

BELLE ISLE STRATEGIC PLAN

MISSION: *MANAGE BELLE ISLE AS A DESTINATION FOR PARKS, RECREATION AND CONSERVATION SERVICES BY PROVIDING PROGRAMS AND FACILITIES THAT ARE SAFE, CLEAN, AND WELL MAINTAINED AND ARE CONSISTENT WITH THE INTENT OF THE LEASE.*

PRINCIPLES OF SERVICES:

- *SAFE, CLEAN AND WELL MAINTAINED PARKS AND FACILITIES*
- *CUSTOMER ORIENTED THINKING*
- *STEWARD OF COMMUNITY SPACES*
- *PARTNERSHIP AND ALLIANCES*
- *CONTINUOUS IMPROVEMENT PROCESS*

CORE VALUES:

- *WE VALUE ENVIRONMENTAL EDUCATION AND KNOWLEDGE*
- *WE VALUE CONSERVATION AND STEWARDSHIP OF OPEN SPACES*
- *WE VALUE QUALITY PROGRAMS AND SAFE FACILITIES*
- *WE VALUE ALL STAKEHOLDERS , PARTNERS, AND COMMUNITY ORGANIZATIONS*
- *WE VALUE FISCAL AND PHYSICAL RESPONSIBILITY*

GOALS AND TACTICS:

- *GOAL 1: SAFE AND CLEAN PARKS*
 - *PRODUCE AN ATTRACTIVE, ACCESSIBLE PARK ENVIRONMENT THAT IS SAFE, CLEAN, AND WELL MAINTAINED FOR PATRONS TO ENJOY ALL PARKS AND FEEL WELCOMED.*
 - *TACTICS:*
 - *DEVELOP A PARK MAINTENANCE PLAN AND BENCHMARK TASKS FOR NATIONAL STANDARDS.*
 - *DEVELOP A PERFORMANCE MEASURE SYSTEM TO ENSURE ALL IDENTIFIED TASKS ARE COMPLETED TIMELY.*
 - *DEVELOP A CAPITAL ASSET PLAN AND PRIORITIZE TASKS TO BE COMPLETED.*
 - *DEVELOP A PARK INSPECTION PROGRAM TO IDENTIFY LIABILITY CONCERNS AND TASK ACTIONS.*
 - *ESTABLISH A RISK MANAGEMENT PROGRAM TO ENSURE THE SAFETY OF ALL PARK USERS AND EMPLOYEES.*
 - *MAINTAIN BALANCED LAW ENFORCEMENT.*

- *GOAL 2: CUSTOMER ORIENTED THINKING*
 - DELIVER OUTSTANDING CUSTOMER SERVICE THROUGH QUALITY RECREATION AND EDUCATIONAL OPPORTUNITIES, WITH SPECIAL CARE TO ADDRESS AND BALANCE THE NEEDS OF THE USERS.
 - *TACTICS:*
 - ESTABLISH A CUSTOMER SURVEY TO ADDRESS CONCERNS AND ISSUES IN A TIMELY MANNER.
 - PROVIDE CUSTOMER SERVICE TRAINING FOR ALL EMPLOYEES AND PARTNERS.
 - ESTABLISH A COMMUNICATION TOOL TO UPDATE COMMUNITY ON PROGRAMS AND FACILITIES.
 - DEVELOP A WELCOME PACKAGE FOR ALL PARK USERS.
 - CREATE A SPECIAL USE POLICY AND COMMITTEE TO BALANCE SPECIAL EVENTS AND COMMUNITY NEEDS.
 - ENHANCE “WAYFINDING,” INCLUDING MAPS, APPS, SIGNAGE, ETC.
 - ENSURE A GOOD BALANCE OF CONCESSION OPPORTUNITIES.
 - ASSESS THE FEE STRUCTURE RELATED TO REVENUE OPPORTUNITIES.

- *GOAL 3: STEWARDSHIP OF COMMUNITY SPACES*
 - PLAN AND MANAGE PARK PROPERTIES WITH THE GUIDING PRINCIPLE OF RESPONSIBLE STEWARDSHIP.
 - *TACTICS:*
 - DEVELOP A CULTURAL AND HISTORIC LAND STEWARDSHIP PLAN FOR THE PROTECTION AND CONSERVATION OF NATURAL AND CULTURAL RESOURCES.
 - DEVELOP A TRAIL MAINTENANCE AND EXPANSION PLAN.
 - DEVELOP A RECYCLING PLAN.
 - CONDUCT ENVIRONMENTAL EDUCATION WORKSHOPS FOR THE PUBLIC AND PARTNERS.
 - ESTABLISH AN URBAN FORESTRY PROGRAM FOR THE PROTECTION AND REMOVAL OF TREES.
 - ENSURE THAT AN APPROPRIATE DECISION-MAKING FRAMEWORK IS CONFIRMED.

- *GOAL 4: PARTNERSHIP AND ALLIANCES*
 - BUILD COLLABORATIONS THROUGH GRANTS, ALLIANCES, PARTNERSHIPS AND VOLUNTEERS TO MEET THE GROWING PARKS AND RECREATION NEEDS.
 - *TACTICS:*
 - DEVELOP NEW OPPORTUNITIES TO PARTNER WITH THE COMMUNITY.
 - DEFINE DUTIES AND ROLES OF PARTNERS.
 - DEVELOP A PARTNERSHIP AGREEMENT.
 - CREATE A GIFT CATALOG.

- DEVELOP A SYSTEM TO EVALUATE THE VALUE OF THE PARTNERSHIP.
 - DEVELOP A PLAN TO CREATE OPPORTUNITIES TO SECURE ALTERNATIVE FUNDING FOR NEEDED PARK ENHANCEMENTS.
- *GOAL 5: CONTINUOUS IMPROVEMENT*
 - EVALUATE SERVICES, RESEARCH CUSTOMER NEEDS AND SHARE COMMITMENT TO CONTINUOUS IMPROVEMENT OF RECREATIONAL OPPORTUNITIES AND POTENTIAL FOR GROWTH.
 - *TACTICS:*
 - DESIGN PROGRAMS AND SERVICES FOR THE COMMUNITY.
 - PROVIDE FOR THE DELIVERY OF SERVICES THROUGH QUALITY FACILITIES AND PERSONNEL.
 - DEVELOP A SYSTEM TO DETERMINE OUTCOMES.
 - CREATE A PROCESS TO MAKE ADJUSTMENTS AS NEEDED.
 - ENSURE THAT EFFECTIVE COMMUNITY ENGAGEMENT STRATEGIES ARE DEVELOPED.
 - REVIEW AND ESTABLISH APPROPRIATE REVENUE OPPORTUNITIES THAT WILL BENEFIT THE PARK AND VISITORS.