

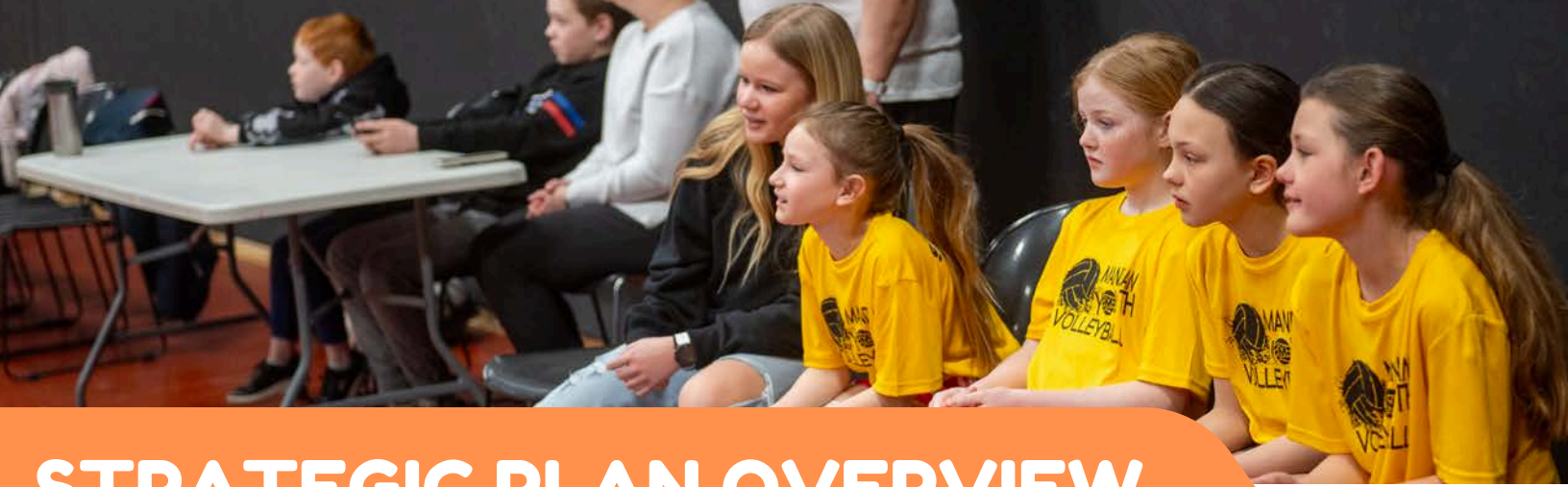
2025-2027

STRATEGIC PLAN



PRESERVE TODAY, PROSPER TOMORROW





STRATEGIC PLAN OVERVIEW

EXECUTIVE SUMMARY

The Mandan Parks and Recreation's Strategic Planning focuses on developing a usable and measurable working plan that links to our mission, vision and core values. This helps guide Mandan Parks and Recreation over the next 3 years and ensures that operational goals fall in line with community needs.

Throughout the past 10 years Mandan Parks and Recreation has secured over \$15 million in pledges with the total investment of \$50 million in community projects. Mandan Parks and Recreation plans to take the next 3 years to focus on maintaining and upgrading existing infrastructure.

Mandan Parks and Recreation's leadership team identified the following as key matters to focus on for the 2025-2027 Strategic Plan.

- Financial stability - don't price out citizens.
- Continue to stay up to date with technology and be proactive.
- Maintain and assess staff, operations and services.
- Match resources with growth to address our deferred maintenance plan
- Expand on department collaboration.

STAFF INVOLVEMENT

To ensure success and fulfillment of the plan and to ensure employee buy-in, staff from every level and function of Mandan Parks and Recreation contributed to the process. They were involved in every step from establishing the goals to prioritizing and creating tactics to reach those goals.

PARK BOARD INVOLVEMENT

Elected board members had the opportunity to share their input and determine future goals for Mandan Parks and Recreation. The Board reviewed the staff suggested goals, identified additional goals and was instrumental in setting priorities for those goals. The Mandan Park Board is made up of President Meschke, Vice President Mehlhoff, Commissioners Froehlich, Scott and Mudder.



STRATEGIC INITIATIVE

1. Highest Quality of Financial Stewardship

- Prioritize use of resources in operation and align MPD to address economic/legislative actions, optimize alternative revenue sources, capitalize on partnerships and pursue funding options.

