

DICKINSON PARKS & RECREATION

# STRATEGIC PLAN

2023 - 2025



2004 FAIRWAY ST, DICKINSON, NORTH DAKOTA  
701-456-2074 | [DICKINSONPARKS.ORG](http://DICKINSONPARKS.ORG)



# 2

## 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.

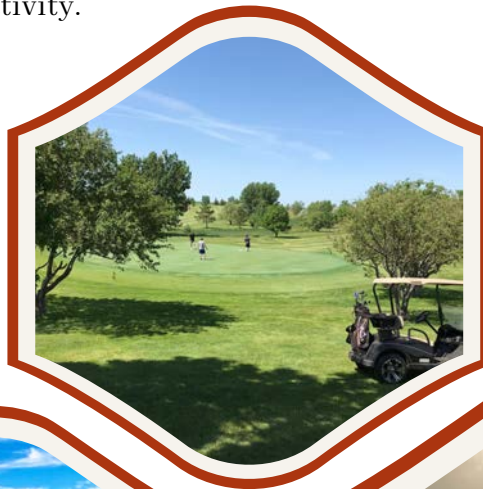
- Develop a 5-year Capital Improvement Plan.
- Develop and update all district standard operating procedures.
- Conduct a community needs assessment with additional focus group sessions.

### 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.



# 3

## 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.