

Strategic Planning – Creating and implementing a County- Wide Vision

“Where there is no Vision – the People Perish” – Proverbs 29:18

That actually works

On June 24th 2018 something amazing happened



On that Day

- The 20th largest County...
- In the 40th largest state...
- Went toe to toe with some of America's largest cities
- And proved itself the equal...or better.... to them...

But How...

- Does such a small community compete and win against:
 - Cincinnati
 - Las Vegas
 - San Antonio
 - Charlotte
 - Miami Beach
 - Columbia SC

Kershaw County's role began 4 years earlier with a desire to create

- A County that is able to satisfy the needs of its citizens.
- A Community that provides the necessary jobs, education and quality of life that will allow those newly born to be able to stay in the County of their birth and have a prosperous and productive life.
- A place where its children are able to live and raise a family without leaving its boundaries.

Then moves to a commitment

To understand your entire community

To represent your entire community

To accomplish the goals of your entire community

Then accepts the reality

- That no one person or organization controls...or sets...the VISION of an entire County

Which leads it to Organize a grassroots effort to “own” and steer this effort

- Invite a comprehensive gathering of citizens to form a steering committee – tasked with approving and supporting goals and objectives derived from this effort
- Select a sub group from the Steering Committee – a “Core Group” that takes ownership and responsibility of the process and the outcomes – providing the necessary citizen interface between the desires and the objectives

Which results in a process that captures the dreams and desires of an entire County

Input and visioning meetings in every community, neighborhood and municipality in the County

Presentations and dialogue with every civic group that can be accessed

Incorporating every high school in the County

Online and printed surveys handed out and collected at every community gathering

That then produces a “Vision”

- A document that incorporated the most consistent dreams and outcomes gathered from across our County
 - Took advantage of Santee Lynches COG capacity to create this document
- A document that was then presented to every single municipality, district, governmental entity or community organization or group with the demand that they formally approve and adopt the document

A Vision that immediately took life

- Used as the basis for County Council Goal setting retreat in January
- Used as the basis for drafting the County budget
- Presented to our community as a scorecard of accomplishments at annual “State of the County”
- Presented to our community as an integral part of our annual budget

A Vision that continues to evolve

- Acceptance that a 15 year vision will by necessity change over time
- Annual reconvening of Core Group to review progress of previous year
- Annual adjustments to goals as dictated by changes in law, environment or elections
- Annual comprehensive surveys of ENTIRE community and updates to goals and desired outcomes

A Vision that confirms Kershaw County as one of the best in America



- Today, more than ever, the work of the National Civic League is critical to helping create vibrant and healthy communities and a strong democracy