



COMMUNITY READINESS REPORT

STRONG COMMUNITIES INITIATIVE (SCI)

*"Building Stronger, More Connected, and Investment-Ready
Rural Communities Across Illinois"*

Prepared for:
City of Nauvoo, Illinois

Prepared by:
Hometown Consulting, LLC
In partnership with: Compeer Financial

Date: May 1, 2026



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LETTER FROM HOMETOWN CONSULTING

May 1, 2026

Community Leaders,

Hometown Consulting sincerely appreciates the opportunity to support this initiative and thanks Compeer Financial for helping make the Strong Communities Initiative possible through its continued investment in rural communities and local leadership.

The findings and recommendations within this report are meant to support local decision-makers by providing actionable next steps that can help position the community for future growth, investment, and stability.

Every community has unique assets, challenges, and goals. This report is intended to provide a practical and honest assessment of current readiness while identifying opportunities to strengthen planning, communication, economic development, organizational capacity, and long-term implementation efforts.

Thank you for participating in the Strong Communities Initiative (SCI). This program is designed to help communities better understand their strengths, identify opportunities for improvement, and create a clearer path toward long-term success.

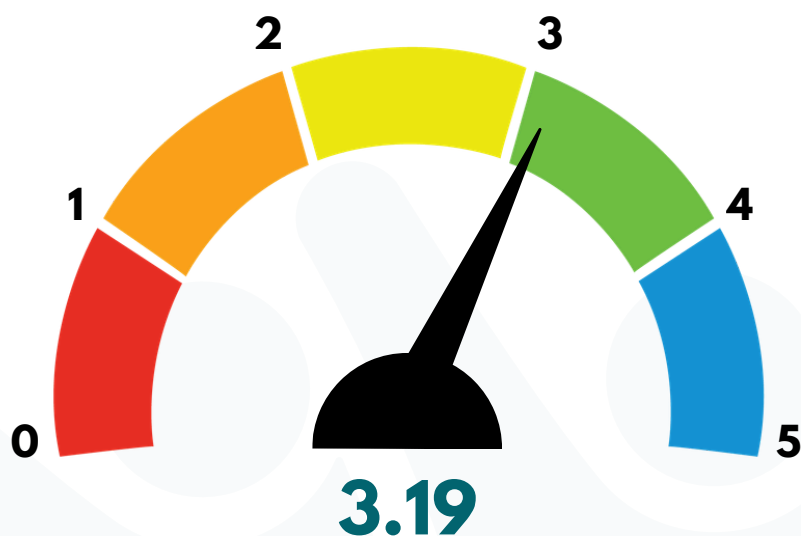
Respectfully,

Cole McDaniel

President, Hometown Consulting, LLC



EXECUTIVE SUMMARY



DEVELOPING SYSTEMS

The City of Nauvoo received an overall SCI Composite Score of 3.19 / 5.0, placing the community within the Developing Systems tier.

Nauvoo demonstrates a level of identity recognition and destination visibility that is uncommon among Illinois communities of similar size. The community benefits from nationally and internationally recognized tourism assets, strong heritage branding, Mississippi River proximity, institutional partnerships, and a long-established visitor economy that creates visibility extending far beyond the local market area. Existing strengths within tourism promotion, historic preservation, community identity, and regional partnerships create a strong platform for future redevelopment and implementation activity.

The SCI assessment found that Nauvoo's greatest long-term opportunity is not necessarily the creation of identity, but rather the institutionalization of implementation systems capable of leveraging the identity the community already possesses. While the city demonstrates stronger branding, tourism coordination, and external recognition than many peer communities, several implementation systems remain partially decentralized or relationship-driven rather than fully integrated into a measurable long-term strategic framework.



TOP STRENGTHS

- *Internationally recognized tourism and historical identity.*
- *Strong heritage, hospitality, and destination economy positioning.*
- *Mississippi River proximity and recreation potential.*
- *Established branding and tourism visibility.*
- *Strong organizational and volunteer partnership culture.*
- *Walkable historic character and placemaking advantages.*
- *Existing hospitality and visitor-support business base.*
- *Strong community pride and recognizable identity systems.*



TOP CONSTRAINTS

- *Limited evidence of fully centralized implementation systems.*
- *Economic reliance on seasonal tourism cycles.*
- *Limited formalized business retention systems.*
- *Limited visibility of long-range redevelopment tracking.*
- *Infrastructure coordination complexity associated with visitor demand.*
- *Staffing and implementation scalability limitations.*
- *Housing diversification and workforce housing pressures.*



EXECUTIVE SUMMARY

Operationally, Nauvoo performs strongest within Public Engagement and Communications due to visible destination branding, community storytelling, event infrastructure, and visitor communication systems. Governance and Economic Development also scored within the Developing Systems tier because the city demonstrates stable operations, redevelopment awareness, tourism infrastructure, and collaborative organizational culture. However, the assessment identified opportunities to strengthen redevelopment tracking systems, grant readiness management, business retention systems, implementation coordination, and long-range infrastructure sequencing.

