promote and participate in the State of Iowa's Go Green Initiative, starting now and continuing

**Responsible Organization(s):** Chamber of Commerce, City of Strawberry Point, Economic Development Board, Tree Board, and appropriate committees,

**Goal 5:** Complete an attractive image campaign that promotes the Strawberry Point area as an inviting community for young adults, families, and retirees, by the end of 2010

**Responsible Organization(s):** Chamber of Commerce, City of Strawberry Point, Economic Development Board, Lutheran Home, and Strawberry Point Leisure Board

**Goal 6:** Welcome new residents with a welcome basket with gifts and information from the community, by the end of 2009

**Responsible Organization(s):** Chamber of Commerce, City of Strawberry Point and area churches

**Goal 7:** Secure and publicly recognize a "big name" business sponsor for Strawberry Days, by the end of 2010

**Responsible Organization(s):** Chamber of Commerce

**Goal 8:** Create and sustain a community garden and strawberry patch, by the end of 2011

**Responsible Organization(s):** 4-H, Clayton County Master Gardeners, FFA, and Larry Kelchen

**Goal 9:** Promote additional community involvement and volunteerism with Strawberry Days, starting now and continuing

**Responsible Organization(s):** Chamber of Commerce, City of Strawberry Point, Lions Club, and Point Area Community Klub

**Goal 10:** Expand the city Web site as the go-to site for timely community information, announcements, and shared communication, starting now and continuing

**Responsible Organization(s):** Economic Development Board

**Goal 11:** Hold a spring and fall round table meeting of community organizations to increase and acknowledge the benefits of greater coordination and collaboration among the organizations, starting now and continuing

**Responsible Organization(s):** Chamber of Commerce and Economic Development Board

**Goal 12:** Conduct a housing assessment to determine current and future housing needs and opportunities for the Strawberry Point area and implement, by the end of 2012

**Responsible Organization(s):** City of Strawberry Point, in consultation with area real estate owners and developers

### *Community Facelift*

**Goal 1:** Launch a community beautification program, by the end of 2009

**Responsible Organization(s):** Chamber of Commerce

**Goal 2:** Develop a program to improve storefront appearances, by the end of 2009

**Responsible Organization(s):** Chamber of Commerce, City of Strawberry Point, Economic Development Board, and downtown business owners

**Goal 3:** Continue to enforce city (and state) code for nuisance, deteriorated, and vacant and unsightly business and/or residential properties annually, starting now and continuing

**Responsible Organization(s):** City of Strawberry Point and Police Department

**Goal 4:** Develop a plan to address vacant and unsightly buildings in the community starting now and continuing.

**Responsible Organization(s):** Chamber of Commerce, City of Strawberry Point and Economic Development Board

**Goal 5:** Ensure safety access to the north side of town by developing an access road to North Highway 13 that will also serve as a roadway while Elkader Street is being reconstructed, by the end of 2010

**Responsible Organization(s):** City of Strawberry Point, Economic Development Board, and Lutheran Home

**Goal 6:** Extend Westwood Avenue to Campbell Drive, by the end of 2020

**Responsible Organization(s):** City of Strawberry Point and Economic Development Board

**Goal 7:** Upgrade all roadways within the city limits to be hard surfaced by the end of 2018

**Responsible Organization(s):** City of Strawberry Point

**Goal 8:** Conduct a feasibility study for a single location for all public safety services, by the end of 2015

**Responsible Organization(s):** City of Strawberry Point, in consultation with all public safety entities

### ***Recreation and Trails***

**Goal 1:** Encourage the development of county-wide recreation trails, by the end of 2010

**Responsible Organization(s):** Chamber of Commerce, City of Strawberry Point, Clayton County Board of Supervisors, Northeast Iowa Food and Fitness Coalition, Park Board, Wellness Task Force

**Goal 2:** Extend a hard-surfaced recreation trail from Campbell Park to Backbone State Park, by the end of 2013

**Responsible Organization(s):** City of Strawberry Point, Clayton County Board of Supervisors, Park Board, and Wellness Task Force

