



VILLAGE OF ALPHA, IL



# OUR VISION



*Community Action Plan*





## Committee Members



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## **Village of Alpha Community Action Plan 2017**

The Village of Alpha, located in Southwest Henry County, had an estimated population of 644 as of July 1, 2016 (American Community Survey, US Bureau of the Census). The 2010 Census pegged the community's population at 671. There are 294 households in the village and the median household income is \$48,522.

Like many rural communities in the Illinois, Alpha has experienced a "brain drain" as children leave the community for school and careers outside of the region. Additionally, the rapid transformation of the farming industry from small family farms to one focused on fewer farmers with larger tracts of land has resulted in a crash in the rural population that supported businesses and growth in Alpha over the years. With these changes, Alpha is a commuter community with the majority of the residents leaving the community every day for jobs in the Quad Cities, Galesburg, and Peoria.

Recognizing that for the community to continue to thrive and attract residents and investment, a group of concerned citizens began working together to identify community needs and create actions around those needs. In 2016, a group of residents and elected officials created a survey that was distributed throughout the community. The survey was designed to understand why respondents chose to live in Alpha and what types of business and community amenities that should be pursued in the future. Approximately 225 surveys were distributed and 103 were returned for a response rate of 45.8%.

In sum, respondents indicated that they lived in Alpha due to family ties or for convenience. Residents also noted that they would like to see more community events, including activities for children and older adults; more focus on improving the aesthetics of the community, especially along Route 150 and on Main St.; and businesses that provide convenience to residents including a grocery store, more restaurants, and other retail or service operations that residents must leave town to access. A number of ideas emerged from the survey and the group recognized that to tackle some of these issues, a fuller planning context was needed to succeed.

As a result, the group contacted the University of Illinois Extension Community and Economic Development Educator to facilitate the planning process. The planning process commenced on March 8<sup>th</sup> at the Alpha American Legion Hall with meetings following on March 22<sup>nd</sup>, April, 12<sup>th</sup>, and April 26<sup>th</sup>. Community residents were invited to participate in the planning process. The planning process is outlined below:

1. Create a community vision statement
2. Identify community resources
3. Determine community goals
4. Identify gaps between reality and desired goals
5. Identify and develop action plans for projects
6. Present finalized plan to Village Board

### **Vision Statement**

As part of the planning process, the group determined a vision for the community, as stated below:

*Alpha is a an attractive and friendly community that maintains the simple pleasures of rural living, pride of place, and an emphasis on diversity and opportunity for all ages while making a positive impact for future generations.*

The vision statement was developed at the group's first meeting on March 8, 2017 along with two alternatives. On April 12<sup>th</sup>, the group voted and selected this version for incorporation into their community strategic plan. The group recognized that many elements of the statement already existed in their community but wanted to accentuate the elements as part of their vision of the community over the next 5 to 10 years.

### **Community Capitals**

At the March 22, 2017 meeting, the group discussed and catalogued the "Community Capitals" that exist in Alpha. This is a community approach to developing a list of assets as outlined by Cornelia and Jan Flora, with Susan Fey in 2004 [*Flora, C. & Flora J. (with Fey, S.). (2004) Rural Communities: Legacy and Change (2<sup>nd</sup> Addition). Boulder CO: Westview Press*]. The group developed an extensive list of capital assets for the village that included human, social, natural, financial, built, and political capitals (see attached).

At the April 12, 2017 planning meeting, the group utilized the vision statement and the prepared list of community capitals to begin developing a "wish list" of potential projects that they would like to see achieved in the next 5 to 10 years.

Based on the village's vision statement, three major goals for the community were identified:

1. Alpha is an attractive, friendly community (focus: community beautification and improvement efforts along Route 150 and Main St.; utilize website to promote the village and activities; develop activities for residents)
2. Alpha is a community that maintains the simple pleasures of rural living, pride of place, and an emphasis on diversity and opportunity for all ages (focus: develop community events and activities for residents; develop activities for seniors within community; develop programs to attract new residents)
3. Alpha's planning efforts will make a positive impact for future generations (focus: business development and growth; develop information pieces that highlight Alpha's attributes and businesses; create a village playground for children)

A full list of potential projects is attached. At the April 26, 2017 meeting, participants were asked to prioritize the top projects under each of the three major goal areas. The top 3 to 4 projects are included in the aforementioned project list.

