



FOR IMMEDIATE RELEASE
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***The Next 10* Seeks Ideas to Define Future of Greater Springfield Area**

Community Foundation launches effort to vision and act on catalytic initiatives

SPRINGFIELD, IL – The [Community Foundation for the Land of Lincoln](http://www.cfll.org) is proud to announce **The Next 10** – a collaborative community engagement effort within the Greater Springfield Area to define how we take bold steps together for the region’s future.

Envisioned prior to the COVID-19 pandemic as an initiative to put the wheels in motion on bold and visionary projects to spark a fresh conversation about Springfield’s potential – and lay out steps to elevate the community’s livability, economy, creativity, and spirit – this initiative has taken on ever greater meaning as we face a time of extraordinary unknowns.

The Next 10 will elicit ideas big and small for the future of the community and the region from local citizens in the Greater Springfield Area over the course of six weeks of creative community engagement and conversations. As the community weighs in, **The Next 10** will inspire, challenge and add context to the desires of our citizens, the realities of the moment, and the possibilities that exist to be bold.

“Now is the time to speak up and share what your dreams are for your community. Nothing is too big or too small,” said John Stremsterfer, president and CEO of the Community Foundation. “By engaging in **The Next Ten**, you can help shape our community’s next ten years and beyond,” said Stremsterfer.

After the community’s thoughts and ideas are collected, the real work begins to prioritize and put details to catalytic projects for our community’s future, including identification of the champions, resources and policies that must be in place to seek new opportunities. Ultimately, **The Next 10** will lay the groundwork for the next 10 minutes, 10 weeks, 10 months, 10 years, and the next 10 visionary steps we will all take together for the future of Greater Springfield.

Goals of The Next 10:

- Create enthusiasm among local citizens to submit ideas for bettering the community.
- Put bold, positive ideas into action, with an emphasis on getting things accomplished in the near term (1-3 years or less).
- Serve as a rallying cry to increase and focus financial resources toward positive projects for the community over the long-term.

- Serve as a way to position the Greater Springfield Area to be well prepared to address new and emerging needs, and give us a competitive advantage for resources in a post-COVID-19 world.

Timeline for The Next 10:

- **The Next 10** kicked off today with community engagement and input continuing through Thanksgiving 2020.
- **The Next 10's** primary engagement tools will live on tn10.org as well as accompanying social media to be found at:
 - [Facebook @TN10Springfield](https://www.facebook.com/TN10Springfield)
 - [Instagram @TN10Springfield](https://www.instagram.com/TN10Springfield)
 - [LinkedIn @TN10](https://www.linkedin.com/company/TN10)
 - Hashtag #thenext10
- Creative community engagement and activations will be announced throughout the project to inspire the community and reach new audiences.
- Following the close of engagement, ideas submissions will be categorized into key themes by a group of citizens identified by the Community Foundation. All projects, policies and programs will be considered and prioritized if they are: implementable, have a clear source of funding, and have a champion or partners who can lead them into action.
- **The Next 10** will be announced in the first quarter of 2021, simultaneous with the announcement of local champions and the critical action steps to move them forward.

***The Next Ten** is a special initiative of the [Community Foundation for the Land of Lincoln](http://www.cfl.org). To learn more, visit tn10.org or email info@tn10.org.*

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