

# STRATEGIC PLAN

2023-2025



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*VALLEY CITY PARKS AND RECREATION*

# STRATEGIC PLAN

The Valley City Parks and Recreation District (VCPR) Strategic Plan for 2023 provides direction for the vision, mission and values of VCPR. The plan was developed and finalized in 2022 with plans of implementation throughout 2023-2025.

This plan was created by the Valley City Parks and Recreation Board of Commissioners and the staff of VCPR. The objective of this plan is to identify Strategic Areas of Focus and specific goals for the direction of VCPR. All the ideas currently expand off VCPR current offerings or are new ones that will benefit the community.

This plan was created by staff having meetings and inviting the general public and key stakeholders. At these meetings, people were able to express their needs and wants in the community and VCPR looked at those ideas to see what was affordable and rational for the community of Valley City.

## MISSION

The mission of Valley City Parks and Recreation is 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.

## VISION

To be the leader in providing life long leisure and wellness needs for the community of Valley City.

## VALUES

To provide quality recreation while maximizing community resources. Look for new ideas to provide to the community.





# STRATEGIC AREAS OF FOCUS



## Financial Responsibility:

Making choices to improve our parks, facilities and other community needs in a smart way.

- Become less reliant on property taxes and increase participation.
- Add new services and expand existing without adding additional staff.

## Develop and Maintain Recreation Programs:

Continue to expand, and adapt our programs based on community needs.

- Special Events - Keep developing special events for our community to take part in.
- Adult Programs- Offering introductory classes prior to programs starting to increase participation and find more programs for all adults in the community.
- Youth Programs- Extend the number of tournaments we have. Provide more basketball tournaments and offer more diverse recreational opportunities.

## Parks & Facilities:

Maintain our existing infrastructure and continue to look at areas we can grow.

- Maintain current facilities and park areas.
- Create new parks as the community grows.
- Develop a replacement schedule for all parks and facilities.



# STRATEGIC AREAS OF FOCUS CONT.



## Marketing:

Grow our online presence and find the online format that all our customers can connect with.

- Analyze current website and redesign a new website to be more functional, user-friendly, and clean with the use of updated photos, information, and modern links.
- Community Engagement - Continue increasing engagement with the Valley City and surrounding areas in a creative and enjoyable way.
- Establish and grow a collection of new, high-quality photos and videos to be used on marketing materials, social media, and publications

## Partnerships and Community Growth:

Maintain and grow our community partnerships.

- Enhance communications with all of our user groups.
- Continue to have staff involved with organizations to help facilitate areas we can be of assistance.
- Grow the healthy relationships we have with the City, Valley City Public Schools and Valley City State University.

## Workforce and Customer Service:

Create a strong workforce while we continually improve our customer's experience in all areas of our Park District.

- Maximize all of our staff's assets from both full-time and part-time staff.
- Enhance internal communications.
- Develop training priorities and invest in career development opportunities.

