The Pickaway County Park District 4-year strategic plan (last updated 11/17/22)

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| **Vision** | We will be the lead organization to provide every citizen with the enriching benefits of nature in their community. |
| **Mission** | To provide fun, healthy, and accessible natural green spaces and supporting activities |
| **Values** | Integrity – We will demonstrate integrity in delivering our mission by being honest, fair, and ethical | Clarity – We will ensure success of mission and vision by being clear, concise, and focused with our objectives | Informed – We will serve our community well by listening, engaging, and communicating | Dedicated – We are dedicated to our mission and vision by being caring, hardworking, taking ownership, and following through with our commitments | Collaborative – We will be collaborative by playing nice with others while maintaining an open mind |
| **Strategic Objectives** | **Strategic Initiatives** | **Targets/Goals** |
|  | **People** |  |  |
| 1. Enhance Staff2. Enhance volunteer3. Enhance Board4. Understand Customer’s desires | * Grow staff
	+ designated marketing, volunteer and/or education positions
	+ Develop Succession Plan
* Grow volunteer program
	+ Actively recruiting volunteers, creating new events and training them on messaging/ talking points
	+ Grow volunteer group to sit on Friends of Pickaway Parks and Trail Fund Committee
* Strength Board
	+ Train board on messaging/ talking points
	+ Change monthly meetings for more discussion time
	+ Assess to identify gaps in experience /perspective
	+ Creation of Strategic planning committee
* Prioritize Park User Feedback
 | * Plan and Budget for staff increases 2023 - 2026
* Create Succession plan by 2025
* Create plan to actively recruit and retain volunteers contingent on staff
* Add volunteers to Friends Fund Committee by 2024
* Have a board training/ board retreat day every year
* Change board meeting structure January of 2023
* Create new strategic plan committee January of 2023
* Review strategic plan and update if needed bi-annually
* Implement one public feedback initiative a year
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|  | **Profit** |  |  |
| 1. Stabilize Permanent funding; levy2. Pursue Grants/ Donations | * Determine viability of running a capital levy along with an Operations Levy
* Run and pass levy by 2027
* Strengthen the Pickaway County Parks and Trails Fund
* Determine funding source for major capital projects
 | * Determine viability of capital levy by end of 2023
* Layout years of upcoming elections for assessing by end of 2023
* Create plan for fund raising for levy by 2024
* Funding plan for Scioto River Bridge (after feedback has been received)
* Funding plan for Cooks Creek Nature Center (after feedback has been received)
* Funding Plan for Pickaway Trail Development (after feedback has been received)
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|  | **Process** |  |  |
| 1. Increase visibility2. Enhance public / park user involvement 3. increase public / park user involvement  | * Run branding/ marketing campaigns
* Diversify programming
	+ Developing of Nature Center
	+ Reach out to underutilized groups
	+ Create programming for fundraising
* Creation of Cooks Creek Nature Preserve
	+ Feasibility study on nature center verse event center
	+ Relocate office/maintenance operations with regular hours and easy public access
* Improve feedback system for the public
	+ Website updates, social media updates
	+ Explore new avenues for outreach
 | * Create branding/marketing campaigns by 2025
* Create Master plan for Nature Center by 2025
* Create 4 new program with Wi-Fi access, drone access, apps, etc.
* Fundraise $1,800 through programming for levy campaign
* Create Cooks Creek Feasibility plan by 2024
* Hold regular office hours at Cooks Creek by Spring of 2023
* Have Cooks Creek trails full open to public by end of 2024 (with weekend access)
* Update website by end of 2023
* Increase user feedback on social media and surveys annually by 10%
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|  | **Preparedness** |  |  |
| 1. Become Lead organization for Parks in Pickaway County2. Develop county wide plan | * Evaluate land use assets
	+ Support enhancement of village and township parks
* Creation of Master Plan for county wide trail system
* Create Master Plan for Park District
	+ Master plan for individual County parks
 | * Determine Land Use Plan with interested parties starting in 2023
* Feasibility planning for managing City parks by 2025
* Create long term plan of supporting villages and township parks by committing $450,000 dollars for the remaining of the levy (90,000 per year)
* Create county wide trail master plan by early 2025
* Create Park District Master plan by 2025
* Create Master Plan for individual parks as within 2 years of purchase
* Include accessibility into master plans
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