Three working groups/committees were created to focus on the three major goal areas and each group began developing their respective action plans on April 26, 2017 with a follow-up held on May 31, 2017 where participants finalized each section of the community action plan. As part of the process, each committee identified the following:

1. Resources needed to accomplish the set of activities
2. Activities that can be achieved resolutions or solutions that address the problem or issues
3. Activities, when accomplished, will result in positive outcomes
4. The positive outcomes will lead to long-term changes that enhance the quality of life of residents and future residents.

Each committee was also tasked with developing an implementation plan to follow and work towards presenting the full Village of Alpha Community Action Plan to the Village Board for approval and support.

### **Village of Alpha Goals and Action Plan**

With further refinement, the community's 3 goals include the following:

1. Encourage community involvement in the planning and development of activities that will strengthen the community's aesthetics and attractiveness to residents and visitors, alike.
2. Promote activities and events that serve the interests of a wide range of age groups and demographics and exemplify Alpha as an attractive community in which to reside.
3. Create an environment for business attraction, growth, and development that is sustainable, supports the community's quality of life, and is cost-effective.

Using these goals, participants identified 7 projects that were included in the action plan.

### **Implementation Plan**

The goals and projects are not listed in a prioritized order and members of the planning committee will support each goal independently. That being said, the project focused on improving the Village's website supports many of the other projects listed in this document and should have an immediate and primary focus.

In order for this plan to be implemented, a time commitment and perseverance are required. Each goal includes a devoted team who will be responsible for implementing the projects identified in this plan. At the beginning of the implementation phase, meetings will necessarily take place more frequently and the teams will schedule monthly meetings. Quarterly meetings with University of Illinois Extension staff will also be scheduled in order to keep progress on track. University of Illinois Extension staff is committed to helping with the facilitation of these meetings.

An important first step will take place on July 3, 2017 when selected members of the planning team will present the Village of Alpha Community Action Plan to Alpha's Village Board for approval.

It is advisable that the planning team participants review the plan on an annual basis to reflect on successes, identify new projects, and to retire items that have been achieved. At the time of the annual review, the planning committee will make presentations to the Village Board, updating the board on progress of the plan. The plan will be updated every five years by the committee and presented to the Village Board for consideration and approval.

**Goal #1 Encourage community involvement in the planning and development of activities that will strengthen the community's aesthetics and attractiveness to residents and visitors, alike.**

**Project 1A: Focus efforts to improve the Village's existing Website by enhancing information, making it mobile friendly, and integrating it with social media platforms**

RESOURCES	ACTIVITIES	OUTCOMES	IMPACT
<p><i>In order to accomplish our set of activities we will need the following:</i></p>	<p><i>In order to address our problem or issue we will accomplish the following activities.</i></p>	<p><i>We expect that when accomplished, these activities will result in the following outcomes.</i></p>	<p><i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i></p>
<ul style="list-style-type: none"> <li>• Website team including representatives from all three community teams</li>   <li>• Examples of community websites</li>   <li>• Current Village website site map</li> </ul>	<ul style="list-style-type: none"> <li>• Work with a website provider to upgrade village website</li>   <li>• Research and identify models of successful community websites</li>   <li>• Develop new site map for Village Website</li> </ul>	<ul style="list-style-type: none"> <li>• The Village of Alpha will have a new and improved website that contains information about the Village government, business development information, utilities, community organizations, and community events &amp; activities</li>   <li>• The Village of Alpha will have a community calendar included on the website that is updated on a regular basis with upcoming events &amp; activities. The community will strive to have one event/activity per month listed on the community calendar.</li>   <li>• The Village will create a Facebook page that is integrated into the website</li> </ul>	<ul style="list-style-type: none"> <li>• The village will have a comprehensive website that serves as the "face" and brand for the community. It will provide the information that residents, businesses, and visitors need</li>   <li>• Because of the website, new residents will be welcomed into the community and be able to identify important community information necessary for their integration into the community</li>   <li>• Because of the website, new businesses will be attracted to the community, and be able to navigate village requirements and potential incentive programs</li> </ul>

