

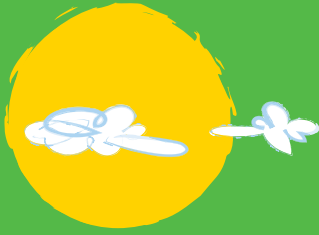
2016-2019

# EXPLORE CONNECT EXCEL

CHAMPAIGN PARK DISTRICT  
COMMUNITY-FOCUSED  
STRATEGIC PLAN

#explorechampaignparks





# EXPLORE CONNECT EXCEL

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2016-2019  
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CHAMPAIGN PARK DISTRICT  
COMMUNITY-FOCUSED  
STRATEGIC PLAN

## Welcome!

The Champaign Park District Board of Commissioners and staff are excited to share our new strategic plan with you. We're placing greater emphasis on learning about our residents' interests and preferences, and focusing on what will be most impactful for them and their well-being.

One of the main themes of the 2016-2019 Community-Focused Strategic Plan is building connections within our community. We realize that in order to provide legendary customer service, award-winning parks, and outstanding programs, it has to be a collective effort. We must make connections with community members and agencies, encourage first-time opportunities for participants, offer a variety of affordable programs that are available to everyone throughout their lives, and—most importantly—provide parks, recreation and arts that have a friendly and supportive atmosphere.

We want everyone in our community to explore, connect and excel throughout their lives, so that is where we are focusing our efforts for the next three years. We look forward to seeing growth in our community, and in our organization, by truly living our mission of improving the quality of residents' lives through positive experiences.

Joe DeLuce, CPRP  
Executive Director

Tim McMahon  
President  
Board of Commissioners





# Our Workplace Culture

## FUN

Staff look forward to coming to work and enjoy what they do.

## SUPPORTIVE

Staff support and care about each other like family and help make each other's job easier.

## CREATIVE

Unafraid of failure, staff are willing to try new ideas and programs without risk and find ways to say "yes" to the right things.

## PROFESSIONAL

As leaders in the parks and recreation field, staff demonstrate professionalism in the workplace every day.

## PERSONABLE

Staff are likeable, courteous, easy to work with and deliver excellent customer service.

## PROACTIVE

Staff do not have to be told what to do; they take initiative to get things done.









# Mission

To enhance our community's quality of life through positive experiences in parks, recreation and the cultural arts

# Vision

To consistently exceed community expectations



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# OUR VALUES

Important, shared principles that guide our organization's daily actions

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## Stewardship

We conduct our business fairly, transparently and with integrity.

We are fiscally responsible to our residents.

We strive to offer affordable programs and services for all residents.

We preserve natural resources and promote good conservation and stewardship practices.

We provide opportunities for health and wellness for our residents.

We strive to provide equal access for all users to all of our parks, facilities and programs.

We value and reward honest and forthright employees who provide excellent customer service and stewardship of public resources.







# Organizational Excellence

We know and respect our roles and responsibilities and work together to accomplish our goals.

We work with other agencies and groups throughout the community to accomplish our goals.

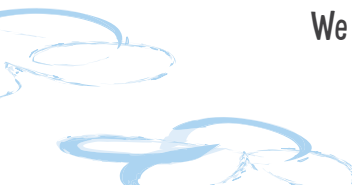
We encourage all residents to participate in planning, designing, and advocating for parks and recreation.

We recognize that being good is simply not good enough.

We promote staff development.

We follow best practices in providing quality parks, recreation and cultural arts.

We assure safety through a comprehensive risk management program.



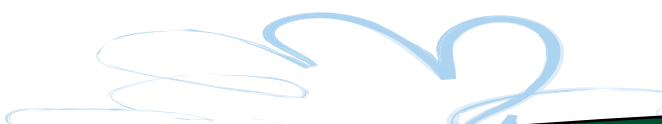
# Innovation

We value employees who present creative and proactive solutions to challenges.

We encourage doing things differently, progressively, creatively, and with an entrepreneurial spirit.

We value an innovative environment that enhances our community's parks and programs.

We value our ability to anticipate, influence, and embrace change.