The next phase of work should focus on implementation modernization, year-round economic diversification, coordinated redevelopment packaging, infrastructure readiness planning, and the creation of measurable tracking systems capable of supporting long-term tourism competitiveness and broader economic resilience.

CONFIDENCE NOTE

Confidence in this assessment is moderate to moderately high. Public evidence strongly confirmed the presence of tourism systems, branding infrastructure, redevelopment awareness, community engagement activity, and organizational coordination. Some implementation systems may exist internally but were not consistently visible through publicly available evidence. Where systems could not be fully verified, scoring was applied conservatively in accordance with SCI methodology and hard-cap logic.



TOP PRIORITIES

- *Create a formal implementation and redevelopment dashboard.*
- *Expand year-round economic activity and diversification efforts.*
- *Improve redevelopment packaging and investment coordination.*
- *Institutionalize grant readiness and project sequencing systems.*
- *Establish recurring business retention and outreach programming.*
- *Improve long-range infrastructure and corridor coordination.*
- *Strengthen implementation transparency and performance tracking.*



PROGRAM OVERVIEW

The Strong Communities Initiative (SCI) is designed to help communities evaluate their operational readiness, implementation capacity, organizational systems, and long-term strategic positioning. The SCI framework evaluates how effectively a community is positioned to manage growth, pursue investment, coordinate projects, secure funding, communicate with stakeholders, and sustain implementation momentum over time.

Rather than focusing only on community assets or isolated projects, SCI evaluates the systems that support long-term execution. Communities with strong assets may still struggle operationally if systems are fragmented, informal, or inconsistent. Likewise, smaller communities with limited staffing may still achieve strong readiness outcomes if they possess disciplined implementation structures and coordinated operational systems.

Each pillar is evaluated independently using weighted subcategories, evidence confidence scoring, and implementation-focused hard-cap logic. The final SCI Composite Score represents the average of the five pillar scores.

The SCI process is intended to help communities identify not only where challenges exist, but why those challenges exist operationally and what practical steps can improve implementation performance over time.

SCI EVALUATES FIVE CORE READINESS PILLARS

1

GOVERNANCE AND ORGANIZATIONAL STRUCTURE

2

ECONOMIC DEVELOPMENT READINESS

3

GRANT READINESS ANALYSIS

4

PUBLIC ENGAGEMENT AND COMMUNICATIONS

5

BUSINESS RETENTION AND EXPANSION

PILLAR SCORE, LEVELS AND MEANING

Range	Capacity Level	Meaning
4.50 – 5.00	Investment Ready	Institutionalized, measurable, highly sophisticated systems; benchmark-level readiness.
4.00 – 4.49	Strong	Advanced systems in place with only refinement needed.
3.50 – 3.99	Emerging Implementation	Functional systems with moderate gaps or inconsistent formalization.
3.00 – 3.49	Developing Systems	Basic systems present but fragmented, informal, or inconsistently applied.
2.00 – 2.99	Foundational Capacity Building	Limited formalization; early-stage system development.
0.00 – 1.99	Early Capacity Building	Major systems absent or largely informal.



METHODOLOGY AND EVIDENCE BASE

The SCI assessment process combines qualitative and quantitative analysis to evaluate operational readiness across the five SCI pillars. The evaluation process emphasizes implementation systems, organizational maturity, strategic coordination, and operational consistency rather than simply cataloging community assets.

SCI scoring utilizes weighted scoring logic, evidence confidence scoring, and hard-cap methodology to avoid artificially inflating readiness outcomes where key implementation systems are absent or cannot be publicly verified. Communities are evaluated conservatively when major systems appear informal, inconsistent, or decentralized.

The purpose of the SCI process is not to criticize communities for staffing or funding limitations. Instead, the assessment identifies implementation risks, operational leverage points, institutional opportunities, and strategic improvements capable of strengthening long-term competitiveness.



EVIDENCE REVIEWED

City of Nauvoo municipal website materials.

Public meeting agendas and notices.

Tourism and visitor information systems.

Historic preservation and redevelopment references.

Community event and tourism coordination materials.

Public demographic and labor force information.

Regional tourism and recreation positioning references.

Corridor and transportation observations.

Mississippi River recreation and placemaking references.

Hospitality and business environment observations.

Comparable Illinois destination-community implementation patterns.



COMMUNITY AND ECONOMIC SNAPSHOT

		Nauvoo Proper	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
POPULATION		910	975	1,181	2,742
TOTAL HOUSEHOLDS		401	430	540	1,188
MEDIAN HOUSEHOLD INCOME		\$64,733	\$64,000	\$62,450	\$66,602
LABOR FORCE		280	305	389	943

"Demographic and market data contained within this report were derived from sources including Esri Business Analyst, the U.S. Census Bureau, the American Community Survey (ACS), and related third-party datasets and are provided for general planning and informational purposes only to help identify potential community advantages such as population proximity, labor force access, household income characteristics, and regional market reach; while commonly used within the planning and economic development profession, Hometown Consulting LLC cannot guarantee the absolute accuracy or completeness of all estimates, projections, or drive-time modeling data."

