



## **2016-2017 Grand Traverse County Parks and Recreation Strategic Plan**

(Approved by Motion of the Parks and Recreation Commission June 16, 2016)

### **Grand Traverse County Strategy #7**

*To advance the health and quality of life of the region.*

### **Parks and Recreation Mission Statement**

*To 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, 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 Master Plan

- Establish a timeline for completing the goals in the existing Civic Center Business Plan, and implement elements of the plan, funds-permitting.

Measurements: Business Development Team delivers a business plan to the Parks and Recreation Commission for approval. Approved plan is presented to the County Board of Commissioners by December 31, 2016. Thereafter, using the Civic Center Business Plan as a guide, Business Development Team monitors progress and follows through, bringing decisions to the Parks and Recreation Commission, as necessary.

- Continue to monitor and resolve safety issues.

Measurement: Technological improvements (such as additional cameras) are made based on research of potential upgrades. A collaboration among Parks and Recreation staff, police, and park users is formally established and promoted.

### 2. Power Island

- Implement elements of Power Island Business Plan, funds-permitting.

Measurement: Using the Power Island Business Plan as a guide, Business Development Team monitors progress and follows through, bringing decisions to the Parks and Recreation Commission, as necessary.

### 3. Keystone Soccer Complex

- Solidify or expand nonprofit partnerships to expand soccer fields.

Measurement: Partner with TBAYS and develop plan to add soccer fields and potential structure.

### 4. Twin Lakes Park

- Implement elements of Twin Lakes Park Business Plan, funds-permitting.

Measurement: Using the Twin Lakes Park Business Plan as a guide, Business Development Team monitors progress and follows through, bringing decisions to the Parks and Recreation Commission, as necessary.

- Continue to address and resolve the park's swimming and security issues.

Measurement: Make a plan to relocate beach for consideration by Commission.

**5. Maple Bay Park and Natural Area**

- Review Maple Bay Park and Natural Area Master Plan and identify projects and improvements.

Measurement: Commission identifies any necessary and affordable projects or improvements to enhance Maple Bay Park and Natural Area, and works with staff on a plan for implementation.

- Continue to work with the Grand Traverse Land Conservancy for the care and maintenance of Maple Bay Park and Natural Area.

Measurement: Goals and projects identified in Memo of Understanding with the Grand Traverse Land Conservancy are completed.

- Explore revenue-producing opportunities at Maple Bay Park and Natural Area.

Measurement: Commission identifies revenue-producing opportunities, and works with staff on a plan for implementation.

**6. Keystone-Birmley Property**

- Explore potential for developing and/or leasing property.

Measurement: Plan for developing and/or leasing property is developed, approved by Commission, and implemented by staff.

**7. Trails**

- Continue to partner with TART Trails, Grand Traverse Conservation District, and other entities to provide further countywide connectivity through non-motorized and multi-modal trails.

Measurement: Ongoing written and verbal reports from TART Trails and department Director to Commission; opportunities are identified, presented, and considered by Commission.

**8. Grants**

- Continue exploring opportunities for grants to fund park projects.

Measurement: Identify parks and projects; make application.

**9. Medalie Roadside Park**

- Develop a Business Plan for Medalie Roadside Park in 2017.

In 2016, Business Development Team develops and delivers a business plan to the Parks and Recreation Commission for approval. Approved plan is presented to the County Board of Commissioners by December 31, 2017. Thereafter, using the Medalie Roadside Park Business Plan as a guide, Business Development Team monitors progress and follows through, bringing decisions to the Parks and Recreation Commission, as necessary.

## **10. Cultural Affairs**

- Explore opportunities for bringing cultural events to County parks.

Measurements: Working with the Senior Center Network and community, the scope of Parks and Recreation expands to include cultural events and education at its parks.

## **11. Senior Center Network**

- Engage in capital campaign with City of Traverse City to renovate Senior Center.

Measurement: \$1.2 million in funds raised, design finalized, and date identified for project to begin.

- Increase recreational opportunities at all five locations, and in County Parks.

Measurement: Additional recreational programming, based on membership survey, is offered at all locations and at County Parks.

## **12. General**

- Establish measurable goals for tracking park use.

Measurement: Goals, tools, and technology (such as trail counters) are in place to track park use.