

Adopted April 17, 2025



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

2026-2028 STRATEGIC PLAN

VISION:

Provide the highest quality public parks, programs, facilities, and leisure services.

MISSION:

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

CORE PURPOSE:

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

CORE VALUES:

Accountability
Collaboration
Community
Inclusion
Integrity
Professionalism

GOAL: Secure, Protect, and Use Park Land Wisely

- Objective: Strive for equitable distribution of park and trail amenities in all areas and among varied demographic groups in the community.
- Objective: Adopt sustainable land management practices that minimize environmental impacts, preserve resources, and provide education to the public.

GOAL: Provide High-Quality Recreation to Meet Diverse Community Needs

- Objective: Provide diverse recreational offerings through parks, trails, facilities, programs, and events that are accessible to people of all ages, abilities, and backgrounds.
- Objective: Establish mechanisms for ongoing feedback and input to ensure park and recreation experiences are responsive to evolving community needs.

GOAL: Communicate Effectively with the Community

- Objective: Utilize all communication methods to keep the community and partners informed.
- Objective: Develop community relations initiatives that result in greater awareness of the Park District's role in healthy lifestyles, environmental stewardship, and community livability.
- Objective: Create an interactive 100-year celebration with the community in 2027 that highlights both the Park District's legacy and its future.

GOAL: Use Resources Efficiently and Effectively

- Objective: Utilize and update technology to improve work systems and customer service.
- Objective: Prioritize cost-saving measures Park District-wide and evaluate avenues for non-tax revenue streams.
- Objective: Create a top-tier workplace to attract, retain, and support quality staff.