

BISMARCK PARKS AND RECREATION DISTRICT STRATEGIC PLAN 2027-2029

Approved April 16, 2026

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.
- Objective: Continue land planning for park areas that are undeveloped or could be redeveloped.

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: Maintain mechanisms for ongoing feedback and input to ensure park and recreation experiences are responsive to evolving community needs.
- Objective: Complete a feasibility study for a community recreation center.

GOAL: Engage 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: Implement 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: Enhance use of existing and emerging technologies to optimize staff productivity and strengthen customer service.
- Objective: Prioritize cost-saving measures Park District-wide and evaluate avenues for new revenue streams.
- Objective: Create a top-tier workplace to attract, retain, and support quality staff with a focus on leadership development planning.



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