



## **2014-2015 Grand Traverse County Parks and Recreation Strategic Plan**

(Adopted March 20, 2014)

### **Mission Statement**

*We will enhance community and quality of life through people, parks and programs.*

### **Introduction**

The Parks and Recreation Strategic Plan will be developed for each year on an annual basis by the Parks and Recreation Commission during a special planning session, the time and date to be determined by the Commission.

During each year on a semi-annual basis (or more often, as determined by the Commission), the Commission will review and revise the plan, as it deems necessary.

The plan will be comprised of a list of short-term and long-term goals (two years or less), each with assigned measurement or measurements to gauge progress, success, and completion of each goal.

Each goal will be assigned a timeline, an estimated cost (when applicable), and estimated revenue (when applicable).

The Parks and Recreation Director will report the progress of applicable goals during each of the Parks and Recreation Commission's regular meetings. A record of accomplishments will be included in the Minutes of each regular Parks and Recreation Commission Meeting and in the Strategic Plan document (a living document to be updated as goals are revised or met).

### **Goals**

#### **1. Civic Center Grounds Fees**

- Establish and finalize fee structure for use of Civic Center grounds, including ball fields. (Ad hoc committee already in place.)

Measurement: Adopt a fee structure.

#### **2. Civic Center Master Plan**

- Establish a timeline for completing the goals in the existing Civic Center Master Plan.

Measurement: Timeline is established.

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### 3. Maple Bay Natural Area

- Support Parks and Recreation Department in its April 2014 application for a Michigan Natural Resources Trust Fund grant for the development of the Maple Bay Natural Area. (On March 2014 PRC regular meeting agenda.)

Measurement: PRC adopts resolution presented at March 20, 2014 meeting.

- Establish a timeline for completing the goals in the existing Maple Bay Natural Area Master Plan.

Measurement: Timeline is established.

### 4. Twin Lakes Park

- Decide how Twin Lakes Park will be used (private or public option) to minimize liability and expense to the County, and complete business plan. (Business Development Team already in place.)

Measurement: Complete a business plan.

- Address and resolve the park's swimming and security issues.

Measurement: To be determined, pending a discussion of the commission.

### 5. Easling Pool

- Review current Easling Pool user fees, make recommendations for increases as deemed necessary, and implement the increases at a time/date to be determined by the Commission.

Measurement: Provide a response to the County Board of Commissioners.

### 6. Skate Park

- Monitor and resolve safety issues.

Measurement: Adopt a plan.

### 7. Power Island

- Discuss Power Island maintenance and public ownership.

Measurement: Hold a discussion.

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## 8. Parks and Recreation Network (PRN) (Partnership, Collaborations, and Volunteer Groups)

- Support Parks and Recreation Department in its role as the backbone organization of the Grand Traverse Regional Parks and Recreation Network (PRN).

In 12 months, reassess whether County Parks and Recreation still is the backbone organization.

- Seek out, expand, and nurture relationships with volunteer groups, private and public entities, and others to assess the recreational needs/demands of our community, improve the delivery of services, and explore revenue-generating or reduced-cost recreational programs not available in or meeting the needs/demands of our community.

Measurement: Partnerships form, recreational needs/demands of the community are assessed, and revenue-generating or reduced-cost programs meet those needs/demands.

## 9. Trails

- Partner with TART Trails or other entities to provide further countywide connectivity through non-motorized trails.

Measurement: Monthly written reports and semi-annual verbal reports from TART Trails; Director's Reports to Parks and Recreation Commission.