Nauvoo occupies one of the most distinctive community positioning environments in Illinois due to its combination of historical significance, destination tourism identity, Mississippi River proximity, and nationally recognized heritage branding.

The city functions simultaneously as a residential community, hospitality economy, heritage destination, recreation environment, and regional tourism anchor. Unlike many rural Illinois communities that rely primarily upon local economic circulation, Nauvoo benefits from an external visitor economy capable of generating visibility, spending activity, and redevelopment interest from outside the local market.

This positioning creates substantial long-term opportunity. The city's historical identity, walkable environment, visitor infrastructure, and destination recognition create conditions supportive of tourism expansion, specialty retail, entrepreneurship, placemaking investment, recreation development, and hospitality reinvestment.

At the same time, destination-oriented economies create operational complexity. Seasonal tourism cycles, infrastructure demands, workforce fluctuations, housing limitations, and redevelopment coordination pressures often require stronger implementation systems than those needed in traditional rural residential communities.

Long-term competitiveness will therefore depend heavily on Nauvoo's ability to institutionalize implementation systems capable of coordinating tourism, redevelopment, infrastructure, grants, housing, communications, and business support within one integrated strategic framework.



COMMUNITY AND ECONOMIC SNAPSHOT



KEY COMMUNITY ASSETS

Internationally recognized tourism identity.

Mississippi River access and recreation positioning.

Walkable historic environment and placemaking potential.

Existing lodging and hospitality infrastructure.

Strong community identity and branding systems.

Institutional partnerships and volunteer culture.

Established visitor economy and event infrastructure.

Historic preservation and heritage tourism assets.



KEY CHALLENGES

Seasonal economic fluctuations and tourism dependency.

Workforce housing and residential diversification limitations.

Limited evidence of centralized implementation systems.

Infrastructure coordination complexity tied to visitor activity.

Limited formalized business retention systems.

Long-range redevelopment coordination challenges.

Staffing and implementation scalability constraints.



BENCHMARK COMPARISON

Compared to similarly sized Illinois communities, Nauvoo demonstrates significantly stronger destination branding, tourism visibility, and identity recognition than many peer communities. Few communities within the same population range possess comparable heritage tourism infrastructure, hospitality visibility, or external market recognition.

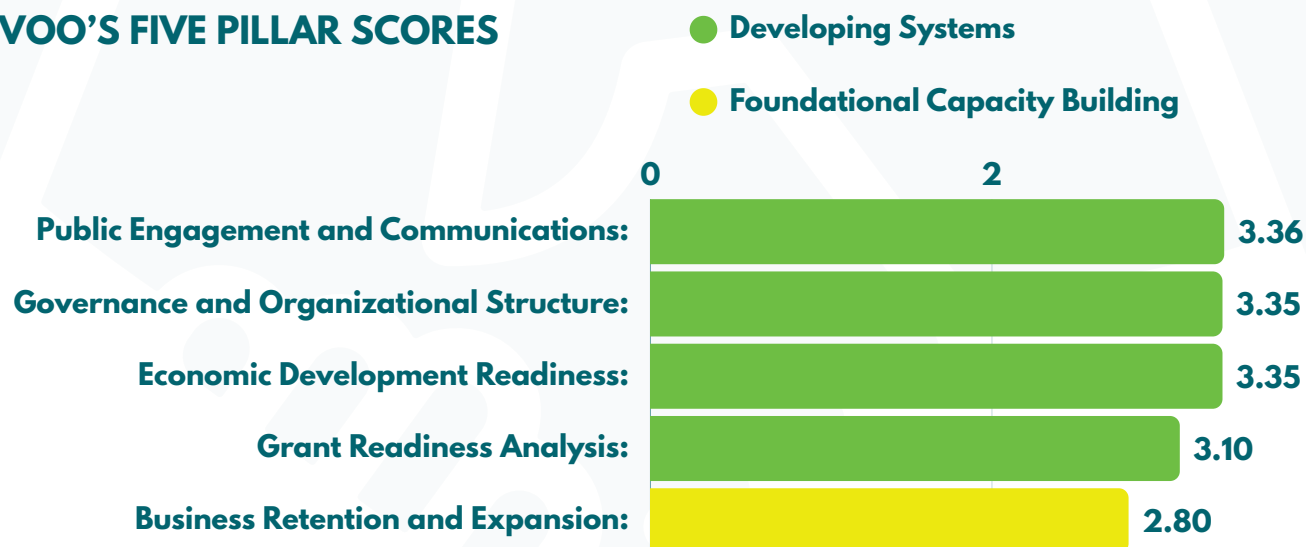
Public Engagement and Communications scored strongest because the community demonstrates visible branding systems, tourism-oriented storytelling, event infrastructure, and strong public-facing identity. Economic Development also scored relatively strong due to the city's hospitality economy, redevelopment potential, and destination positioning.

