

2019-2021 STRATEGIC PLAN



Mandan Park District (MPD) prides itself in offering great indoor and outdoor activities, programs and classes for all ages! MPD offers recreational activities such as basketball, volleyball, baseball, swimming lessons, track, tennis, kickball, Mandan Activities Care and Discovery Camps.

Most recently MPD converted the Pepsi All Seasons Arena into gymnasiums. The goal of this design was to meet all indoor recreational needs. In 2017 MPD opened the Starion Sports Complex, which is home to Mandan's hockey, gymnastics, football and track & field. Currently, MPD Veteran's Memorial Ballpark is being renovated to fit the growth of the baseball programs.

As the community continues to grow, MPD Strategic Plan helps to serve as a road map for its maintenance and development of its parks, programs and facilities.

The Mandan Park District Strategic Plan for 2019-2021 provides direction and a planned pursuit of the vision, mission and values of MPD from April 1, 2019 through April 1, 2021. The intent of the plan is to identify needs and address long term goals of MPD in the upcoming years.

This plan was created by the Mandan Park Board of Commissioners and the MPD staff. Staff organized meetings to gather employees' ideas and input to create smart goals and objectives. The community had the opportunity to be a part of the strategic planning process as they were invited to take a MPD community input survey.

Cole Higlin

Director

MISSION: MANDAN PARK DISTRICT'S MISSION IS TO PRESERVE AND PROVIDE RECREATIONAL OPPORTUNITIES FOR ALL AGES AND ABILITIES, WHILE IMPROVING THE QUALITY OF LIFE FOR THE CITIZENS OF MANDAN AND ITS VISITORS.

VISION: TO PUT MANDAN'S FUTURE FIRST WITH PEOPLE, PARKS AND PROGRAMS, WHILE CREATING OPPORTUNITIES FOR LIFE!

VALUES: THE MANDAN PARK DISTRICT'S VALUES ARE TO PROVIDE QUALITY PROGRAMS AND PARKS TO THE COMMUNITY, MAXIMIZE RESOURCES TO IMPROVE PERFORMANCE YEAR TO YEAR, CONTINUE TO PROVIDE NEW IDEAS AND NEW PROGRAMS TO THE COMMUNITY AND CONTINUE TO SERVE OUR PATRONS.



CODE OF ETHICS

1. "DO THE RIGHT THING."

The high road is not a shortcut. Stick to the highest standard of integrity, without compromise.

2. "ALWAYS RAISING OUR LEVEL OF AWARENESS."

Truly listening to a citizen is an active, not passive, skill.

3. "RESPONDING WITH A SENSE OF URGENCY IS THE ANTE TO PLAY."

All employees need to respond to phone calls and emails on the same day they were received.

4. "EVERY PERSON. EVERY TIME. NO EXCEPTIONS. NO EXCUSES."

People don't care how much you know until they know how much you care.

5. "OBSESSED WITH FINDING A BETTER WAY."

We want employees to feel empowered to speak up if they think there's a better way of doing something.

6. "YES BEFORE NO."

While every single idea, question, suggestion or recommendation may not ultimately be met with a big thumbs-up, none should be immediately shut down.

7. "IGNORE THE NOISE."

Everything we do is controversial. If there's a problem, we will fix it, but without focusing on "naysayers."

8. "IT'S NOT ABOUT WHO IS RIGHT, IT'S ABOUT WHAT IS RIGHT."

There is no place at Mandan Parks for arrogance.

9. "WE ARE THE 'THEY.'"

All team members must be aware that they are working toward the same goals.

10. "WE EAT OUR OWN FOOD."

We use and support our facilities.

Putting Mandan's future first with people, parks and programs.



