

Adopted April 16, 2020



NATIONAL GOLD MEDAL WINNER  
**BISMARCK PARKS AND  
RECREATION DISTRICT**  
Est. 1927

# 2021-2023

# STRATEGIC PLAN

## VISION:

Be the leader and premier provider of public parks, programs, facilities and leisure services.

## MISSION:

Work with the community to provide residents and visitors the highest quality park, program, facility and event experience.

## CORE PURPOSE:

Provide affordable, accessible, and sustainable public park and recreation services.

## CORE VALUES:

Accountability  
Collaboration  
Community  
Diversity  
Integrity  
Professionalism

### **GOAL: 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: 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: Achieve the highest standards of public safety for participants and staff at all parks, trails and facilities and within all programs.

### **GOAL: Be an effectively governed, efficiently managed and fiscally sound organization.**

Objective: Utilize 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: 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 Priorities

## Implement Facilities Master Plan

- Develop plans for identified facilities: Wachter Aquatic Complex, VFW Sports Center, Capital Racquet & Fitness Center, BSC Aquatic & Wellness Center
- Address Feasibility Study recommendations.

## Identify and address land issues and plans

- Develop plans for leased properties, existing undeveloped land, future land needs and existing land/properties to be repurposed.

## Vision, Mission, Core Purpose, Values and Goals.

## Develop an ADA Transition Plan

- Strive for accessibility and access throughout BPRD.

## Develop a comprehensive technology roadmap

- Inventory and analyze existing systems.

## Analyze recruitment and retention of staff

- Identify skill sets to target future employees.