However, communities operating within the higher Emerging Implementation and Strong tiers typically maintain more formalized implementation systems than are currently visible in Nauvoo. These communities often possess integrated redevelopment tracking systems, annual grant pipelines, measurable BRE systems, infrastructure sequencing tools, and centralized implementation dashboards.

Nauvoo's current benchmark position is therefore best understood as a community with exceptionally strong identity and tourism assets but with implementation systems that still require additional formalization and institutional integration.

Benchmark Area	Nauvoo Position
Destination Identity	Stronger than most peer communities
Tourism Infrastructure	Above benchmark for comparable rural communities
Governance Coordination	Functional but partially decentralized
Economic Development Coordination	Moderate and tourism-oriented
Grant Readiness	Developing but not fully institutionalized
Public Engagement	Strong relative to peer communities
Business Retention Systems	Early-stage and largely relationship-based
Regional Positioning	Significant long-term advantage

NAUVOO'S FIVE PILLAR SCORES



PILLAR 1 – GOVERNANCE AND ORGANIZATIONAL STRUCTURE



SCORE EXPLANATION AND ANALYSIS

This score reflects the presence of stable governance systems, active organizational coordination, and visible community leadership combined with limited evidence of highly centralized implementation management systems.

Nauvoo benefits from a collaborative operational environment supported by tourism organizations, institutional stakeholders, community leadership, and volunteer participation. The city demonstrates stronger organizational visibility and partnership culture than many communities within the same population range.

The SCI scoring engine moderated this pillar due to limited publicly visible evidence of integrated implementation dashboards, formalized strategic reporting systems, measurable performance management frameworks, and long-range implementation sequencing systems.

Operationally, this score indicates that Nauvoo is capable of supporting routine governance activity and collaborative initiatives effectively, but implementation complexity may increase as redevelopment, tourism coordination, infrastructure demands, and housing pressures expand.



EVIDENCE REVIEWED

Public meeting information and notices.

Municipal organizational visibility.

Tourism and organizational coordination references.

Community planning and redevelopment references.

Comparable governance structures in peer communities.



STRENGTHS

- *Stable municipal operations.*
- *Strong organizational collaboration culture.*
- *Visible leadership and civic engagement systems.*
- *Strong institutional and volunteer participation.*
- *Active tourism and preservation coordination.*



CONSTRAINTS

- *Limited evidence of centralized implementation dashboards.*
- *Limited visible performance management systems.*
- *Long-range redevelopment coordination appears partially decentralized.*
- *Staffing scalability limitations.*
- *Limited evidence of formal implementation analytics.*



PILLAR 1 – GOVERNANCE AND ORGANIZATIONAL STRUCTURE

PATH TO BEST PERFORMANCE

The highest-value improvement opportunity within this pillar is institutionalization. Nauvoo already demonstrates strong organizational culture and partnership coordination, but long-term competitiveness will depend increasingly on measurable systems capable of tracking projects, grants, infrastructure, redevelopment activity, and implementation progress simultaneously.

Quick wins include standardized reporting templates, recurring strategic review sessions, and project ownership assignments. Medium-term improvements include centralized dashboards, redevelopment sequencing systems, and integrated capital planning tools. Long-term improvements should focus on organizational resilience, implementation continuity, and measurable performance analytics.

The largest future score gains would likely come from demonstrating implementation systems capable of functioning consistently regardless of staffing or leadership transitions.



RECOMMENDATIONS

- *Create a formal implementation dashboard tied to council priorities.*
- *Establish recurring quarterly implementation reviews.*
- *Develop measurable annual strategic reporting systems.*
- *Create centralized redevelopment tracking tools.*
- *Improve cross-organizational coordination systems.*
- *Develop long-range infrastructure and capital sequencing frameworks.*



PILLAR 2 – ECONOMIC DEVELOPMENT READINESS



SCORE EXPLANATION AND ANALYSIS

Nauvoo scored within the Developing Systems tier because the city possesses unusually strong tourism identity, redevelopment visibility, hospitality infrastructure, and destination branding.

The score was strengthened by the city's heritage tourism economy, Mississippi River positioning, recognizable identity systems, and strong visitor infrastructure. The score was moderated because public evidence of formal prospect tracking systems, redevelopment packaging systems, workforce coordination frameworks, and year-round diversification strategies remains limited.

Operationally, this score indicates that Nauvoo possesses substantial economic development assets but may still rely heavily on tourism-driven momentum rather than fully institutionalized implementation systems.



EVIDENCE REVIEWED

- Tourism and hospitality references.
- Historic district and redevelopment observations.
- Corridor and gateway positioning references.
- Public tourism marketing materials.
- Business and lodging visibility.
- Community branding systems.



