

20 23

STRATEGIC
PLAN



MISSION:

It is the mission of the Streamwood Park District to enhance the quality of life in our diverse community through parks and recreation.

VISION:

To exceed expectations by providing memorable experiences.

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.



PROFILE OF THE STREAMWOOD PARK DISTRICT

Chartered

The Streamwood Park District was formed as a special purpose unit of government as provided by the Illinois Park District Code in May 1966 with the help and encouragement of Village of Streamwood officials and other civic groups.

Governance

An elected Board of Park Commissioners consisting of five members constitutes the governing board of the Park District. Commissioners are elected to serve 4-year terms. Commissioners serve without receiving any compensation.

Officers

Commissioners elect officers each year: President and Vice President. These officers each serve a one-year term.

Appointed Officials

Commissioners appoint an Executive Director, Treasurer, and an Attorney/Secretary. The Executive Director serves as the Chief Executive Officer for the Park District and carries out the policies of the Board.

Boundaries

Park District is approximately coterminous with the Village of Streamwood. The Park District boundaries encompass approximately 8 square miles.

Population

Park District population is approximately 39,917 (2020).

Real Estate

Equalized assessed value of real estate for tax year 2020 is \$814,255,046.

Tax Rate

Tax year 2021 – \$0.683 per \$100 of assessed value.

Fiscal Year Budget

Proposed operating, debt service and capital budget for FY 2022-2023 is \$14,798,889 and appropriations is \$51,092,842. The fiscal year begins on May 1 and concludes on April 30.

Bond Rating

S&P Rating Service last rated the 2017 Bond Issue as "AA-" Stable.



PROFILE OF THE STREAMWOOD PARK DISTRICT

Park Resources

Established in 1967, the Streamwood Park District has 295 acres of land across 51 properties containing 47 parks and 20 buildings, including the award-winning Hoosier Grove Barn wedding and events facility and Park Place Family Recreation Center in Partnership with RUSH Physical Therapy, which contains a natatorium, fitness center, gymnasium, preschool, dance room, physical therapy office, and meeting rooms. The Park District operates a second recreation facility in the Community Center, which boasts an indoor artificial turf multiuse field and meeting rooms. Other park resources include a splash pad, 42 playgrounds, 7 natural turf athletic fields, 4 ballfields, 10 basketball courts, 3 futsal courts, 3 tennis courts, 1 pickleball court, 4 sand volleyball courts, 14 shelters, 3 outdoor restrooms, a horse barn, a museum, open space, walking paths, and native plant areas.

Programs and Services

The Streamwood Park District provides a full range of programs, special events and activities year-round. Recreation programming includes preschool and early childhood, dance, theater, music and voice, painting and crafts, day camps, athletic leagues and classes, fitness, outdoor recreation, concerts, trips and festivals.

The District also provides facilities including Park Place Family Recreation Center in Partnership with RUSH Physical Therapy, which houses a fitness center, gymnasium, indoor aquatics and programming space. The Community Center offers a new synthetic turfed surface for athletic programming and Hoosier Grove Barn is a banquet facility, hosting over 100 weddings, showers and other events each year. The District also owns Little Creek Horse Farm which offers horse boarding and riding lessons.

The District hosts several events and festivals including Hoosier Grove Barn and Brew and Summer Kick-Off. Streamwood Summer Celebration Festival is co-sponsored with the Village and Poplar Creek Library District and is hosted at Hoosier Grove Park.

Staffing

The District has affiliations with National Recreation and Park Association (NRPA), Illinois Association of Park Districts (IAPD), Illinois Park and Recreation Association (IPRA), Northwest Special Recreation Association (NWSRA) and Park District Risk Management Agency (PDRMA).

Affiliations

Commissioners elect officers each year: President and Vice President. These officers each serve a one-year term.



STRATEGIC PLANNING PROCESS

The Streamwood Park District strategic planning process involved the public, commissioners, and staff. They were engaged throughout the process to review where the district was positioned, where it currently positioned, and where they want to be in the future. The process emphasized simplicity and brevity in its approach and resulted in a plan that the community, commissioners, and employees could easily understand and embrace.

Phase 1: Organization

Organizational meetings with the director and staff took place to outline the process and create a timeline. Together a detailed plan of action was developed for the strategic planning process. A work plan and timeline were developed including roles, tasks, deliverables, deadlines, meetings, and decision-making and approval processes.

Participants: Consultant and staff

Phase 2: Environmental Scans

External and internal scans were performed.

There was a triangulated approach for scanning the environment and community engagement. The public participated in a community wide survey and public meetings. The board of commissioners participated in a survey and workshops. The staff participated in a survey and workshops. The purpose of this approach was to gain input from the three main stakeholders. Ultimately the information ascertained would focus the vision, align priorities, and create actions that can be implemented within the district's resources to meet the needs and wants of the community.

