

Streamwood Park District
Strategic Plan Fiscal Year 2023 through 2025

EXECUTIVE SUMMARY

The Streamwood Park District (SPD) created a new three-year strategic plan for 2023 through 2025.

The purpose of the plan is to ultimately support a strategy focused organization that becomes institutionalized within the agency. Furthermore, the process creates future vision for the agency and results in a more meaningful and rewarding work environment.

Several workshops were held with board members, the director, staff, and key stakeholders. Work included development a detailed plan of action for the strategic planning process, producing a work plan and timeline that covered roles, tasks, deliverables, deadlines, meetings, and decision-making and approval processes.

The mission, vision, and values were reviewed and confirmed.

MISSION

To enhance the quality of life in our diverse community through parks and recreation

VISION

To exceed expectations by providing memorable experiences

VALUES

After conducting a values exercise with the board and staff, the value statements were revised building off the prior Streamwood Park District acronym S.P.D.C.A.R.E.S values.

Community

Building collaborative relationships to create a sense of community.

Accountability

Committed to high ethical standards, compassion, integrity, initiative, and innovation.

Reliability

Implementing best practices to deliver quality parks, programs, and services.

Environment

Enhancing and protecting our natural environment and resources.

Safety

Providing safe, wholesome parks and facilities.

The data for analysis was gathered from several sources. A survey and qualitative exercises was conducted with the commissioners and staff. Public engagement was encouraged through a community meeting and a survey. The Community Wide Survey was conducted by aQity Research & Insights, Inc. The survey goals were to provide a high-level overview of residents' opinions about the Park District and solicit suggestions for improvements to its parks, facilities, and programs. The survey sample of n=304 respondents was weighted to align with US Census data for the Park District by region, gender, age, households with/without children under age 18, race and ethnicity. Assuming no sample bias, the margin of error is +/- 5.6% (at the 95% confidence level)

The SPD based its long-range strategy on a set of seven themes that emerged from the planning process. Themes are the main areas that the SPD as an organization needs to focus on to excel in its mission and fulfill its vision. Identified after the gathering and analysis of internal and external data, these themes focus the future of the organization and help separate the many things that need to be done. They center on critical issues and what the organization is working toward for success over the next several years.

The themes, associated aspirations, and actions are the essential framework for the plan. These are the means to gain the desired strategic results that will transform the organization in the future and sustainably meet the district's mission and vision.

The themes and initiatives for Fiscal Years 2023, 2024, and 2025 include the following:

THEME: Ongoing	THEME: Improve and maintain infra-structure	THEME: Develop Staff	THEME: ADDRESS CHANGING COMMUNITY POPULATIONS	THEME: IDENTIFY RECREATION NEEDS/TRENDS	THEME: LESSEN RELIANCE ON PROPERTY TAX	THEME: ENHANCE IMAGE (INTERNALLY & EXTERNALLY)
ASPIRATION: We aspire to consistently and constantly address initiatives to advance the district	ASPIRATION: We aspire to raise our level of care for parks and facilities	ASPIRATION: We aspire to support the development of a professional staff	ASPIRATION: We aspire to offer programs and services that meet the needs and wants of our diverse community	ASPIRATION: We aspire to offer relevant recreation programs to engage the community	ASPIRATION: We aspire to increase nontax revenues	ASPIRATION: We aspire to build brand credibility

To address the themes 54 actions were identified and have been assigned to staff to execute.