STRENGTHS

- *Strong destination branding and visibility.*
- *Established tourism and hospitality economy.*
- *Walkable historic character and placemaking advantages.*
- *Mississippi River recreation positioning.*
- *Existing visitor-support business base.*
- *Strong quality-of-place identity systems.*



CONSTRAINTS

- *Seasonal economic fluctuations.*
- *Limited evidence of formal prospect tracking systems.*
- *Limited year-round diversification strategy visibility.*
- *Workforce and housing limitations.*
- *Limited measurable redevelopment analytics systems.*



PILLAR 2 – ECONOMIC DEVELOPMENT READINESS

PATH TO BEST PERFORMANCE

Nauvoo already possesses what many communities spend decades attempting to create: identity. The next implementation challenge is converting that identity into a fully measurable economic development framework capable of supporting year-round competitiveness.

Quick wins include redevelopment marketing packets, investment opportunity maps, and standardized property information systems. Medium-term improvements include coordinated redevelopment strategies, entrepreneurship support initiatives, and tourism analytics systems. Long-term improvements should include integrated destination-economy tracking frameworks, year-round economic resilience systems, and measurable redevelopment implementation structures.

The largest future SCl score gains will likely come from transitioning from a primarily tourism-driven economy toward a broader implementation-driven development framework.



RECOMMENDATIONS

- *Develop a year-round tourism diversification strategy.*
- *Create redevelopment opportunity packaging materials.*
- *Build formal site and prospect tracking systems.*
- *Expand entrepreneurship and small-business support programming.*
- *Strengthen workforce housing positioning efforts.*
- *Improve corridor branding and gateway redevelopment coordination.*



PILLAR 3 – GRANT READINESS ANALYSIS



SCORE EXPLANATION AND ANALYSIS

Nauvoo demonstrates meaningful grant competitiveness potential due to its historic identity, tourism positioning, recreation assets, and partnership environment.

The score was strengthened by visible preservation activity, tourism infrastructure, placemaking opportunity, and project storytelling capability. The score was moderated because public evidence of centralized grant management systems, annual grant calendars, shovel-ready project packaging systems, and long-range capital sequencing remains limited.

Operationally, this score indicates that Nauvoo is capable of pursuing and securing grants successfully, but current systems do not yet appear fully institutionalized into an integrated long-term funding framework.



EVIDENCE REVIEWED

Historic preservation references.

Tourism and recreation infrastructure references.

Public redevelopment discussions.

Community partnership observations.

Riverfront and placemaking opportunity references.



STRENGTHS

- *Strong project storytelling capability.*
- *Historic preservation funding alignment.*
- *Tourism and recreation grant competitiveness.*
- *Existing organizational partnerships.*
- *Destination infrastructure relevance.*



CONSTRAINTS

- *Limited visibility of centralized grant tracking systems.*
- *Limited evidence of annual project sequencing.*
- *Limited visible shovel-ready project packaging.*
- *Infrastructure prioritization systems appear partially decentralized.*



PILLAR 3 – GRANT READINESS ANALYSIS

PATH TO BEST PERFORMANCE

Grant competitiveness increasingly depends on preparation rather than reaction. Communities that consistently secure funding generally maintain project inventories, engineering readiness, infrastructure prioritization systems, and recurring implementation tracking frameworks.

Quick wins include centralized grant tracking spreadsheets, recurring funding calendars, and project inventory systems. Medium-term improvements include engineering predevelopment work, coordinated infrastructure sequencing, and recurring grant strategy sessions. Long-term improvements should include integrated capital planning systems tied directly to strategic implementation priorities.

The largest readiness gains will likely come from shifting from opportunity-based grant pursuit toward continuous project readiness management.



RECOMMENDATIONS

- *Create a formal annual grant strategy.*
- *Develop a centralized project readiness matrix.*
- *Build conceptual cost estimates for priority projects.*
- *Establish quarterly grant readiness reviews.*
- *Coordinate tourism and infrastructure funding partnerships.*
- *Align redevelopment projects with likely funding sources.*



PILLAR 4 – PUBLIC ENGAGEMENT AND COMMUNICATIONS



SCORE EXPLANATION AND ANALYSIS

Nauvoo scored strongest within this pillar because the city possesses unusually strong identity-based communication systems, tourism branding visibility, and public-facing engagement infrastructure.

The score was strengthened by destination marketing systems, event visibility, community storytelling, and strong public identity reinforcement. The score was moderated slightly because implementation reporting systems, measurable engagement analytics, and formalized performance communication systems were less visible.

Operationally, this score indicates that Nauvoo communicates effectively as a destination community but has opportunity to improve strategic implementation communication and measurable engagement systems.



EVIDENCE REVIEWED

Tourism marketing systems.

Public information accessibility.

Event and community branding references.

Organizational communication visibility.

Public engagement and visitor information systems.



STRENGTHS

- *Strong destination branding systems.*
- *Visible tourism communication infrastructure.*
- *Strong storytelling and identity reinforcement.*
- *Active event and visitor engagement systems.*
- *Strong community visibility and recognition.*



CONSTRAINTS

- *Limited evidence of implementation dashboards.*
- *Limited measurable engagement analytics.*
- *Limited formal resident feedback systems.*
- *Limited annual implementation reporting visibility.*



PILLAR 4 – PUBLIC ENGAGEMENT AND COMMUNICATIONS

PATH TO BEST PERFORMANCE

Nauvoo's communication environment is substantially stronger than many similarly sized communities because the city already understands how to communicate place and identity effectively.