**Project 1A: Focus efforts to improve the Village's existing Website by enhancing information, making it mobile friendly, and integrating it with social media platforms (Continued....)**

RESOURCES	ACTIVITIES	OUTCOMES	IMPACT
<p><i>In order to accomplish our set of activities we will need the following:</i></p>	<p><i>In order to address our problem or issue we will accomplish the following activities.</i></p>	<p><i>We expect that when accomplished, these activities will result in the following outcomes.</i></p>	<p><i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i></p>
<ul style="list-style-type: none"> <li>• Research/information</li>   <li>• Bi State Regional Commission</li>   <li>• Augustana College WebGuild</li>   <li>• University of Illinois Extension</li>   <li>• Village Board</li>   <li>• Funding</li> </ul>	<ul style="list-style-type: none"> <li>• Develop content for webpages devoted to business development, information for new residents and businesses, community activities and events, business directory, community organizations, community calendar (online community guide that can be downloaded in PDF format)</li>   <li>• Advertise and promote activities and events on Village website, Village Facebook page, and ACT Facebook page</li>   <li>• Consider the creation of a Village Facebook page OR utilize/link the Alpha Community Team's Facebook in conjunction with the Village website</li> </ul>	<ul style="list-style-type: none"> <li>• The Village's Website will be branded as "Welcome to Alpha" and include information for new businesses, new residents, and visitors alike</li> </ul>	<ul style="list-style-type: none"> <li>• Because of the website, there will be an increase in visitors to the community because events and activities are included on the website and in associated social media platforms</li> </ul>



**Project 1B: Focus community improvement efforts & activities on the gateways to the community, Route 150 and Main St.**

<b>RESOURCES</b>	<b>ACTIVITIES</b>	<b>OUTCOMES</b>	<b>IMPACT</b>
<i>In order to accomplish our set of activities we will need the following:</i>	<i>In order to address our problem or issue we will accomplish the following activities.</i>	<i>We expect that when accomplished, these activities will result in the following outcomes.</i>	<i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i>
<ul style="list-style-type: none"> <li>• Examples of grant funding resources</li>   <li>• Examples of successful incentive programs</li>   <li>• Model guidelines</li>   <li>• Assistance and collaboration with Business Development Team</li> </ul>	<ul style="list-style-type: none"> <li>• Develop beautification standards/guidelines</li>   <li>• Identify potential state or federal grant programs focused on community development</li>   <li>• Work with Business Development Team on business attraction program and incentive programs targeted in this area</li>   <li>• Inventory wayfinding signage in the community</li> </ul>	<ul style="list-style-type: none"> <li>• Aesthetic or landscape standards will be in place that highlight the area and brand the community</li>   <li>• Increased number of businesses</li>   <li>• Increased number of homes maintained and enhanced</li>   <li>• Increased number of visitors to the community</li> </ul>	<ul style="list-style-type: none"> <li>• The area of Alpha that fronts on Route 150 and Main St. will have an appealing visual impact that is attractive to residents, visitors, and businesses alike.</li> </ul>

**Project 1B: Focus community improvement efforts & activities on the gateways to the community, Route 150 and Main St. (Continued....)**

<b>RESOURCES</b>	<b>ACTIVITIES</b>	<b>OUTCOMES</b>	<b>IMPACT</b>
<i>In order to accomplish our set of activities we will need the following:</i>	<i>In order to address our problem or issue we will accomplish the following activities.</i>	<i>We expect that when accomplished, these activities will result in the following outcomes.</i>	<i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i>
<ul style="list-style-type: none"> <li>• TIF Consultant/Firm</li> <li>• Henry County Tax Assessor</li> <li>• Attorney</li> <li>• Marketing Flyer</li> <li>• Bi State Regional Commission</li> <li>• University of Illinois Extension</li> <li>• Western Illinois University Small Business Development Center (SBDC)</li> <li>• USDA</li> </ul>	<ul style="list-style-type: none"> <li>• Identify problem areas or problem properties</li> <li>• Develop marketing flyer promoting area guidelines and incentives</li> </ul>		

