



Action Plan

2019 Areas of Focus



1 Design & Implement Department Brand

- Update mission statement
- Core values & supporting statements
- Develop promotional branding campaign & apply "This Town Rocks Recreation" City Campaign slogan



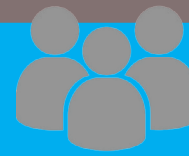
2 Develop Capital Improvement & Operations Plan

- Create capital project priority list
- Utilize alternative funding to supplement allotted gaming funds
- Develop long-term plan for parks & facility maintenance with Public Works
- Utilize park classification system to develop plan for each park



3 Continue Douglas Park Rehabilitation

- Identify potential resources for funding to complete remaining phases of project
- Develop a timeline for phases 2 & 3
- Develop a long term plan for programming & operations



4 Create & Execute Recreation Program Plan

- Create a 5 year program plan for each division (Recreation, Fitness, Aquatics, Special Events, & Sports)
- Update & develop policy manuals for recreation division
- Utilize Dept Core Values to evaluate new & existing programs



5 Create & Execute Enterprise Facility Plan

- Develop a five year facility plan for Whitewater Junction, RIFAC, Highland Springs & Saukie
- Ensure sustainability of enterprise facilities
- Identify funding to complete necessary improvements

Insights gathered from the City Council Strategic Plan, the Parks and Recreation Master Plan, the Ballard King Operational Audit & Business Plan Study, community user surveys, and data analysis were used to create the action plan which is focused on specific areas that will position the department for long-term success.