

Town of Mooresville Parks & Recreation Strategic Framework

Strategies

Vision

To increase involvement of youth, adults, and seniors in excellent programs for their leisure time.

Mission

The Mooresville Recreation Department offers a diversity of recreational opportunities for everyone regardless of race, sex, creed, color, age or ability. The Mooresville Recreation Department will continue to strive to provide active and passive experiences beneficial to fulfilling life's leisure time.

Performance Measures

% of customers pleased with Recreation programs based from Recreation survey	75%
Annual increase in program participation	5%
% of coaches/parents rating their experience with Recreation Department programs as good or better	80%
Increase the % of facility rentals	5%
% of survey respondents who rate the facility cleanliness as good or better	75%
Minimum amount of training hours per employee	10

Goals

Customer Service

To satisfy customers with knowledgeable, courteous, and consistent service.

1. Provide information to the public concerning program offerings, method of participation, cost, etc. (Beth).
2. Expand programs to solicit and obtain customer and non-customer feedback on specific programs and take appropriate action (all managers).

Programming

To provide a variety of programs that meet citizen wants and needs.

3. Utilize technology to enhance service in areas such as on-line registration, on-line schedules, ongoing communication, and notifications (Wanda and Beth with IT).
4. Network with peers in other communities, attend conferences, and conduct research to identify programs that work well elsewhere for potential implementation in Mooresville (all managers).
5. Work with other agencies such as senior groups, YMCA, Downtown Commission, Art Guild, etc. to develop larger and higher quality combined programs (Beth and Tom).
6. Add new programs that meet community needs such as fitness, co-sponsored programs, and others identified during the year (all managers).

Facilities

To upgrade existing facilities and to develop new facilities consistent with programming requirements and the master plan.

7. Implement new recreational centers and parks in accordance with the Master Plan (Skate Park Phase II, Greenway Phase I, and Mazeppa Park,) (Wanda).
8. Update current facilities (Center Directors).
9. Continue to implement the new Master Plan (Wanda).

Employees

To expand the employee team and manage them effectively through training, communications, and rewards.

10. Develop and fund a staffing plan for current and expanded programs and facilities, which could include part-time programming personnel (Wanda).
11. Implement customer service and safety training programs (Mike, Stephanie, and Vic).
12. Maintain and improve communications as staff expands (Wanda and managers)

Safety & Security

To enhance the safety and security of participants, spectators, and employees at Parks & Recreation facilities and events

13. Continue "no tolerance" policy for misbehavior, drugs, alcohol, firearms, etc. and work with the Police Department to assign a Recreational Resource Officer (Wanda and Darrin).
14. Assure that all park equipment is in safe working orders (Wanda).
15. Increase security cameras at the remainder of Parks and at the Charles Mack Citizens Center (Wanda).

Financial Performance

To operate efficiently and charge appropriate user fees to meet budget requirements.

16. Benchmark efficiency and user fees with similar communities and determine and take appropriate action (Wanda and all managers).
17. Accept donations from community organizations to help fund specific programs and needs (Wanda, Darrin, and Tom).