**Project 1C: Develop a "Welcome to Alpha" packet/webpage for new residents and businesses**

<b>RESOURCES</b>	<b>ACTIVITIES</b>	<b>OUTCOMES</b>	<b>IMPACT</b>
<p><i>In order to accomplish our set of activities we will need the following:</i></p> <ul style="list-style-type: none"> <li>• Examples of packets/webpages from other communities</li> <li>• Research information to include (outline) - maps, distance maps, demographics, taxes, utilities, village contact information, businesses, community organizations, churches etc.</li> <li>• Bi State Regional Commission</li> <li>• University of Illinois Extension</li> <li>• Marketing flyer - introduction to Alpha</li> </ul>	<p><i>In order to address our problem or issue we will accomplish the following activities.</i></p> <ul style="list-style-type: none"> <li>• Develop "welcome packet" with information gathered by team</li> <li>• Utilize information collected for "welcome packet" for the webpage to be included on the Village of Alpha Website</li> <li>• Incorporate online community guide into packet</li> </ul>	<p><i>We expect that when accomplished, these activities will result in the following outcomes.</i></p> <ul style="list-style-type: none"> <li>• New residents and businesses will be able to access important community and utility information when setting up homes or businesses in the village</li> </ul>	<p><i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i></p> <ul style="list-style-type: none"> <li>• New residents and businesses will be welcomed, integrated, and encouraged to participate in the Alpha community</li> </ul>

**Goal #2: Promote activities and events that serve the interests of a wide range of age groups and demographics and exemplify Alpha as an attractive community in which to reside.**

**Project 2A: Expand the number of activities and events in the community directed at the Older Adult population**

RESOURCES	ACTIVITIES	OUTCOMES	IMPACT
<i>In order to accomplish our set of activities we will need the following:</i>	<i>In order to address our problem or issue we will accomplish the following activities.</i>	<i>We expect that when accomplished, these activities will result in the following outcomes.</i>	<i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i>
<ul style="list-style-type: none"> <li>• Display/brochures with health, medical, counseling, and legal information</li> <li>• Western Illinois Agency on Aging</li> <li>• Alternatives for Older Adults</li> <li>• Henry County Senior Citizens' Center</li> <li>• Henry County Health Department</li> </ul>	<ul style="list-style-type: none"> <li>• Create display area in American Legion Hall, Village Hall, the Township Building to display health, medical, counseling and legal information for older adults</li> <li>• Explore the creation of partnerships with area senior organizations</li> <li>• Create a Webpage on the Village Website containing information for older adults</li> <li>• Work with Alpha and Woodhull Churches to develop sponsored events focused on older adults</li> <li>• Identify a list of activities, events, or programs that can be offered to older adults by surveying population</li> </ul>	<ul style="list-style-type: none"> <li>• The team will develop a list of activities, events, and programs targeted at older adults in the community</li> <li>• The team will deliver 4 activities, events, or programs per year</li> </ul>	<ul style="list-style-type: none"> <li>• Older adult residents will have more opportunities to engage in community activities and events focused on their interests</li> <li>• Older adult residents will feel more integrated into the community fabric</li> <li>• More older adults from the surrounding region will consider Alpha as a retirement option</li> </ul>

**Project 2A: Expand the number of activities and events in the community directed at the Older Adult population (Continued...)**

