Isle of County Department of Parks and Recreation
Strategic Plan

Mission Statement: Your community partner in fun and wellness.

Vision Statement: A community of partners in fun and wellness for all generations.

Values:

Affordability	Education	Responsibility
Caring	Inclusiveness	Responsiveness
Celebrating	Integrity	Safety
Collaborating	Leadership	Serving
Cleanliness	Quality	Sharing

Goals, Objectives, and Strategies

Goal #1: Continually refer back to master plans for parks to ensure we are continually on track with community desires.

Objective #1: Complete the update to the master plans for Heritage Park and Nike Park.

Objective #2: Hold annual public meetings in the five districts to review plans for district parks.

Objective #3: Report to the Board of Supervisors annually desired changes to the plans and priorities.

Goal #2: Cultivate strong community partnerships with other agencies, clubs, organizations, municipalities, and county departments.

Objective #1: Explore partnerships with non-profit athletic associations in the County.

Objective #2: Continue partnerships with other municipalities and organizations in offering athletic programs.

Objective #3: Develop partnerships with organizations to provide special events in the parks.

Objective #4 Develop partnerships with organizations to assist with park maintenance and special park projects.

Goal #3: Broaden programming to meet the diverse interests of our constituents.

Objective #1: Explore programming to meet the needs of Isle of Wight's growing senior population.

Objective #2: Explore offering programming in alternative locations to under served areas of the County.

Goal #4: Create a volunteer Parks and Recreation advocacy and advisory group.

Objective #1: Recruit a voluntary advisory group of citizens to assist and advocate for the planning of recreational programming and facilities.

Objective #2: Hold open meetings with the group on a quarterly basis.

Goal #5: Develop a master plan with a staffing plan included for the Department of Parks and Recreation.

Objective #1: Hire a consultant to assist the Department of Parks and Recreation with developing a master plan.

Objective #2: Include a staffing plan in the master plan to address staffing needs as new facilities and assigned duties.

Goal #6: Develop a fee policy for department classes, trips, programs, and facility use.

Objective #1: Determine which types of programs should be profitable, revenue neutral, and or subsidized.

Objective #2: Develop a recovery rate and acceptable subsidy rate for profitable and subsidized recreational programs based on direct programming costs.

Objective #3: Develop a scholarship or reduced rate fee schedule for individuals that can demonstrate financial need.