← OUR VALUES →

# Customer Service

We offer consistent, customer-focused service across the organization.

We strive to say YES! to our customers for the right things.

We actively seek and value customer feedback.

We care about our team members and customers.



# Diversity

We provide quality parks, programs and services that meet the diverse needs of all ages and abilities in our community.

We embrace the diversity of our team.

We value diversity in all its forms and actively seek people with different perspectives and experiences.

We encourage inclusion.





# -INSIGHTS-

FROM PARTICIPANT AND PUBLIC PERCEPTION SURVEYS AND STAKEHOLDER ASSESSMENTS

% OF HOUSEHOLDS WHO VISITED PARKS LAST YEAR

90%

VISITED CHAMPAIGN PARKS

78%

PARK DISTRICTS ACROSS THE U.S.

77%

PARK DISTRICTS IN ILLINOIS

ALSO 96% RATE CHAMPAIGN PARKS AS "EXCELLENT" OR "GOOD"

% OF HOUSEHOLDS WHO PARTICIPATED IN PROGRAMS LAST YEAR

38%

PARTICIPATED IN CHAMPAIGN PARK DISTRICT PROGRAMS

30%

PARK DISTRICTS ACROSS THE U.S.

39%

PARK DISTRICTS IN ILLINOIS

\*STATISTICS DO NOT INCLUDE SPECIAL EVENTS



# Community Feedback

## MOST IMPORTANT PARKS, CULTURAL ARTS AND RECREATION FACILITIES

- Walking and biking trails
- Nature trails/nature parks
- Large community parks
- Small neighborhood parks
- The Virginia Theatre
- Outdoor swimming pools and water parks

## MOST DESIRED INDOOR PROGRAMMING SPACES

- Walking and jogging track
- Aerobics/fitness/dance class space
- Weight room/cardiovascular equipment

## TOP 5 CHARACTERISTICS PEOPLE ASSOCIATE WITH THE DISTRICT

- Community-oriented
- Affordable
- Fun
- For families
- Kid-focused

## TOP 3 REASONS WHY PEOPLE CHOOSE DISTRICT PARKS, FACILITIES AND PROGRAMS

- Affordability
- Consistently good quality
- Convenience

## WAYS THE DISTRICT CAN IMPROVE PARTICIPANT EXPERIENCE

- Increase public awareness
- More flexible scheduling
- More adult programs
- More parking



# Accomplishments

We strive to utilize the community feedback we receive through Surveys, Community Needs Assessments, and Board Meetings. Below are accomplishments we have achieved with the help of our community's input.

- Virginia Theatre Historical Restoration
- Sholem Aquatic Center Renovation
- Completed New Leonhard Recreation Center
- Major Renovation of Douglass Park
- Universally-Designed and Accessible Playground Installed in Eisner Park
- Centennial Park Playground Renovation
- 10.5 Miles of Paths and Trails
- Robert C. Porter Family Park
- Human Kinetics Park
- Sunset Ridge Park

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## BOARD OF COMMISSIONERS

Timothy P. McMahon, President  
Craig W. Hays, Vice President  
Alvin S. Griggs, Commissioner  
Barbara J. Kuhl, Commissioner  
Jane L. Solon, Commissioner