Participants: Board and staff

Phase 3: Assessment of Current Mission, Vision, and Values

A review and update were conducted of the current mission, vision, and values statement to confirm that these high-level statements truly represent the organization.

Mission Statement: A short and revelatory statement that everyone must be able to articulate. It is a definitive statement that describes exactly what the organization does and the reason for its existence. It is the big picture!

Vision: When you think about the future, what do you visualize happening? An organization's vision reveals what the organization aspires to.

Values: Value statements describe the culture of the organization. They include principles and standards of practice that everyone is expected to embrace and display in their actions and words.

Participants: Board, staff, and consultant

Phase 4: Review Prior Plans

A review of the following plans took place, and the information was used by the staff and consultant to identify future objectives and actions.

- 2011 Streamwood Park District Park and Recreation Plan

Participants: Consultant and staff

STRATEGIC PLANNING PROCESS

Phase 5: Approach for Community Input

A Community Wide Survey was conducted by aQity Research & Insights, Inc. These survey findings are based on a sample of **n=304** households within the Streamwood Park District (SPD) boundaries. Data collection was between May 5 through June 4, 2022. The survey was sent to District residents in two formats:

- Postcard invitations sent via USPS to a sample of 6,000 households within the SPD boundaries. These postcards included the survey website and encouraged recipients to participate.
- Email invitations with a link to the online survey, sent to 4,700 households in the Park District's email database.

Most respondents replied to the email invitation. The online survey was available in both English and Spanish.

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. As an abbreviated survey, the average length was about six minutes.

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) *.

Participants: Public, board, staff, and consultant

Phase 6: Organize and Analyze Data

In this phase, the consultant sorted and simplified the information collected and identified trends and themes. The consultant involved the staff in nominal group exercises to draw conclusions and identify interesting stories or patterns.

Participants: Consultant (primary) and staff (review)



STRATEGIC PLANNING PROCESS

Phase 7: Identify and Prioritize Actions

The consultant and staff built practical and affordable objectives into the plan. These actions and initiatives generally supported the following:

- From the information gathered and assessed seven themes emerged. Throughout the process it became evident that there was desire to establish aspirations and create an identity for the organization moving forward.
- Continuing to operate at a minimum as is.
- Focusing on improvement by changing operations.
- Adding facilities, parks, programs, and services to benefit individuals, families/community, the environment, and the economy.
- Having an awareness of the benefits of parks, programs, and services while being sensitive to the relationship between taxpayer sentiment and the value of service delivery.

Participants: Consultant and staff

THEME	THEME	THEME	THEME	THEME	THEME	THEME
Ongoing Initiatives	Improve and Maintain Infrastructure	Develop Staff	Address Changing Community Populations	Identify Recreation Needs/Trends	Lessen Reliance on Property Tax	Enhance Image (Internally & Externally)
ASPIRATION	ASPIRATION	ASPIRATION	ASPIRATION	ASPIRATION	ASPIRATION	ASPIRATION
We aspire to consistently and constantly address initiatives to advance the district.	We aspire to raise our level of care for parks and facilities.	We aspire to support the development of a professional staff.	We aspire to offer programs and services that meet the needs and wants of our diverse community.	We aspire to offer relevant recreation programs to engage the community.	We aspire to increase nontax revenues.	We aspire to build brand credibility.

Phase 8: Finalize Strategic Plan for Board Approval

Three community forums were held during the strategic planning process. The first was at the August 23, 2022 board of commissioners meeting where a draft of the plan was introduced. The second was held on September 6, 2022 where the public participated in a workshop. The last public meeting was held on September 27, 2022 where public comments were sought and the plan adopted.

Participants: Commissioners, Executive Director, and consultant

Phase 9: Implementation Process and Reporting

It is incumbent upon the commissioners and staff to implement the plan created.

In addition, updates will be made throughout the process, with reports and messaging as necessary to the commissioners and public.

Participants: Commissioners and staff

STRATEGIC PLANNING PROCESS

ONGOING INITIATIVES

We aspire to consistently and constantly address initiatives to advance the District.

- Continue to monitor COVID guidelines
- Create capital improvement plan for Park Place pool
- Attend Streamwood quarterly intergovernmental meetings to enhance intergovernmental relationships
- Meet Village staff on a consistent regular basis to enhance working relationship
- Report social media analytics monthly
- Monitor local, state, and federal legislation, laws, and mandates
- Commissioners attend IAPD Boot Camp and other relevant trainings
- Identify a village/park district cooperative event to promote intergovernmental cooperation
- Create and update annually a 3 year capital improvement plan and a long range capital development plan
- Focus on acquiring developable land only (not accepting wetlands, flood plain or undevelopable land)
- Implement developer land/cash impact fee ordinance

IMPROVE AND MAINTAIN INFRASTRUCTURE

We aspire to raise our level of care for parks and facilities.

