

Strategic Plan – January 2018 through December 2022
City of Red Lodge Parks, Trees, and Recreation Board
Red Lodge, Montana

Mission: The Mission of the Red Lodge Parks Board is to protect, enhance, and maintain parks, facilities, natural resources, open spaces, trails, and trees by developing and executing a Parks Plan (parks, facilities, and open spaces), Trails Plan, and Trees Plan.

Vision: In the future, the City of Red Lodge will be providing a geographically distributed and well maintained portfolio of Parks, Trails, and Open Spaces that serve a wide range of interests, ages, and abilities proportional to the current and future population. Parks will draw visitors and stimulate the economy. There will be scheduled and organized events, activities, and tournaments. There will also be an expanding, connected network of trails, heavily used by the community and visitors and a diverse and healthy urban forest. There will be public awareness of the assets and their uses through active promotion. Operationally, there will be a continuity of adequate funding to support the vision and goals, a well understood methodology for executing plans, and perhaps a dedicated parks and recreational staff member(s).

Goal #1: Maintain existing assets to provide a safe and acceptable diversified recreational experience.

Strategies for accomplishing this include:

- Annual inventory of assets to assess conditions
- Develop annual maintenance plan and budget
- Obtain volunteer labor and/or paid contractors

Goal #2: Review and Update Organizational Plans

Strategies for accomplishing this include:

- Create Master Task List that compiles all mandatory activities and the responsible parties into a calendar for review at monthly board meetings.
- Give strategic plan status annually
- Review annually and update each of the Comprehensive Plans every five years
 - Parks Plan (last updated 2015)
 - Active Transportation Plan (last updated 2016)
 - Urban Forestry Plan (last updated 2018)

Goal #3: Improve effectiveness of the Parks Board

Strategies for accomplishing this include:

- Clarifying roles and responsibilities within subcommittees
- Participate in professional training
- Strengthening relationships with entities outside city government to share and provide funding, education, training, and expert resources
- Create and/or Board recruitment materials

- Create orientation for new Board members

Goal #4: Improve Public Awareness

Strategies for accomplishing this include:

- Create monthly articles for newspaper and website to feature specific parks, Board activities and needs, and social/recreational events.
- Create brochure highlighting trails and parks for distributing to the public and posting on the website
- Create outreach presentation to share with area groups
- Create and distribute annual report to showcase accomplishments
- Ensure the City website is up to date

Goal #5: Improve Volunteer Engagement

Strategies for accomplishing this include:

- Create volunteer opportunities/projects list
- Identify a volunteer coordinator to recruit, organize and recognize volunteers
- Collaborate with user groups (Lions, Red Lodge Ice, Rotary, Main Street, BRTA, baseball, soccer) to provide budget requests, plans, and accomplishments
- Create and update MOU's with each group as necessary

Goal #6: Increase funding

Strategies for accomplishing this include:

- Explore the option of creating a Parks District Mill Levy to fund annual maintenance, parks city employee, and capital improvements
- Research additional grant opportunities

Approved by the Board on *December 18, 2017*

Filly Heaton, Board Chair