## OFFICERS

Cindy Harvey, Secretary  
Gary G. Wackerlin, Treasurer  
Guy C. Hall, Attorney







# STRATEGIC GOALS & OBJECTIVES

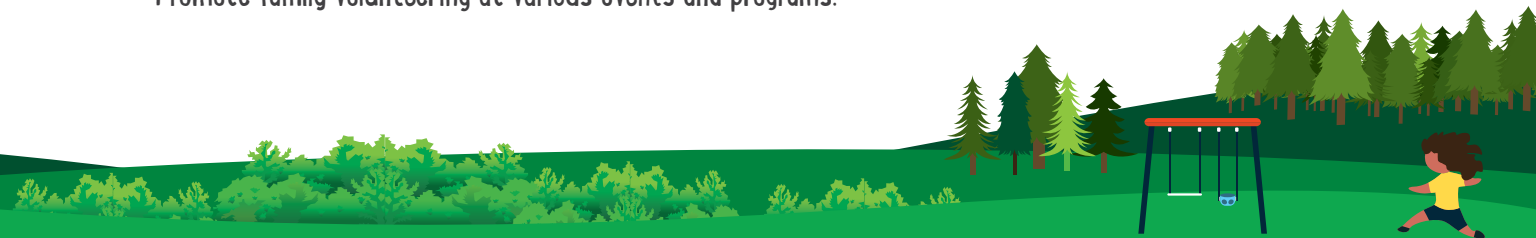
To continue to inspire staff innovation and community-driven planning, we have developed **FIVE STRATEGIC GOALS**. Specific objectives within each goal outline the path to fulfilling our mission statement through this new Strategic Plan.



## PROVIDE A FAMILY-FRIENDLY ATMOSPHERE WHERE ALL PARTICIPANTS FEEL WELCOME AND SAFE.

### OBJECTIVES:

- Develop customer service standards and training.
- Develop both an internal and external culture of treating customers and co-workers/board members like family.
- Create fun and safe park amenities.
- Develop a marketing plan to promote friendliness, safety and hospitality.
- Design and implement enhanced physical entrance/lobby and park front entrances to reflect friendly, welcoming, and safe themes.
- Provide equal access for all patrons to all parks, facilities and programs.
- Enhance the safety and security in each park and facility so all patrons feel safe.
- Develop a plan to hire/train multi-lingual staff and promote programs in a variety of languages.
- Create events & programs that highlight different cultures.
- Complete and implement a trails master plan.
- Promote family volunteering at various events and programs.



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# STRATEGIC GOALS & OBJECTIVES

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2

## PROVIDE FIRST-TIME OPPORTUNITIES FOR PARTICIPANTS TO TRY RECREATION AND CULTURAL ARTS PROGRAMS AND SERVICES.

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### OBJECTIVES:

- Train staff to make first-time participants feel important by enhancing the participant experience.
- Encourage staff to focus on first-time program participants.
- Track new programming and equipment trends.
- Develop and implement a marketing plan to encourage first-time opportunities and a spirit of discovery.
- Improve internal customer service through staff training.
- Develop entry level positions for operations specialty roles (i.e. plumbing, electricians, HVAC).
- Develop strategies to give potential users a sample of programs and services.
- Develop opportunities to gather feedback for the needs and interests of various cultures/races/demographics.
- Identify sources to provide capital development funds for new parks, facilities and amenities.
- Increase the number of scholarships for first-time experiences.
- Create first-time opportunities for employment at the District.
- Better incorporate programming in parks and trails to encourage use of outdoor space.



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# STRATEGIC GOALS & OBJECTIVES

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3

PROVIDE PARKS, RECREATION, AND CULTURAL ARTS THAT USERS CAN PARTICIPATE IN THROUGHOUT THEIR LIVES.

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## OBJECTIVES:

- Evaluate recommendations of the U of I Recreation, Sport, & Tourism appraisal of programs.
- Determine the level of service for parks, facilities and amenities to meet all residents' needs.
- Provide parks, amenities and facilities that serve all ages.
- Research new opportunities and aging trends for programs and facilities for various age groups.
- Provide intergenerational programming.
- Provide program scholarships from which all ages can benefit.
- Develop and implement programmatic, financial, human resources, operational and organizational dashboards.
- Update the District's Comprehensive Plan.
- Develop and promote health and wellness programs.
- Reach out to residents for input on new programs for all ages.
- Develop a five-year financial plan to accomplish sustainable parks and programs.





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# STRATEGIC GOALS & OBJECTIVES

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4

PROVIDE PARKS, RECREATION AND CULTURAL ARTS  
THAT ARE AFFORDABLE FOR ALL.

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## OBJECTIVES:

- Find a balance of service vs. business.
- Define core programs and services.
- Update revenue philosophy and purchasing policy.
- Develop opportunities to increase non-tax-based revenues by increasing sponsorships, grants, and donations.
- Offer affordable programs, parks, and services.
- Develop creative and effective payment programs for participants.
- Reward the loyalty of participants.
- Evaluate fees for rentals and services.
- Develop effective strategies to make programs more affordable.
- Develop additional low-cost or free programs.
- Develop new fundraising programs for the Parks Foundation.