Year 1

- Revamp information technology processes
- Create plan to renovate Rahlf's Woods Park ballfields
- Create a business plan for the operation of Hoosier Grove Barn
- Create a capital improvement plan for Hoosier Grove Barn
- Create a capital improvement plan for schoolhouse and museum
- Update playground recommendations report
- Create a playground capital replacement plan
- Create and implement park maintenance standards
- Initiate discussions with Little League to determine future use and create capital improvement plan for Dolphin Park

Year 2

- Develop a capital improvement plan for Little Creek Stables
- Identify locations to develop a dog park with community input
- Develop a program to manage existing natural areas and wetlands

Year 3

- Complete 360 Schaumburg Road development
- Create Pathway Improvement Plan



STRATEGIC PLANNING PROCESS

DEVELOP STAFF

We aspire to support the development of a professional staff.

Year 1

- Implement a classification and compensation study
- Conduct an internal focus group to create an employee appreciation program
- Conduct an internal focus group to identify ways to recruit and retain both full time and part time staff
- Conduct an internal focus group identify training opportunities to develop staff

Year 2

- Begin holding semi-annual all part-time employee meetings to enhance communications
- Begin holding semi-annual all employee meetings to enhance communications

ADDRESS CHANGING COMMUNITY POPULATIONS

We aspire to offer programs and services that meet the needs and wants of our diverse community.

Year 1

- Implement attitude and interest surveys to unique community populations
- Identify community leaders of unique populations
- Create welcoming marketing materials to unique populations

Year 2

- Implement outreach visits unique populations

Year 3

- Create programs that celebrate various holidays and traditions of unique populations

IDENTIFY RECREATION NEEDS/TRENDS

We aspire to offer relevant recreation programs to engage the community.

Year 1

- Identify funding to scholarship program
- Conduct evaluations of community and family events
- Identify regional cricket opportunities for community information
- Continue to communicate with School District U-46 to advance ways of marketing programs
- Promote pickleball opportunities

Year 2

- Conduct a comprehensive recreation needs assessment
- Identify opportunities to collaborate with Hanover Township Youth/Teen center
- Create a Historical Society
- Conduct a community focus group on youth sports initiatives
- Identify needs and wants for recreation programming for unique populations

Year 3

- Create programs that celebrate various holidays and traditions of unique populations

STRATEGIC PLANNING PROCESS

LESSEN RELIANCE ON PROPERTY TAX

We aspire to increase non-tax revenue.

Year 1

- Continue to pursue grant opportunities: OSLAD, PARC, Legislative Initiatives, DCEO, IDOT, Kiwanis, Moose, etc.
- Apply for OSLAD grant to develop Butterfly Park
- Apply for OSLAD grant to develop Sunny Hill Park
- Apply for PARC grant for improvements to Park Place Family Recreation Center
- Apply for ITEP grant to improve regional trail system connections on segments of park district properties
- Address village fees for food vendors as it may affect Park District/events

Year 2

- Assess cell phones reimbursements
- Develop a volunteer program
- Study feasibility of installing solar panels at Park Place
- Apply for OSLAD grant to develop Veterans Park

Year 3

- Apply for OSLAD grant to develop Rahlf's Park or Meadows Park

ENHANCE IMAGE (INTERNALLY & EXTERNALLY)

We aspire to build brand credibility.

Year 1

- Completely revamp Website
- Increase Rec Trac training for staff
- Enhance Rec Trac program registration procedures for customer ease

Year 2

- Increase use of social media and presence



PLAN DEVELOPERS AND PARTICIPANTS

Thank you to all who participated in the process of developing this plan.

PUBLIC

The creation of the Streamwood Park District Strategic Plan would not have been complete or possible without input and participation from the public, taxpayers, and constituents.

STREAMWOOD PARK DISTRICT BOARD OF COMMISSIONERS

Streamwood Park District Board of Commissioners

Larry Piekarz, President

Raees "Rae" Yawer, Vice President

Rick Brogan, Commissioner

Rich Janiec, Commissioner

Bill Wright, Commissioner

STREAMWOOD PARK DISTRICT STAFF

Jeff Janda CPRE, Executive Director

Elizabeth Sampson, Executive Assistant

Steve Muenz CPRP Superintendent of Recreation

Ian Pickett CPRP CPO, Superintendent of Parks & Planning

Sherri Harry, Finance Manager

Jason Pawlowski, Marketing & Communications Manager

Jerzy Skowron, Marketing Coordinator

CONSULTING SUPPORT

Greg Petry Consulting LLC