<b>RESOURCES</b>	<b>ACTIVITIES</b>	<b>OUTCOMES</b>	<b>IMPACT</b>
<i>In order to accomplish our set of activities we will need the following:</i>	<i>In order to address our problem or issue we will accomplish the following activities.</i>	<i>We expect that when accomplished, these activities will result in the following outcomes.</i>	<i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i>
<ul style="list-style-type: none"> <li>• Henry County Sheriff's Department</li> <li>• Rebuilding Together</li> <li>• Edna Mahalovich's existing files</li> <li>• University of Illinois Extension</li> <li>• Bi State Regional Commission</li> <li>• Locations for programs</li> <li>• Refreshments</li> <li>• Marketing flyers</li> <li>• Survey</li> </ul>	<ul style="list-style-type: none"> <li>• Prioritize educational programming activities focused on older adults</li> </ul>		

**Project 2B: Develop program/initiative to attract new households to Alpha**

<b>RESOURCES</b>	<b>ACTIVITIES</b>	<b>OUTCOMES</b>	<b>IMPACT</b>
<p><i>In order to accomplish our set of activities we will need the following:</i></p>	<p><i>In order to address our problem or issue we will accomplish the following activities.</i></p>	<p><i>We expect that when accomplished, these activities will result in the following outcomes.</i></p>	<p><i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i></p>
<ul style="list-style-type: none"> <li>• Village Board</li>   <li>• Funding</li>   <li>• Realtors</li>   <li>• Volunteers to research/develop information</li>   <li>• Examples of successful initiatives in other communities</li>   <li>• Brochure/materials/webpage</li> </ul>	<ul style="list-style-type: none"> <li>• Research successful resident attraction programs in other communities</li>   <li>• Identify funding for initiative</li>   <li>• Develop guidelines for any grant initiative/program</li>   <li>• Market initiative/program to region/audiences</li>   <li>• Develop information materials that can be included in a community "welcome packet" or webpage (online community guide)</li>   <li>• Develop brochure or marketing flyer to be distributed via regional realtors</li> </ul>	<ul style="list-style-type: none"> <li>• A program will be developed that provides a \$500 grant for new homeowners in the community</li>   <li>• A comprehensive program targeting new residents will be developed resulting in new households</li>   <li>• Increase in Alpha's population</li> </ul>	<p>New residents will be enticed to purchase homes in Alpha and become active members of the community contributing to growth, community involvement, and general quality of life</p>

**Project 2C: Develop a village playground**

<b>RESOURCES</b>	<b>ACTIVITIES</b>	<b>OUTCOMES</b>	<b>IMPACT</b>
<i>In order to accomplish our set of activities we will need the following:</i>	<i>In order to address our problem or issue we will accomplish the following activities.</i>	<i>We expect that when accomplished, these activities will result in the following outcomes.</i>	<i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i>
<ul style="list-style-type: none"> <li>• Land/location</li>   <li>• Park design models/examples</li>   <li>• Funding</li>   <li>• Attorney</li> </ul>	<ul style="list-style-type: none"> <li>• Identify location for potential playground - determine ownership and devise a plan to purchase</li>   <li>• Identify funding sources for playground (village, private, grant funding, state/federal agency funding)</li>   <li>• Work with University of Illinois Extension staff member to develop park plan</li> </ul>	<ul style="list-style-type: none"> <li>• The Village of Alpha will have a playground available to children located west side of Route 150</li>   <li>• More children will have safe access to playground facilities in Alpha without having to cross Route 150 to utilize the facilities at Alpha Elementary School</li>   <li>• Expand children and parents social connections</li>   <li>• Increase visibility and use of a vacant piece of property in a prominent location</li> </ul>	<ul style="list-style-type: none"> <li>• Young families with children will be able to live and thrive in Alpha and have convenient access to outdoor recreation/playground facilities</li>   <li>• The new park will draw more residents outside and draw more visitors</li> </ul>

**Project 2C: Develop a village playground (Continued...)**

<b>RESOURCES</b>	<b>ACTIVITIES</b>	<b>OUTCOMES</b>	<b>IMPACT</b>
<p><i>In order to accomplish our set of activities we will need the following:</i></p>	<p><i>In order to address our problem or issue we will accomplish the following activities.</i></p>	<p><i>We expect that when accomplished, these activities will result in the following outcomes.</i></p>	<p><i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i></p>
<ul style="list-style-type: none"> <li>• Village Board agreement</li>   <li>• Equipment</li>   <li>• IDOT</li>   <li>• IDNR</li>   <li>• Park Associations/Organizations</li>   <li>• Bi State Regional Commission</li>   <li>• University of Illinois Extension (Chris Enroth, Unit 10)</li>   <li>• Construction volunteers</li> </ul>			