CAPITAL OUTLAY

2019

Facility/Site	Item	Projected Cost
DCP	Fencing upgrades	\$ 10,000.00
Diamond 10	Irrigation infield	\$ 8,500.00
DCP	Tree Grant Match	\$ 4,000.00
Park District	Skid Steer Trade In	\$ 35,000.00
Softball Complex	Drinking fountain	\$ 5,000.00
Park District	Utility vehicles	\$ 60,400.00
Park District	Park playground	\$ 75,000.00
MAQC	Floatable pool toys	\$ 20,000.00
RR	Canopies/shade structures	\$ 15,000.00
Main Building	Exterior updated	\$ 85,000.00
PWGC	Tractor & aerator	\$ 75,000.00

2020

Facility/Site	Item	Projected Cost
RR	Waterslide maintenance	\$ 20,000.00
PWGC	Parking lot improvements	\$ 50,000.00
District	Updated videos	\$ 10,000.00
Main Building	Building upgrades	\$150,000.00
Park	KC Park	\$ 85,000.00
Park District	Mower replacement	\$ 30,000.00
Park District	Trail crack seal	\$ 15,000.00
Park District	Pickup	\$ 25,000.00

2021

Facility/Site	Item	Projected Cost
PWGC	Addition to shop and lift	\$ 150,000.00
PWGC	Bunker/drainage renovation	\$ 500,000.00
Legion Park	Sidewalks	\$ 25,000.00
Legion Park	Sidewalks and parking lot	\$ 25,000.00
Ball fields	Utility cart	\$ 40,000.00
Youth Ballfields	Fencing replacement	\$ 150,000.00
Park System	Play package	\$ 90,000.00

2019-2021 GOALS & OBJECTIVES

PROVIDE AND DEVELOP SAFE, DISTINCTIVE AND WELL-MAINTAINED PARKS, TRAILS AND FACILITIES

OBJECTIVES:

- Maintain facilities and play areas that are in need of attention.
- Improve concessions at Prairie West and Raging Rivers.
- Develop policies and procedures for Pepsi All Seasons Arena.
- Grow facilities with population growth/eliminate parks with minimal play to reduce overall operational expenses.
- Expand on trails.
- Go “green” throughout the entire MPD.

ENSURE APPROPRIATE FUNDING AVAILABILITY FOR OPERATIONS, MAINTENANCE & PROJECTS

OBJECTIVES:

- Minimize spending and monitor our general fund balance.
- Develop Marketing Department’s budget as needed.
- Determine and evaluate a seamless billing review/budget process.
- Create a foundation for sponsorship opportunities.

DEVELOP & MAINTAIN RECREATION PROGRAMS THAT ALIGN WITH COMMUNITY NEEDS

OBJECTIVES:

- Continue to expand programs with population growth.
- Grow participation with US Kids and Dakota Junior Golf Association.

DEVELOP & MAINTAIN STRATEGIC PARTNERSHIPS

OBJECTIVES:

- Continue to grow healthy relationships with the City of Mandan and Mandan School District.
- Enhance communication with user groups.



OBJECTIVES:

- Develop our point of sale system through trainings and maximizing the current system.
- Implement new technology as budget allows.
- Evaluate P-card process for online approval and coding.

CONTINUE TO IMPROVE & PROVIDE INNOVATIVE TECHNOLOGY

OBJECTIVES:

- Maximize current full time staff strengths.
- Hire and retain qualified part time staff.

DEVELOP A STRONG & INCLUSIVE WORKFORCE THAT REPRESENTS THE COMMUNITY WE SERVE

OBJECTIVES:

- Advance internal department communication.
- Utilize marketing materials to explore new avenues and expand MPD audience.

