

DICKINSON PARKS & RECREATION

STRATEGIC PLAN

2023 - 2025



2004 FAIRWAY ST, DICKINSON, NORTH DAKOTA
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Our MISSION

- To enhance the quality of life for the community and its visitors by providing leisure opportunities.

Our VISION

- Our vision is for area residents to become aware and involved in making positive contributions to the well-being of themselves and others in the community.

Our CORE VALUES



1 STRATEGIC PRIORITY

Dickinson Parks & Recreation will be a model organization in training, recruitment, retention, and well-being of employees.



A. STRATEGIC GOAL: Improve staff hiring and onboarding processes.

- Establish consistent hiring principles.
- Update job descriptions and job announcements to highlight the benefits of working for DPRD.
- Develop onboarding processes for all positions.

B. STRATEGIC GOAL: Improve Employee Culture and Retention

- Implement monthly team building.
- Review employee full and part-time benefits.
- Evaluate part-time employee pay scale structure.
- Develop full-time employee apparel plan.
- Implement Employee of the Month and Employee of the Year Programs.

C. STRATEGIC GOAL: Promote professional development and training

- Plan for local/regional/national conferences best suited for each employee and position.
- Promote staff involvement with outside agencies and key stakeholders.
- Improve employee evaluations and goal setting.
- Establish and train staff on key customer service principles.

D. STRATEGIC GOAL: Improve DPRD Financial sustainability through tax revenue, user fees, and grants.

- Adjust General & Capital Betterment Fund Mill Levy as needed to maintain the current level of service.
- Consistently apply for available grants and develop the Dickinson Parks & Recreation Foundation.
- Review user fees annually.



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STRATEGIC PRIORITY

Dickinson Parks & Recreation will maintain and develop athletic venues, destination parks, and Patterson Lake in an effort to be a premier tourist destination in western North Dakota.

A. STRATEGIC GOAL: Develop district master plan.

- Develop a 5-year Capital Improvement Plan.
- Develop and update all district standard operating procedures.
- Conduct a community needs assessment with additional focus group sessions.

B. STRATEGIC GOAL: Develop destination parks, facilities, and district identity.

- Rebrand Dickinson Parks & Recreation and promote Gold Medal status.
- Identify destination parks and facilities to prioritize future funding.
- Invest in existing parks and facilities as opposed to developing new parks and facilities.
- Develop an adopt-a-park program.
- Designate specific undeveloped parks for tree planting program.

C. STRATEGIC GOAL: Improve trail connectivity.

- Have a representative on the Dickinson City Trails Committee.
- Identify key gaps in trail connectivity.



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STRATEGIC PRIORITY

Dickinson Parks & Recreation will improve the reach of leisure services to all segments of our community including age, gender, disability, program interest, and income level.



- A. STRATEGIC GOAL: Increase special group programming (i.e., teen, senior, inclusive, adaptive)
- Work with City to create a safe space for teens.
 - Offer programs for families, seniors, and adaptive population.
 - Develop programming that encourages use of Patterson Lake.
- B. STRATEGIC GOAL: Partner with public, private, and non-profit entities to improve community wellness.
- Create partnerships with community organizations such as: CHI St. Alexius Medical Center, Sanford Health, Southwestern District Health Unit, SW Art & Science Center Committee, Dickinson Library, Dickinson Youth Commission, Badlands Human Service Center, Regional After School Program, Best Friends Mentoring Program, ABLE, Inc., Community Action Partnership, Dickinson Convention & Visitors Bureau, City of Dickinson, Stark County, Dickinson Area Chamber of Commerce, etc.
 - Offer regular community wellness classes and host AA/NA/EDA, AARP, etc.
 - Promote community user groups as partners with DPRD.
 - Compile list of community resources and contact information.
- C. STRATEGIC GOAL: Increase fitness classes and fitness events offered by the WRCC.
- Provide no less than 35 fitness classes per month.
 - Provide at least 6 fitness related events during the year.
 - Develop a customer loyalty program.
- D. STRATEGIC GOAL: Create and promote multi-use facilities as opposed to developing new facilities.
- Line tennis courts for pickleball.
 - Adjust 2 North Complex fields for baseball/softball play.

DICKINSON 2035

ITEMS ADDRESSED FROM THE DICKINSON 2035 COMPREHENSIVE PLAN:

- Policy 1.1.a-f - Prepare a comprehensive Parks Master Plan
- Policy 1.2 - Maintain the minimum level of service of 10 acres of parkland per 1,000 city residents.
- Policy 1.4 - The City and the Park Board should coordinate in planning for and developing downtown civic/recreational amenities.