**Goal #3: Create an environment for business attraction, growth, and development that is sustainable, supports the community's quality of life, and is cost-effective.**

**Project 3A: Create a business development team to focus on developing a pro-active business environment and coordinated response team**

<b>RESOURCES</b>	<b>ACTIVITIES</b>	<b>OUTCOMES</b>	<b>IMPACT</b>
<i>In order to accomplish our set of activities we will need the following:</i>	<i>In order to address our problem or issue we will accomplish the following activities.</i>	<i>We expect that when accomplished, these activities will result in the following outcomes.</i>	<i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i>
<ul style="list-style-type: none"> <li>• Bi State Regional Commission</li> <li>• TIF Consultant/Firm</li> <li>• Henry County Tax Assessor</li> <li>• Webpage/Website</li> </ul>	<ul style="list-style-type: none"> <li>• Identify members for business development team</li> <li>• Investigate incentive programs for inclusion in village's plan</li> <li>• Contact TIF consultant to discuss the features of TIF/process for implementing a TIF district</li> <li>• Inventory incentives that can be used/offered</li> </ul>	<ul style="list-style-type: none"> <li>• Comprehensive business development team</li> <li>• Increased inquiries from businesses</li> <li>• Understanding about which incentives will be effective to attract growth and development</li> <li>• The village will have a single point of contact for business inquiries</li> </ul>	<ul style="list-style-type: none"> <li>• The Village of Alpha is welcoming location for new businesses and has an organized response structure in place for economic development inquiries</li> </ul>

**Project 3A: Create a business development team to focus on developing a pro-active business environment and coordinated response team**

<b>RESOURCES</b>	<b>ACTIVITIES</b>	<b>OUTCOMES</b>	<b>IMPACT</b>
<p><i>In order to accomplish our set of activities we will need the following:</i></p>	<p><i>In order to address our problem or issue we will accomplish the following activities.</i></p>	<p><i>We expect that when accomplished, these activities will result in the following outcomes.</i></p>	<p><i>We expect that when accomplished, these activities will lead to the following changes in the long term.</i></p>
<ul style="list-style-type: none"> <li>• Marketing Flyer</li>   <li>• Committee/Team</li>   <li>• Attorney</li>   <li>• Western Illinois University Small Business Development Center (SBDC)</li>   <li>• USDA</li>   <li>• University of Illinois Extension</li> </ul>	<ul style="list-style-type: none"> <li>• Research grant programs that can be used to support village economic development efforts</li> </ul>	<ul style="list-style-type: none"> <li>• The village will potentially implement a TIF district</li> </ul>	

## ***Village of Alpha Community Capitals***

### **Human Capital**

- Marketing people
- Food Pantry Volunteers
- Kevin Anderson – Tony’s Plumbing and Heating
- John Lewis – Alwood Pharmacy
- Curry Family
- Bruce Curry – Country Corner Market
- Dean Kernan – Village President
- Lindi Kernan – County Assessor/TIF/Enterprise Zones
- Greg Nimrick – Drafting
- Dick/Mark – Rutledge Nursery
- Alpha Veterinary Clinic
- Dr. Cajigal (Retired)
- Carrie Boelens – grant writing/marketing
- Jason Lambin – contractor
- Johnny Claeys – Advertising
- Mark Kelly – Lawyer
- Sherry Taylor – Galesburg Register Mail Reporter
- Marvin Watters – Banker
- George Wirts – Woodhull Telephone Co.
- John Deere Employees
- Veterans/Military
- Alpha Mobile Meals
- Caregiving Volunteers
- Harry Singh – Alpha Mart/Gas Station
- Contractors and Carpenters