The next phase of improvement involves evolving from primarily tourism-oriented communication toward integrated implementation communication.

Quick wins include recurring project updates, standardized implementation reporting, and expanded redevelopment storytelling. Medium-term improvements include digital engagement systems, measurable communication analytics, and structured engagement campaigns. Long-term improvements should focus on fully integrated implementation transparency systems tied directly to governance and strategic planning.

The largest future score increases will likely come from integrating strategic implementation communication into the city's existing branding and tourism systems.



RECOMMENDATIONS

- *Develop annual strategic progress reports.*
- *Create public-facing project dashboards.*
- *Expand redevelopment storytelling systems.*
- *Improve implementation transparency.*
- *Build recurring resident and stakeholder feedback systems.*
- *Coordinate branding with year-round activity initiatives.*



PILLAR 5 – BUSINESS RETENTION AND EXPANSION



FOUNDATIONAL CAPACITY BUILDING

SCORE EXPLANATION AND ANALYSIS

The SCI assessment found limited publicly visible evidence of fully formalized business retention and expansion systems within Nauvoo.

The score was strengthened by the presence of active tourism businesses, hospitality infrastructure, entrepreneurship visibility, and collaborative community culture. The score was moderated because business support systems appear primarily relationship-driven rather than supported through measurable visitation programs, issue tracking systems, annual reporting frameworks, or recurring outreach structures.

Operationally, this score indicates that business engagement likely occurs informally and collaboratively, but not yet through a highly institutionalized BRE framework.



EVIDENCE REVIEWED

- Business and hospitality visibility.
- Tourism-oriented commercial activity.
- Public economic development references.
- Community and organizational partnerships.



STRENGTHS

- Established visitor-support businesses.
- Strong hospitality economy.
- Existing entrepreneurship culture.
- Strong community identity supportive of local business.
- Collaborative community environment.



CONSTRAINTS

- Limited evidence of formal business visitation programs.
- Limited measurable outreach systems.
- Limited visible employer tracking systems.
- Limited evidence of recurring BRE analytics.
- Seasonal economic dependency pressures.



PILLAR 5 – BUSINESS RETENTION AND EXPANSION

PATH TO BEST PERFORMANCE

Business retention is especially important in destination-oriented economies because tourism environments often rely heavily on small businesses, hospitality operators, specialty retail, and seasonal entrepreneurship.

Quick wins include annual business outreach meetings, business contact inventories, and standardized questionnaires. Medium-term improvements include recurring BRE reporting systems, corridor monitoring systems, and hospitality partnership coordination. Long-term improvements should include integrated tourism-business analytics systems, predictive business climate monitoring, and measurable employer engagement frameworks.

The largest future SCI score improvements will likely come from implementing recurring and measurable outreach systems tied directly to implementation follow-through.



RECOMMENDATIONS

- *Establish a formal annual business visitation program.*
- *Build a business contact and outreach database.*
- *Conduct annual business climate surveys.*
- *Create business issue escalation protocols.*
- *Coordinate tourism and hospitality business outreach.*
- *Develop year-round business support initiatives.*



REGIONAL COLLABORATION AND POSITIONING

Nauvoo's regional positioning represents one of the city's strongest long-term competitive advantages. Unlike many rural Illinois communities, Nauvoo operates within a regional and national tourism environment extending far beyond the scale of its permanent population.

The city's heritage identity, Mississippi River positioning, destination visibility, and hospitality infrastructure create substantial opportunity for partnerships tied to tourism, recreation, placemaking, entrepreneurship, preservation, transportation, and redevelopment.

NAUVOO FUNCTIONS SIMULTANEOUSLY AS:

A HERITAGE TOURISM DESTINATION

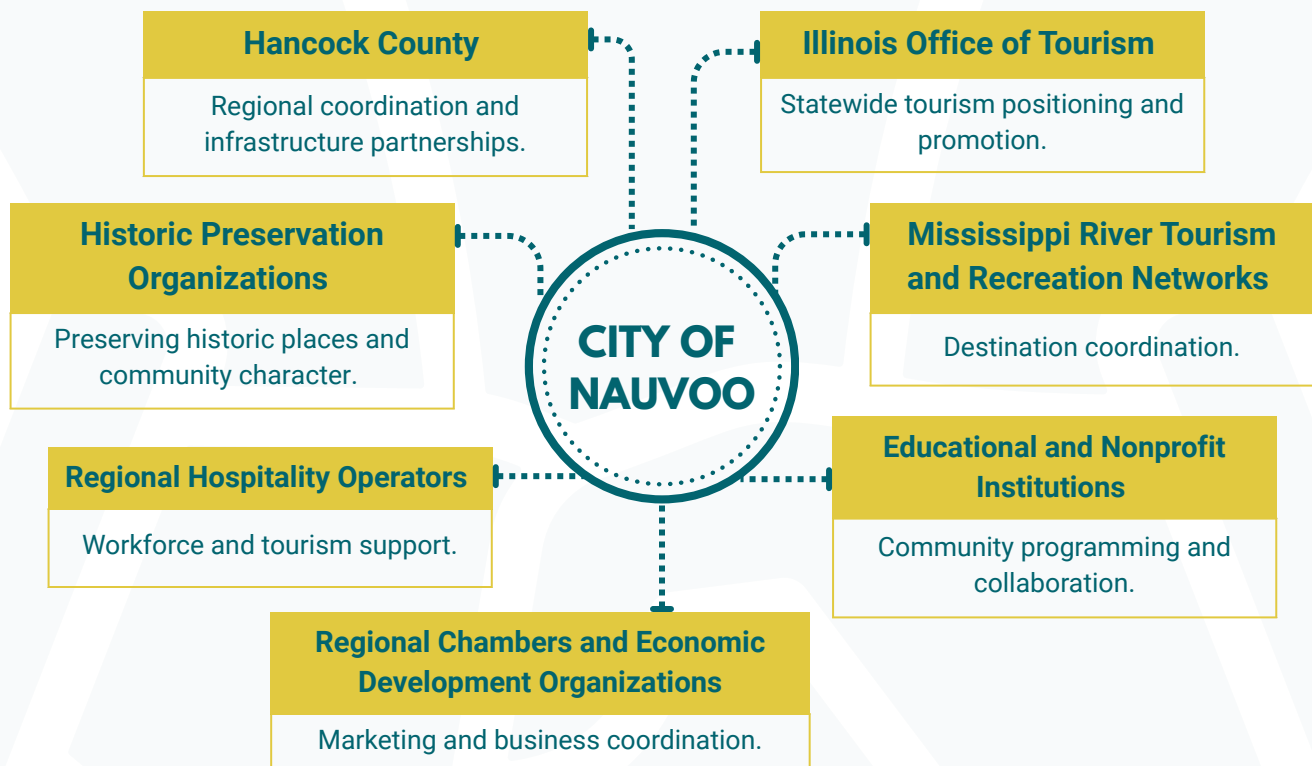
A RECREATION-ORIENTED RIVER COMMUNITY

A HOSPITALITY-SUPPORT ECONOMY

A CULTURAL AND HISTORICAL IDENTITY CENTER

A SMALL-TOWN DESTINATION ECONOMY

REGIONAL PARTNERS AND ROLES



Collaborative opportunities with the highest long-term value include riverfront positioning initiatives, tourism infrastructure coordination, recreation partnerships, hospitality workforce initiatives, heritage funding coordination, placemaking investment, and regional marketing alignment.

Destination communities that consistently reinvest in infrastructure, redevelopment, housing, and visitor experience tend to outperform communities that rely solely on legacy identity systems. Nauvoo's future competitiveness will therefore depend heavily on implementation coordination and institutionalized strategic management.



STRATEGIC OPPORTUNITIES AND CATALYTIC INITIATIVES

1 DESTINATION ECONOMY DIVERSIFICATION INITIATIVE

Nauvoo should continue leveraging its tourism strengths while expanding year-round economic activity and broader economic resilience systems. Priority opportunities include experiential tourism, recreation development, entrepreneurship support, hospitality reinvestment, and shoulder-season activation.

2 HISTORIC AND GATEWAY REDEVELOPMENT INITIATIVE

Gateway corridors and historic districts should be treated as coordinated redevelopment environments rather than isolated properties. Priority actions include gateway branding improvements, wayfinding systems, façade coordination, placemaking initiatives, and redevelopment packaging.

3 HOUSING AND WORKFORCE POSITIONING INITIATIVE

Long-term tourism sustainability will increasingly depend on workforce stability and housing availability. The city should evaluate workforce housing needs, infill development opportunities, housing diversification strategies, and residential stabilization initiatives.

4 IMPLEMENTATION SYSTEMS MODERNIZATION INITIATIVE

Nauvoo's largest institutional opportunity is the development of integrated implementation systems capable of coordinating tourism, redevelopment, grants, infrastructure, communications, and business outreach simultaneously.

5 RIVERFRONT AND RECREATION POSITIONING INITIATIVE

The Mississippi River and associated recreation systems represent long-term quality-of-life and economic positioning assets that should become more integrated into the city's redevelopment and destination strategy.



