



WASECA VISION 2030



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Create Future Intelligence™

PLAUSIBLE FUTURE SCENARIOS

May 25, 2017



HELP SHAPE OUR FUTURE

Waseca Vision 2030 is an initiative of BEST of Waseca County, in partnership with Waseca Public Schools, Waseca Area Chamber of Commerce, Mayo Health Systems – Waseca and the City of Waseca.

Our community is at a crossroad. We can either take control and identify our own future, or we can passively allow outside factors to determine what Waseca will be in 10, 20, or 30 years. In order to take control, it is critical that we, as a community, determine what that future should look like. This process will assist our community in describing our shared vision, so everyone is working towards the same future.

Hundreds of decisions will be made in this community in the coming years that will impact what our future looks like. Some of these decisions might address a specific problem, but the reason for the visioning process is so that EVERY decision made helps us get closer to the vision we have for the community.

The Steering Committee for Waseca Vision 2030 is embarking on an extensive engagement effort to get feedback on plausible future scenarios for the community. Providing your input and perspective in this effort won't just influence a decision for the next six months or a year, but will influence and define decisions impacting our community for the next decade.

To get involved, please go to www.WasecaVision2030.com and register for one of our upcoming community workshops.

WE NEED YOUR INPUT!

WASECA VISION 2030 - PLAUSIBLE SCENARIOS OF THE FUTURE

This flyer summarizes the half-day scenario planning session held in Waseca, Minnesota, on May 25, 2017. Approximately 60 Waseca stakeholders, community members, council members, and city staff participated in the workshop and developed the scenarios presented in this report. This flyer has been produced as part of a collaborative project of the Business & Entrepreneurial Support Team (B.E.S.T.) of Waseca County, the City of Waseca, Waseca Area Chamber of Commerce, Waseca County, the Waseca Mayo Clinic, and Waseca Public Schools. The project aims to establish a community vision, along with values, a strategic implementation plan, and action plans. Our next steps will be to convene a series of community workshops to review the scenarios and discuss Waseca's future.

To get involved, please go to www.WasecaVision2030.com and register for one of our upcoming community workshops:

- **August 11th – 12:00PM – 1:30PM at Waseca City Hall (508 S. State Street)**
- **August 29th – 5:30PM – 7:00PM at Public Safety Building (303 S. State Street)**
- **September 21st – 5:30PM – 7:00PM at Waseca Public Library (408 N. State Street)**

BEST of Waseca County
Phone: 507-833-9281
Alternate: 507-380-9262
E-mail: waseca.vision@gmail.com

Waseca Vision 2030
508 South State Street
Waseca, MN 56093



SCENARIO DESCRIPTIONS



SCENARIO A: AGING AND ASSETS

On a regional basis, Waseca is competitive and is able to leverage its agricultural and recreational assets to the extent that it can find and attract a skilled workforce in these sectors. With an aging population, the tax base is reducing and more affordable housing is needed for those on fixed incomes. A shrinking population also means an inability to build on local human capacity and younger workers are seeking jobs elsewhere making Waseca a bedroom community. Infrastructure issues are degrading quality of life and skilled workers who don't work in agriculture and recreation are forced to relocate for jobs.



SCENARIO B: GAIN AND RETAIN

Waseca is both maximizing local human capacity and leveraging its regional assets. High skilled workers are able to live and work in Waseca and there is a high level of collaboration and connectivity between industry sectors. Quality of life is high and infrastructure keeps up with the demands of population increases. Technology advances including alternative energy sources enhance quality of life including clean water and drainage for farming systems. Proper sanitation and drainage systems are emphasized in water management policies.



