

Adopted May 19, 2022



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

2023-2025

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 and refine plans and identify partners to address community needs at Wachter Aquatic Complex, Capital Racquet & Fitness Center and BSC Aquatic & Wellness Center.

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

Analyze recruitment and retention of staff

Assess compensation and benefits for all employees.

Invigorate recreation programming

Identify and address needs, gaps and trends.

Prioritize implementation of technology strategies that improve operational efficiency and customer service

Inventory and analyze existing systems.