PROVIDE EXCELLENT COMMUNICATION THROUGHOUT THE CITY OF MANDAN & TO ITS VISITORS

PRIORITY ACTIONS

GOAL: PROVIDE AND DEVELOP SAFE, DISTINCTIVE AND WELL-MAINTAINED PARKS, TRAILS AND FACILITIES

- Develop Faris Field into two multipurpose fields to increase participation.
- Determine long term viability of the Mandan Aquatic Center while continuing to communicate with the school district regarding the potential pool at the new high school.
- Continue to replace playground equipment as opportunities arise.
- Reface the park shop exterior.
- Improve ADA accessibility to the softball building and Legion Park shelters.
- Update Raging Rivers waterfall feature in the lazy river.
- Maintain Raging Rivers concessions, catch pool and evaluate window replacement.
- Develop creative ways to maximize the kitchen at Prairie West to meet the needs of the patrons.
- Work to improve Raging Rivers food delivery efficiency to patrons.
- Train staff at Prairie West and Raging Rivers to up-sell concessions and pro shop items.
- Continue to analyze and evaluate parking needs at Starion Sports Complex with the finish of 16th St. and ORT
- Define policies and procedures for Pepsi All Seasons Arena that align with MPD mission.
- Determine long term benefit of HA Kautzman Park and Ventures Park.
- Start discussions with Mandan Progress Organization on the opportunity to lease Dacotah Centennial Park.
- Update Dacotah Centennial Park bathrooms.
- Explore ideas and options to find a location for outdoor sledding.
- Determine the horse shoe pits' long term location.
- Monitor the future need of a splash pad.
- Expand on trails in Mandan while meeting the needs of Mandan's growing population.
- Evaluate current kiosks and signage throughout the park system.
- Work toward going paperless throughout MPD by utilizing laptops and a recycling system.

GOAL: ENSURE APPROPRIATE FUNDING AVAILABILITY FOR OPERATIONS, MAINTENANCE & PROJECTS

- Minimize spending and monitor MPD general fund balance.
- Develop requirements for the Vision Fund.
- Grow the marketing budget to meet the demands of new technology as it becomes available.
- Evaluate the billing review/budget process for MPD while encouraging a paperless district.
- Establish a foundation for MPD.

GOAL: DEVELOP & MAINTAIN RECREATION PROGRAMS THAT ALIGN WITH COMMUNITY NEEDS

- Utilize the Pepsi All Seasons Arena to offer more cost effective programs and events.
- Expand on US Kids and Dakota Junior Golf.

GOAL: DEVELOP & MAINTAIN STRATEGIC PARTNERSHIPS

- Continue to develop relationships with the city municipalities, while meeting the park district's long term needs.
- Work to be proactive with user groups and gather their feedback as we determine necessary.

GOAL: CONTINUE TO IMPROVE & PROVIDE INNOVATIVE TECHNOLOGY

- Maximize our current point of sale system through the training of full and part time employees.
- Reevaluate work stations that need a CardConnect machine.
- Make the best use of the current time clock system by exploring its services.
- Expand our reach to consumers through a texting medium.
- Determine specific IT role for the Marketing Department.
- Evaluate P-card process for online approval and coding.

GOAL: PROVIDE EXCELLENT COMMUNICATION THROUGHOUT THE CITY OF MANDAN & TO ITS VISITORS

- Continue to improve internal communication with staff.
- Find creative ways to stay ahead of technology and identify new methods to reach different audiences.
- Utilize park district point of sale system to target specific demographics to maximize marketing efforts.
- Expand reach to golfers through group rates, non residential and traditional marketing.
- Seek opportunities for corporate events at facilities.

GOAL: DEVELOP A STRONG & INCLUSIVE WORKFORCE THAT REPRESENTS THE COMMUNITY WE SERVE

- Reevaluate employees' strengths and their placement in MPD.
- Adjust MPD handbook and offer employees an opportunity, by manager discretion, to work 32 hours a week while receiving benefits.
- Extend the cutoff date for using comp/vacation time from December 31 to March 31.
- Expand on internal team building.
- Conduct a salary study for full and part time staff.
- Be proactive and communicate with staff to ensure consistent messages throughout the MPD.
- Schedule trainings for full time staff and encourage cross training throughout departments.
- Utilize full time staff for lifeguard training.
- Continue to offer perks to part time employees to create good culture.
- Seek creative ways to find qualified part time staff.