**Goal 3:** Extend a hard-surfaced recreation trail connecting city parks and recreational areas, by the end of 2013

**Responsible Organization(s):** City of Strawberry Point, Park Board, and Wellness Task Force

**Goal 4:** Upgrade the swimming pool to an aquatic center with zero-depth entry, by the end of 2018

**Responsible Organization(s):** City of Strawberry Point

**Goal 5:** Continue to update and expand playground equipment at city parks

**Responsible Organization(s):** City of Strawberry Point, Park Board and Wellness Task Force

**Goal 6:** Establish an ongoing summer recreation program by summer of 2010

**Responsible Organization(s):** City of Strawberry Point, Park Board, Wellness Task Force

**Goal 7:** Determine the feasibility of a campground at Campbell Park by the end of 2010

**Responsible Organization(s):** City of Strawberry Point, Park Board, and in consultation with area campground owners

## Responsible Organizations for Vision 2020

- 4-H
- Area Churches
- Chamber of Commerce
- City of Strawberry Point
- Civic Center Board
- Clayton County Board of Supervisors
- Clayton County Master Gardeners
- Downtown Business Owners
- Economic Development Board
- FFA
- Larry Kelchen
- Lions Club
- Lutheran Home
- Northeast Iowa Food and Fitness Coalition
- Park Board
- Point Area Community Klub
- Police Department
- Starmont School Administration and Board
- Strawberry Point Leisure Board
- Tree Board
- Wellness Task Force

## Strawberry Point Area's Accomplishments of Vision 2004

### Accomplished Vision 2004 Goals between 1995 and 1999

- Renovated the Civic Center for rental to community groups
- Developed a beautification program to plant flowers in the community
- Alzheimer's unit built adjacent to Strawberry Point Lutheran Home
- Financial commitment of city to support Economic Development staff
- Expanded the School Aide Volunteer program
- Expanded Strawberry Days into community wide celebrations
- Developed a community-wide wellness program
- Senior Citizen housing expansion
- Installed new community signs of Strawberry Point
- Received a grant to assist with tearing down the old school
- Removal of the old school
- Student involvement in Community Service activities
- Developed a new housing program with the Leisure Homes
- Received a Federal grant for housing to the disabled
- New Brochures for the community
- Developed a Welcome Wagon program
- Established Clayton County Economic Development
- Researched new grants for the community parks
- Installed new playground equipment in Inger Park
- Promoted a bed and breakfast in the community (Ivy Rose Inn)
- Backbone Lake restoration program to expand tourism
- 911 emergency phone service was included in Strawberry Point
- New industries in the Industrial Park include: Monona Wire, Friederich Janitorial Supplies Inc., Borrett Auto Repair, and Strawberry Point Feed and Grain
- Chamber of Commerce purchased banners and decorations for downtown area
- New addition to the Fire Station with updated equipment
- Resurfaced downtown streets
- New Active Organization formed PACK (Point Area Community Klub)
- New Organization formed Tree Board for community betterment
- Internet was incorporated in Strawberry Point, links in School, Library, and bank

- ICN was expanded to Starmont School
- New business growth being developed downtown
- City sewer repair, city 1/3 completed
- Swimming pool renovation
- An expansion to EMT Force of seven
- Full-time economic development position adopted by City Council

### **Accomplished Vision 2004 Goals since the 1999 Edition of the Plan**

- Develop a paved, scenic biking/walking path in Campbell park
- Replaced playground equipment in Campbell and Inger Park
- Restructured Backbone Classic Bike Ride as a 5K community walk/run
- Identified lots in Strawberry Point that would encourage growth in housing
- Increased the number of new or remodeled rental apartments in Strawberry Point
- Provide research and assistance to local projects in preparing grants annually
- New industries in the Industrial Park include: Development Resources of Iowa and Blue Diamond Marketing
- Established an Entrepreneurial Program in the community with Upper Iowa University
- Ambulance Service will continue with a paid part-time Service Director and Training Director
- Convey community appreciation to fire and ambulance workers on an annual basis
- Increase the financial commitment to EMT service per call and conduct a yearly review for all paid ambulance staff
- Foster a good working relationship with the surrounding community EMS
- Increase camaraderie and cooperation between ambulance and rescue board and other community services
- Coordinate a community-wide beautification program
- Construct multi-unit garages at the Leisure Home Complex
- Continue plantings on the Civic Center, Campbell Park and Inger Park grounds. Monitor the plantings, pruning, wrapping, mulching and trimming on an annual basis
- Beautification project for the pool grounds
- Enlist the help of volunteers from school and community organizations in tree planting activities annually with materials provided by Trees Forever
- Promote local and regional media coverage of tree planting and beautification efforts within the city annually
- Establish and maintain an arboretum at Campbell Park
- Initiate a beautification and renovation program for the downtown area including repair of sidewalks and new street lights and welcome signs in front of businesses
- Implement an Easter Carnival
- Continue the Welcome Wagon Program
- Provide activities in the Strawberry Point area which will promote community camaraderie and pride
- Installed new floor in the all-purpose room at the Civic Center
- Promote unity among churches
- Bring in quality cultural events to the community through cooperative church efforts
- Expand the public library to include multimedia and telecommunication technologies
- Automate all libraries in Clayton County for public access
- Relocate the library to the Civic Center