- Teachers
- Ron Medley
- Dave Lambin
- Dennis Shannon
- Mike Petrovich
- Jeff Kessinger
- Ellen Bethel
- Margee Schwenk (former LeClaire IA resident)
- Maranatha Chapel –Addiction Recovery Program
- 3 pastors (Zach and 2 others)

### **Social Capital**

- Alpha Community Team
- Lions Club
- Alpha American Legion
- Alpha Baptist Church
- Maranatha Church
- Alpha United Methodist Church
- Alwood Food Pantry
- Alwood Boy Scouts
- Alwood After School Program
- Fippingers (Funeral Home)
- Girl Scouts
- Rep. Dan Swanson
- County Assessor Lindi Kernan
- EMTs
- Fire Department
- Henry County Sheriff

- Crescent Lake
- Alwood Swap
- Alwood Booster Club
- P.E.O
- Alpha Cemetery Association
- School/sports
  - Mystic Dance Team
  - Tumbling
- 4H
- FFA
- Alwood Band
- Realtors
- Stenzels
- Walton Tree Services
- Youth Explorers

### **Natural Capital**

- Crescent Lake
- Gazebo Park
- Ballpark/Playground at School
- Incomplete fitness trail
- Near Bishop Hill
- Near Johnson Sauk Trail State Park (Kewanee)
- Near Lake Storey/Lincoln Park in Galesburg
- Near Butterworth Parkway
- Near Hennepin Canal
- Skona Lake
- Rich soil

- Farmland
- Good/plentiful water/water system
- Flat, level land for development
- Property/yard sizes
- Diverse terrain
- Hunting opportunities
- Near Camp Summit (Mercer Co.)
- Shady Lakes
- Edwards River
- Proximity to QC/Galesburg/Peoria

### **Financial Capital**

- Farmer's State Bank
- Wells Fargo Bank (Woodhull)
- ACT Committee
- Fundraisers
- Alwood CUSD
- Tax incentives (potential)
  - Property tax rebate
  - TIF (?)
- Alcohol Sales Tax
- Bi State Regional Commission
- USDA
- SBA
- Ameren
- 21<sup>st</sup> Century Grant – After School Program
- Henry County Revolving Loan Fund
- Community Foundation of the Great River Bend

- Galesburg Community Foundation
- Moline Foundation
- Lions Club
- Growmark
- Gavalon
- TransCanada Pipeline
- FS Feed Mill – B. Weber
- Diverse Communications
- Large business grants – Walmart, Lowes, Home Depot, Royal Neighbors – project specific)

### **Built Capital**

- Village Website
- Township Building
- Fire Department
- American Legion – Community Center
- Decent roads
- Great fiber/broadband connections & cable
- Water and sewer
- Located on Route 150 and Route 17
- Near I-74 and Pilot Rest Stop Facility
- Located in QC Metro/ Located near QC/Galesburg/Peoria
- Proximity to VA system in Galesburg and Iowa city
- Proximity to major healthcare facilities in QC/Peoria. Proximity to hospitals in Galesburg, Geneseo, Kewanee, and Aledo.
- Near transportation modes: QC International Airport/Amtrak (Galesburg)

- Mark Kelly Attorney’s Office
- Post Office
- Bank
- Elementary School
- Doctor’s Office
- Alwood Pharmacy
- Veterinary Clinic
- Chiropractor
- Andrea’s Restaurant
- The Office
- Alpha Gas Station
- Barber
- 2 Hair Salons
- 360 Houses
- Tony’s Plumbing and Heating
- Fiber Works – knitting supplies
- Country Designs – quilting
- 3 Churches
- Bowling Alley (potential)
- 2 Landscaping/Nurseries
- FS Feed Mill
- Gavalon
- Growmark
- Car Wash
- Storage Facilities
- Mechanic/Body Shop
- Skona Lake
- Crescent Lake
- Shady Lakes

- Alpha Cemetery
- Proximity to Rock Island Arsenal
- Proximity to colleges and universities in region

