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 Staff  2. Enhance volunteer  3. Enhance Board  4. 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 | |
|  | **Profit** | | | |  | | | |  |
| 1. Stabilize Permanent funding; levy  2. 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) | |
|  | **Process** | | | |  | | | |  |
| 1. Increase visibility  2. 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% | |
|  | **Preparedness** | | | |  | | | |  |
| 1. Become Lead organization for Parks in Pickaway County  2. 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 | |