

# STRATEGIC PLAN



**2025-2027**

**Valley City Parks & Recreation**



### Executive Summary

The Valley City Parks and Recreation Strategic Plan serves as a roadmap for enriching the quality of life in Valley City through accessible, diverse, and sustainable recreational opportunities. Grounded in a commitment to financial sustainability, community engagement, environmental stewardship, and the development and updating of parks and facilities, this plan outlines a focused vision for the next three years. It emphasizes innovation, collaboration, and efficient resource management while creating spaces and programs that enhance the overall quality of life for Valley City and Barnes County residents.

For the 2025-2027 Strategic Plan, Valley City Parks and Recreation staff and board members have identified the following key priorities:

#### **Health and Wellness**

Enhance community well-being by expanding wellness programs, fostering partnerships with healthcare providers, and increasing participation in fitness activities.

#### **Financial Sustainability**

Secure the future of our services through diverse funding sources, cost optimization, and efficient management practices.

#### **Parks, Facilities, and Environmental Stewardship**

Maintain safe and accessible parks, adopt eco-friendly practices, and protect the local ecosystem through proactive urban forest management.

#### **Community Engagement and Partnerships**

Strengthen community connections by fostering collaboration with local organizations, increasing volunteerism, and establishing sustainable partnerships.

#### **Inclusive Programming and Events**

Enrich community life with diverse, innovative, and inclusive programs and events that celebrate local culture and creativity.

### Our HISTORY

Valley City Parks and Recreation enriches community life in Valley City and Barnes County by providing diverse, accessible recreational opportunities for all ages and abilities. Guided by our mission to enhance quality of life through cost-effective, inclusive programs, we strategically manage resources to meet the needs of our rural community. Since merging the Parks and Recreation Departments in 1986, our staff has grown from 7 in 1994 to 13 by 2022—an 85.7% increase—reflecting our commitment to expansion and quality service. Serving a population of 6,500, we offer 10 parks, 5 sports complexes, a 9-hole golf course, a campground, a 65,000-square-foot wellness facility, and 120+ annual programs, leagues, and tournaments. Through efficient resource management and community-focused planning, we ensure every resident has access to vibrant recreational opportunities, making us a model for rural excellence.

### Our MISSION

To promote broad based parks and recreation opportunities in order to improve the quality of life for people of all ages, stages and abilities in a cost-effective and financially responsible manner.

### Our VISION

To create a connected, vibrant, and inclusive community where every individual can experience the benefits of accessible parks, enriching recreation, and lasting wellness for generations to come.

### Valley City 2045

Items addressed from Valley City 2045 Comprehensive Plan:

- Policy 1.5
- Policy 2.5
- Policy 4.2
- Policy 4.3

### Our CORE VALUES

**Community Engagement**

**Inclusivity and Accessibility**

**Health and Wellness**

**Sustainability**

**Fiscal Responsibility**

**Continuous Improvement**

### Community Health and Wellness

We prioritize programs and resources that promote physical activity, mental well-being, and healthy lifestyles for residents of all ages and abilities.

**Goal 1.1:** Expand wellness program offerings with both wellness education and fitness classes.

**Goal 1.2:** Develop partnerships with healthcare providers for classes, events, and health screenings and facilitate connections between residents and local health and wellness resources

**Goal 1.3:** Boost participation in fitness and wellness programs by 15% over the next three years.

### Financial Sustainability

Our focus on financial sustainability ensures that we can continue providing quality services by diversifying revenue sources, optimizing costs, and building financial resilience.

**Goal 2.1:** Increase revenue through diverse funding sources, including grants, sponsorships, and donations.

**Goal 2.2:** Improve efficiency and reduce costs through effective management practices.

### Parks, Facilities, and Infrastructure

Maintaining and upgrading our parks, facilities, and infrastructure is essential to creating safe, accessible, and enjoyable spaces that meet community needs.

**Goal 3.1A:** Maintain and upgrade existing park facilities to ensure safety and usability.

**Goal 3.1B:** Work to increase accessibility during each upgrade of park equipment and amenities.

**Goal 3.2:** Pursue sustainable and eco-friendly development practices.

**Goal 3.3:** Proactively manage the urban forest by diversifying tree species and removing diseased trees to prevent the spread of disease and ensure long-term ecosystem health

### Community Engagement and Partnerships

We strengthen our impact by engaging residents and building partnerships with local organizations, fostering collaboration and shared goals.

**Goal 4.1:** Enhance community engagement through events, outreach, and volunteer programs.

**Goal 4.2:** Develop partnerships with schools, local businesses, and organizations to expand recreational opportunities within Valley City and Barnes County.

**Goal 4.3:** Increase volunteer participation in park events and programs by 25% over the next three years

**Goal 4.4:** Establish and maintain contracts and Memorandums of Understanding (MOUs) with key partners to support long-term sustainability and collaboration.

### Inclusive Programming and Events

Through diverse, year-round programming and events, we aim to enrich community life, encourage participation, and create memorable experiences for all.

**Goal 5.1:** Add at least three new one-day events or activities per year to diversity offerings.

**Goal 5.2:** Host signature community events that celebrate local culture and bring people together.

**Goal 5.3:** Expand programming and events with more art-based activities, further diversifying our offerings beyond traditional sports.

**Goal 5.4:** Implement innovative programming solutions, such as utilizing parent coaches and volunteer support, to broaden offerings while maintaining financial sustainability