24-MONTH STRATEGIC IMPLEMENTATION ROADMAP

PRIORITY FOCUS	0-6	6-12	12-18	18-24	LEAD RESPONSIBILITY	PRIMARY OUTCOME	KEY MILESTONES	SUCCESS METRIC	REVIEW LOOP
Organizational Alignment	●				City Council	Establish implementation structure	Organizational priorities adopted	Priority framework completed	Monthly council review
Governance Systems	●				Administration / Partners	Create implementation dashboard	Dashboard operational	Monthly project tracking	Quarterly implementation review
Grant Readiness	●				Leadership / Consultant	Assemble project inventory	Priority project list complete	Funding pipeline documented	Quarterly infrastructure review
Economic Development Coordination		●			City / Partners	Formalize redevelopment coordination	Opportunity inventory created	Prospect tracking initiated	Quarterly redevelopment review
Communications Modernization		●			Administration	Improve implementation transparency	Communication schedule implemented	Increased project visibility	Monthly communications review
BRE Program Development		●	●		Leadership / Partners	Launch business outreach systems	Business visitation program launched	Increased business participation	Semiannual BRE review



24-MONTH STRATEGIC IMPLEMENTATION ROADMAP

PRIORITY FOCUS	0-6	6-12	12-18	18-24	LEAD RESPONSIBILITY	PRIMARY OUTCOME	KEY MILESTONES	SUCCESS METRIC	REVIEW LOOP
Capital Planning			●		City Council	Create infrastructure sequencing framework	Draft capital plan completed	Multi-year sequencing adopted	Annual capital review
Regional Coordination			●	●	Leadership / County Partners	Expand collaborative initiatives	Joint coordination meetings held	Increased regional participation	Quarterly coordination review
Strategic Evaluation				●	City / Consultant	Evaluate SCI progress	SCI reassessment prepared	Improved implementation metrics	Annual SCI review

IMMEDIATE APPROVAL ACTIONS

- Approve creation of an implementation dashboard and tracking framework.
- Establish recurring implementation review meetings.
- Authorize development of a centralized project readiness inventory.

DELEGATED STAFF OR PARTNER ACTIONS

- Assemble redevelopment and tourism inventory materials.
- Coordinate communication modernization efforts.
- Develop business outreach and tracking tools.

DEFERRED INITIATIVES

- Major organizational restructuring.
- Large-scale infrastructure expansion requiring substantial outside funding.
- Enterprise-level redevelopment recruitment systems.



RECOMMENDED GOVERNANCE / TRACKING FRAMEWORK

Nauvoo should consider implementing a simplified but highly structured governance and implementation dashboard designed to coordinate redevelopment, tourism, grants, infrastructure, and strategic implementation activity.

RECOMMENDED DASHBOARD CATEGORIES



Active redevelopment projects.
Grant applications submitted.
Grant awards received.
Tourism and visitation trends.
Business outreach visits completed.
Hospitality occupancy trends.
Infrastructure projects underway.
Public engagement participation.
Event attendance and participation.
Housing development inquiries.
Corridor redevelopment activity.
Historic preservation projects.
Strategic implementation progress.
Capital improvement project sequencing.
Website and communication engagement metrics.

Long-term implementation competitiveness will depend heavily on the city's ability to institutionalize measurable systems that remain operational regardless of staffing or leadership transitions.

RECOMMENDED REVIEW RHYTHM



- Monthly administrative implementation reviews.
- Quarterly strategic implementation reporting.
- Semiannual redevelopment and BRE reviews.
- Annual infrastructure and capital sequencing review.
- Annual SCI reassessment and benchmarking discussion.

GOVERNANCE ACCOUNTABILITY STRUCTURE



Implementation responsibility should be assigned clearly across leadership, administration, partners, and committees. Major projects should maintain identified ownership assignments, recurring status updates, milestone tracking systems, and measurable reporting expectations.

ESCALATION TRIGGER LOGIC



Projects should trigger leadership review when:

- Funding deadlines are missed.
- Redevelopment opportunities stall for extended periods.
- Grant competitiveness declines.
- Infrastructure projects fall significantly behind schedule.
- Major communication or business concerns emerge repeatedly.



CLOSING STATEMENT

Nauvoo possesses one of the strongest identity platforms of any small Illinois community. The city benefits from recognizable destination branding, historical significance, recreation opportunity, tourism infrastructure, and a community culture capable of supporting long-term strategic initiatives.

The SCI assessment indicates that Nauvoo's future competitiveness will depend less on creating visibility and more on institutionalizing implementation systems capable of coordinating tourism, redevelopment, infrastructure, grants, business support, and strategic planning within one measurable operational framework.

The city is not starting from a position of weakness. Rather, Nauvoo is operating from a position of substantial opportunity. The next phase of community advancement involves converting strong identity and partnership culture into highly coordinated implementation systems capable of sustaining long-term competitiveness.

If implementation modernization efforts are prioritized over the next several years, Nauvoo is well-positioned to strengthen redevelopment momentum, improve funding competitiveness, support year-round economic activity, and preserve the long-term quality and visibility that already distinguish the community within Illinois and the broader Midwest tourism environment.

Report Disclaimer

This report has been prepared for strategic planning and informational purposes based on information provided by the city, publicly available sources, third-party data, and consultant analysis believed to be reasonably reliable at the time of preparation. While care has been taken in compiling and analyzing this information, Hometown Consulting LLC makes no representation or warranty as to the absolute accuracy or completeness of the data contained herein.

The findings and recommendations presented in this report are advisory in nature and are intended to support—not replace—independent evaluation and due diligence by the city and its professional advisors. The City is encouraged to verify relevant data, assumptions, and feasibility considerations prior to making policy, financial, development, or implementation decisions.

