

Approved March 17, 2016



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

# 2017-2019

# STRATEGIC PLAN

## 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, accessible, and sustainable public park and recreation services.

## CORE VALUES:

Integrity,  
Teamwork/Cooperation,  
Professionalism,  
Community, Diversity,  
Honesty/Accountability  
and Respect

### **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.

# Strategic Focus Areas

## Community Growth

- Acquire land suitable for park development based on identified targets (acreage, location, cost, developer contribution)
- Be proactive with the development of new parks
- Plan for operational impacts of new parks
- Identify potential service gaps for facilities and programs
- Strengthen and develop relationships with government partners, key stakeholders and community planning groups
- Explore public revenue generation opportunities

## Human Resources

- Develop training priorities and invest in career development opportunities
- Analyze and consider future human resource needs
- Remain competitive and attractive in the marketplace

## Existing Infrastructure

- Invest in technology to maximize efficiency
- Monitor the Americans with Disabilities Act (ADA) facility and program requirements
- Complete or more fully develop facilities and parks
- Identify facilities and amenities beyond their life expectancy and develop replacement schedules
- Identify areas for improved operational efficiencies

## Emerging Topics

- Increase safety and security
- Monitor and engage in major community development plans and changes
- Monitor and respond to public policy and legislation