2. Highest Quality of Parks & Amenities

- Provide high quality parks and amenities and provide for their upkeep, maintenance and replacement.

3. Highest Quality of Facilities

- Fund and support a maintenance schedule that provides high quality facilities with updated equipment.

4. Highest Quality Recreation Programs and Services

- Provide high quality service and offer a diverse range of high quality recreational programs and opportunities for the entire community, while coordinating the best use of facilities and space.

5. Highest Quality of Staff & Team

- Foster a work environment that encourages collaborative teamwork, develops, retains and motivates quality park and recreational professionals.

6. Highest Quality Customer Service

- Retain and provide excellent community/governmental partnerships and seek additional opportunities.

HIGHEST QUALITY OF FINANCIAL STEWARDSHIP

1.1 - Provide long-term financial success

Strategies

- Develop operational strategies/efficiencies to create long term financial savings. Strategize ways to meet the needs of general fund.
- Evaluate role and grow the Vision Fund.

1.2 - Grow the Mandan Parks and Recreation Foundation

Strategies

- Determine if training is needed for Foundation director and/or board members
- Grow policies and success of Scholarship for Kids
- Review endowments and start conversations with key stakeholders



HIGHEST QUALITY OF PARKS & AMENITIES

2.1 - Assess and inventory assets in park system

Strategies

- Complete a comprehensive assessment of current facilities and create a prioritized improvement plan.
- Evaluate the current condition of all assets to understand the scope and urgency of deferred maintenance needs.

2.2 - Prioritize maintenance needs

Strategies

- Collaborate with departments, facilities managers, and end-users to ensure that priority setting aligns with the organization's goals and operational needs.
- Develop or determine if new infrastructure is needed to accommodate growing community.

2.3 - Implement project tracking and reporting

Strategies

- Maintain and grow *our* software tool or management system to track maintenance projects, costs, and timelines.
- Provide stakeholders and leadership with progress reports on completed and ongoing maintenance projects.



HIGHEST QUALITY OF FACILITIES

3.1 - Foster relationships with user groups

Strategies

- Work with user groups on terms and conditions of their agreements while growing our partnerships.
- Evaluate concession fees with user groups.

3.2 - Continue a proactive approach to maintenance.

Strategies

- Work with the maintenance department to develop a comprehensive plan that allocates resources effectively for maintenance, upgrades and operations.
- Improve cleaning operations at all facilities.
- Determine partnership with LHWRD with Mandan Municipal's flood protection.
- Evaluate need for golf cart storage.

3.3 - Grow new roles at facilities

Strategies

- Work with Mandan Girls Fastpitch for scheduling and field completion.
- Maintain existing services at the Pepsi All Seasons arena and develop our role at the facility.
- Facilitate the renovations of diamonds 9-12.
- Determine future of pool and program needs.



HIGHEST QUALITY RECREATION PROGRAMS AND SERVICES

4.1 - Evolve and grow recreational programs

Strategies

- Determine specific user group roles with programs and activities.
- Evaluate programs rules and structures.
- Determine need for growth in Summer and School Year MAC

4.2 - Expand on Golf Programming

Strategies

- Continue partnerships with local golf organizations and explore additional partnership opportunities.
- Track and develop existing programs and tournaments.



HIGHEST QUALITY OF STAFF & TEAM

5.1 - Develop and Train Staff

Strategies

- Enhance development opportunities with staff through mentoring, cross training, job shadowing and job sharing.
- Prioritize safety by ensuring staff are up to date on emergency management protocols, safety inspections, first aid and drivers safety.
- Stay up to date with technology and software programs.

5.2 - Expand on Human Resources

Strategies

- Streamline the onboarding and offboarding process for employees.
- Evaluate employee benefits of supplementary insurance options, vacation carry over balance, retirement and HSA contributions.
- Complete a salary study for our FT employees and evaluate organizational structure and job responsibilities.

HIGHEST QUALITY CUSTOMER SERVICE

6.1 - Enhance brand recognition and improve communication

Strategies

- Monitor sign needs and increase brand awareness by replacing worn signs
 - Launch phone application
 - Work with user groups to promote branding materials
 - Develop the Community Engagement Dept.
 - Celebrate Mandan Municipal's 100th birthday.
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