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# STRATEGIC GOALS & OBJECTIVES

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5

PROVIDE OPPORTUNITIES TO CREATE COMMUNITY CONNECTIONS IN OUR PARKS, RECREATION, AND CULTURAL ARTS.

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## OBJECTIVES:

- Create a citizen advisory board for programs and services.
- Evaluate current community partnerships and develop new partnerships.
- Develop new family-focused special events or activities that bring residents together.
- Increase face-to-face connections with members of the community.
- Identify new opportunities to work with community groups.
- Involve community members and agencies in our programs and events.
- Create new programs, parks, facilities, amenities and services to connect with more people in the community.
- Develop new community and program partners by evaluating the community needs assessment results.
- Work with the school district on programs and services as part of the Community School Initiative.
- Develop open-street programs and other downtown events to bring community members together.
- Develop a District software application to create connections with and between users/residents.
- Increase financial and in-kind support of outside groups and agencies to provide programs and events.





# CHAMPAIGN PARK DISTRICT FACILITIES



## LEONHARD RECREATION CENTER

2307 Sangamon Drive  
217-398-2550 Phone  
217-398-2563 Fax  
711 Relay  
217-398-2589 Cancellation Line  
email: [info@champaignparks.com](mailto:info@champaignparks.com)  
[www.champaignparks.com](http://www.champaignparks.com)  
Hours: M-F: 6a-10p  
Sa: 7a-10p  
Su: 9a-9p

## BRESNAN MEETING CENTER

706 Kenwood Road  
Hours: M-F: 8a-5p

## THE CAGE AT THE BICENTENNIAL CENTER

2112 W. Sangamon Drive • 217-722-9374  
[www.cuatthecage.com](http://www.cuatthecage.com)  
email: [info@cuatthecage.com](mailto:info@cuatthecage.com)

## CHAMPAIGN PARK DISTRICT: DOG PARK

Southeast corner of Windsor & Rising Rd.  
Hours: Open daily dawn to dusk

## DOUGLASS ANNEX

804 N. Fifth Street • 217-398-2572  
Office Hours: M-F: 9a-3p

## DOUGLASS BRANCH LIBRARY

504 E. Grove Street • 217-403-2090  
Hours: M-Th: 10a-8p  
Sa: 7a-10p  
Su: 9a-9p

## DOUGLASS COMMUNITY CENTER

512 E. Grove Street • 217-398-2573  
Office Hours: M-F: 8a-5p

## HAYS RECREATION CENTER

1311 W. Church Street • 217-398-2580  
Office Hours: M-F: 8a-5p

## KAUFMAN LAKE BOATHOUSE

2612 W. Springfield Avenue

## DODDS TENNIS CENTER

2802 Farber Drive • 217-352-6044

Hours: M-F: 7a-10p  
Sa/Su: 8:30a-10p

*If courts are not in use after 9p, the  
Dodds Tennis Center may close early.*

## PRAIRIE FARM

2202 W. Kirby Avenue • 217-398-2583

## SHOLEM AQUATIC CENTER

2205 W. Sangamon Drive • 217-398-2581

## SPALDING PARK SKATEPARK

910 N. Harris Street  
Facility Hours: Daily, Dawn – Dusk

## SPALDING RECREATION CENTER

910 N. Harris Street • 217-398-2577  
Office Hours: Contact Hays Recreation Center

## SPRINGER CULTURAL CENTER

301 N. Randolph Street • 217-398-2376  
Office Hours: M-F: 8a-5p; Sat: 9a-3p

## VIRGINIA THEATRE

203 W. Park Avenue • 217-356-9063

Box Office Hours: M-F: 10a-5:30p  
Office Hours: M-F: 8a-5:30p  
Program Hours: Program times vary

[champaignparks.com](http://champaignparks.com)





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PARK DISTRICT