



**BISMARCK PARKS AND  
RECREATION DISTRICT**  
Est. 1927

# 2014-2016 STRATEGIC PLAN

Approved April 18, 2013

A community's quality of life is largely determined by the recreational opportunities it provides for its citizens. The benefits from living in a community that provides diverse recreational programs, parks and facilities are multidimensional and life-affecting. It is our Core Purpose to provide affordable and accessible public park and recreation services. As Bismarck grows and its population changes, Bismarck Parks and Recreation (BPRD) is challenged to continue to provide recreational experiences which reflect the community, and to create places to retreat and relax which are vital to our quality of life.

This 2014-2016 Strategic Plan will guide BPRD's work in effectively carrying out our roles and responsibilities aimed at being the leader and premier provider of public parks, programs, facilities and leisure services in Bismarck.

Creating a shared vision and working to accomplish a common mission moves us forward together, beyond simply the sum of what any one of us can accomplish alone. The development of this plan has reinforced our belief in the strength of our Board of Park Commissioners, what each employee brings to BPRD and the critical role of community partnerships and collaboration. It is in our collective relationships that our defined values are most critical.

This strategic plan provides a broad roadmap for BPRD and is intended to be a dynamic and integrated effort. The overarching goals provide a balanced framework of what needs to be done to reach our Vision and fulfill our Mission. The plan contains objectives and focus areas committing us to leadership, advocacy, and quality.

This plan was created by the Board of Park Commissioners and BPRD staff. We look forward to working together in the implementation of this plan for our community. Bismarck.

Randy Bina

Executive Director

**VISION:** To be the leader and premier provider of public parks, programs, facilities and leisure services.

**MISSION:** Working with the community to provide residents and visitors the highest quality park, program, facility and event experience.

**CORE PURPOSE:** To provide affordable and accessible public park and recreation services.

**CORE VALUES:** Integrity, Teamwork/Cooperation, Professionalism, Community, Diversity, Honesty/ Accountability and Respect



# 2014-2016 GOALS

**GOAL: To create, advocate and preserve diverse recreational and leisure opportunities for all.**

**Objective:** Reinvest in existing parks, programs and facilities to maximize community access and usability.

**Objective:** Create new and redevelop existing parks, facilities and programs to accommodate a growing, changing and diverse community.

**GOAL: To ensure professional delivery and operation of public park and recreation services, facilities and programs.**

**Objective:** Invest in staff and staff resources to provide the highest quality customer service and experience.

**Objective:** To achieve the highest standards of public safety for participants and staff at all facilities and within all programs.

**GOAL: To be an effectively governed, efficiently managed and fiscally sound organization.**

**Objective:** Create revenue policy to continually improve the district and to support new development and offerings.

**Objective:** Establish policy and set direction in the interest of the community and stakeholders.

**Objective:** Secure resources in cooperation with public and private entities, including the land necessary for trails, parks, and facilities development and open space.

**GOAL: To develop community relations initiatives that will result in greater awareness of the role played by the BPRD in healthy lifestyles, environmental stewardship and community livability.**

**Objective:** Develop the means, methods and messages to effectively communicate with the public all activities, issues, opportunities and accomplishments.

**Objective:** Develop models and continue practices of environmental stewardship and conservation for the community.



# FOCUS AREAS • PRIORITY ACTIONS

The Bismarck Parks and Recreation District (BPRD) Strategic Plan 2014-16 highlights six topic areas as identified by the Board of Park Commissioners at the annual Strategic Planning session held with BPRD staff. This plan also outlines the suggested action items and options for each of the topic areas.

## 1 Be open and strategic in revenue enhancement opportunities.

### Options include:

- Be active and supportive of public policy that benefits parks, recreation and conservation
- Investigate options for a sustainable revenue source
- Continue corporate naming rights for new or existing projects
- Working with partners in their projects
- Continue searching for grants
- Provide options for wills/estate planning
- Maintain financial stability by utilizing resources, controlling expenses and managing debt to enhance the equity for the future

## 2 Be proactive about land dedication to keep pace with the anticipated growth of the community.

### Options include:

- Continue participation in the City of Bismarck's discussion of a green space ordinance
- Maintain and foster partnerships, both public and private, to acquire needed park land
- Continue discussion about a Bicycle and Pedestrian study to help identify gaps in trail connections and policy barriers.
- Continue discussions with Burleigh County on assessment of recreational needs
- Purchase or acquire a 50-acre or more tract of land in our identified park search areas for a regional destination park

## 3 Community Relations

Be accessible and collaborative with government entities, the business community, partner groups and the community.

### Options include:

- Be active and visible in the community
- Explore new partnerships with the business community
- Continue partnerships with user groups
- Seek out new and additional partners
- Consider a community survey in 2014 to seek public input and strategic direction on BPRD facilities, programs and parks

## 4 Facilities Study

Be proactive in the study of all BPRD facilities and programs.

### Options include:

- Strategically plan and provide budget and program direction for the results of the facilities currently under study for this time frame, which are, in priority order: Hillside Pool, Schaumberg Arena, World War Memorial Building and Capital Racquet & Fitness Center.
- Work with community partners to address/discuss court space and existing and future ice needs.

### Other facilities to be considered for future improvements:

- Frances Leach High Prairie Arts & Science Complex
- Park Operations Shop
- Skate Parks



## 5 Programming

Be the provider or partner for community programming for all ages and abilities.

### Options include:

- Study the financial impacts of free recreation opportunities for older, active adults, age 75 and above.
- Work with Bismarck Public Schools to address/discuss programming options for existing and future needs.
- Explore additional program technology options
- Use facilities study to make programming recommendations.
- Explore new initiatives to address health and wellness issues
- Consider nature interpretive programs, both outdoor and indoor

## 6 Emerging Topics/Opportunities

Be vigilant in being both proactive and reactive to community issues and discussions.

### Topics Include:

- Human resource issues of recruitment and changes in health care laws
- Community growth issues affecting BPRD, including, but not limited to safety, security, program capacities, facility demands, social issues, fiscal impacts and childcare shortage
- Community health and wellness issues
- Downtown redevelopment
- Arts, culture and green space options

# Let's Play



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