### **Cultural Capital**

- Car Show & Nifty on 150
- Lighted Parade
- 4<sup>th</sup> of July Fireworks – Crescent Lake
- Card Board Boat Regatta – Crescent Lake
- Community Meal at United Methodist Church
- Country Corner – Farmers Market and Fall Festivals
- Ice Cream Social
- Vacation Bible Study
- American Legion/Auxiliary
- Fire Department
- Near Bishop Hill
- Time for Tots Craft Fair
- Christmas Celebration
- Alpha Farmers Market
- Book Club
- Celebrate Recovery
- School groups
  - School Plays
  - Concerts

### **Political Capital**

- Senators Durbin and Duckworth

- US Rep. Cheri Bustos (sons work for Calmers) – member of the House Ag Cte.
- Dan Swanson – Illinois State Rep.
- Henry County Democrats/Republicans
- Henry County Board Members
- Henry County/Township Assessors
- Don Moffitt –former IL State Representative/Current Assistant Director of Illinois Ag. Department
- Alpha Village Board and Trustees
- Oxford Township Trustees
- Oxford Township Precinct Committee Members
- Oxford Township Road Commissioner
- Henry County Farm Bureau
- Henry County Economic Development Partnership (HCEDP)
- Veterans’ Service Organizations
- Alwood CUSD school board members

## ***Village of Alpha – Project List***

***Alpha is an attractive, friendly community...***

**Encourage community involvement in the planning and development of activities that will strengthen the community's aesthetics and attractiveness to residents and visitors, alike.**

1. Focus on Route 150/Main Street
  2. Mobile friendly village website that is updated regularly that also includes a strong social media presence that targets the residents and businesses we want to attract
  3. Develop a welcome packet for businesses and new residents
  4. Community coffee events
- Church clean-up for senior citizens
  - “Main Street Program”
  - Write/enforce property ordinances
  - Look at efforts to work/collaborate/cooperate with the surrounding communities and area
  - Continue and build upon the village’s beautification awards program
  - Driving course/activities for senior citizens
  - Develop a walking trail
  - Identify and define “rural activities”

**Team:**

Tena Anseeuw  
Hannah Nimrick  
Marvin Watters  
George Wirt  
Chris Walton  
Edna Mahalovich  
Tracy Peterson

***Alpha is a community that maintains the simple pleasures of rural living, pride of place, and an emphasis on diversity and opportunity for all ages...***

**Promote activities and events that serve the interests of a wide range of age groups and demographics and exemplify Alpha as an attractive community in which to reside.**

1. Senior Activities
  2. Reinvigorate website to promote diversity and opportunity
  3. Attract new residents by offering \$500 grant for new homeowners in the community
- 
- Cultural Fair
  - Flea Market/Events
  - Document existing diversity
  - Gazebo events – Famers Market/Spirit of Alpha/Car Show
  - 5K Run at the Lighted Parade/more activities (ACT)
  - Publicize opportunities/openings in local businesses and government
  - Need for a social work/services office or representative
  - Promote methods and alternatives for financing projects that can create opportunities
  - Attract mental health professionals/counselors to have a part-time/permanent office in town

**Team:**

Tracy Peterson

Mark Kelly

Alan Wendt

Lynn Schatteman

Hannah Nimrick

***...While making a positive impact for future generations***



**Create an environment for business attraction, growth, and development that is sustainable, supports the community's quality of life, and is cost effective.**

1. Create better business environment/growth
  2. Develop comprehensive guide to businesses/properties/residents/clubs
  3. Create a village playground
- Build “long term” view into all decision making
  - Develop new scholarships for Alpha students
  - Incentive programs to target young entrepreneurs to come and start businesses or infuse new life into the Alpha commercial district and social services
  - Increase community involvement
  - Maintain existing assets rather than just focusing on new assets
  - Programs to mentor youth
  - Plant trees/expand landscaping
  - Create walking trail/bike path
  - Promote the community's heritage to youth
  - Community garden and community kitchen with cooking classes offered

**Team:**

Tena Anseeuw

Edna Mahalovich

Lori Nimrick