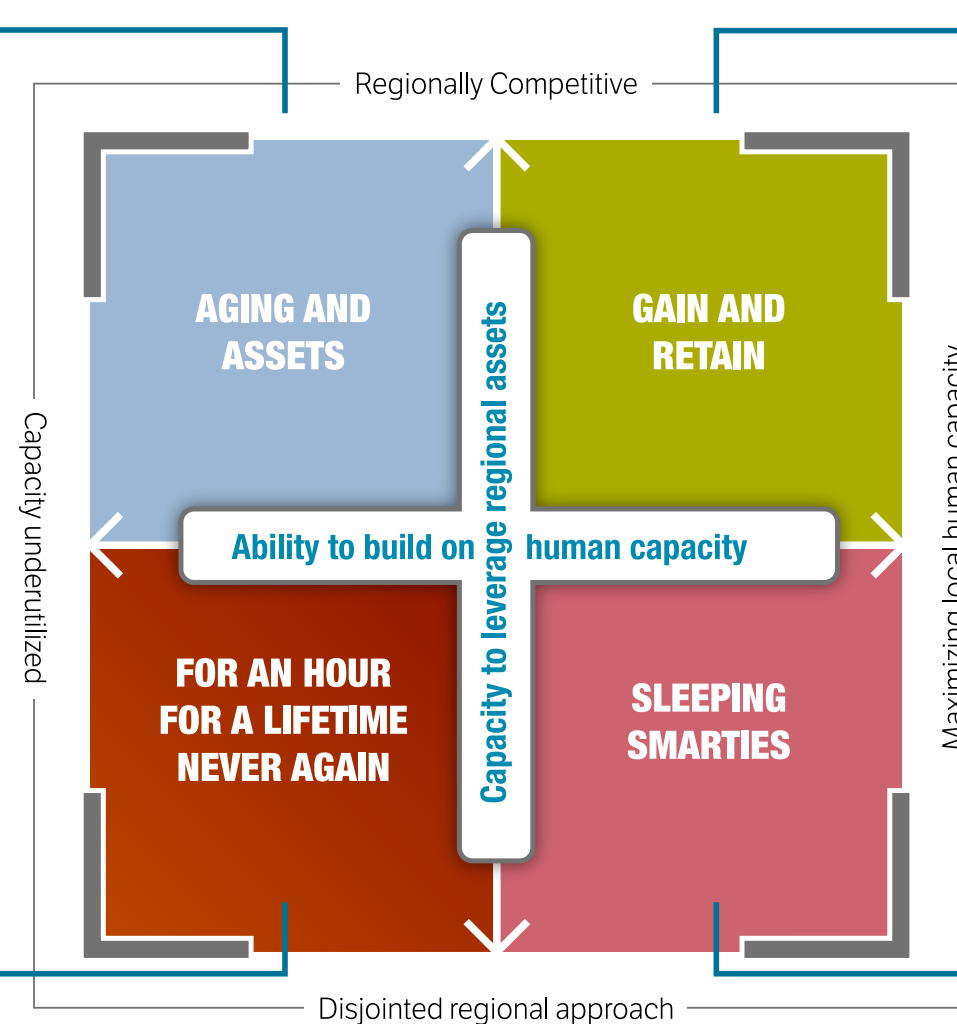
SCENARIO D: FOR AN HOUR, FOR A LIFETIME, NEVER AGAIN

Waseca entities (government, public, private) do not collaborate on community building or leveraging of local assets. Competition from neighboring communities draws skilled workforce away leaving an aging population with increased service needs. The education system deteriorates due to lack of funding and tax base, as do infrastructural improvements. Pollution increases and public health including substance abuse becomes a greater issue. Businesses begin to locate elsewhere due to lack of services and community stability.



SCENARIO C: SLEEPING SMARTIES

The Waseca community is utilizing and growing its local human capacity well, but is failing to market this capacity to leverage its assets in the region. Over time this failure leads to economic isolation and a significantly reduced local economy. The focus on human capacity leads to Waseca being an exporter of talent, but fails to result in economic diversity and growth within the community. The economic isolation results in a community where commuting out of town for work is the norm, and business is limited to providing basic services and needs, increasing the tax burden on residents. Community assets such as the lakes and recreational opportunities are enhanced for resident use and enjoyment, but are not leveraged to bring in business and visitors.



The scenario descriptions were developed by the Waseca Vision Think Tank participants.

The descriptions represent the expected future for Waseca, based on the associated conditions defined by the axes.