

Thompson Rivers

Parks & Recreation District - Plan on a Page



In 2020 the Board of Directors completed the Districts second three year strategic plan. This plan on a page serves both to memorialize the decisions and focus areas that resulted

from those efforts as well as to serve as a living document tracking intermediate goals and how they lead to larger scale successes.

2021-2023 Direction

1

BUILD OUR BRAND

Become a household name, tell our story with heart. We have the ear of longtime residents but the community is growing rapidly, we need to be known to new residents.

2

DIVERSIFY LOCATIONS

Be geographically strategic when programing new activities to reach all parts of the District.

3

DIVERSIFY PROGRAMS

We rock the sports thing but that isn't everyones cup of tea. We need to be intentional in all new programming to reach a wider audience.

2021 Focus



Focus on personal relationships



Inventory of local parks and program spaces



Develop outdoor programing

MISSION

Building a healthy, happy community through people, parks, programs and partnerships

VISION

TRPR will lead a culture of community where everyone has the opportunity to live a healthy happy life.

VALUES

Embrace Change
Be Community Driven
Build Collaborative Relationships
Show Passion in All We Do
Be a Team on a Mission

WIN PROJECT 9/21

Local Park Inventory

Deliverable: Map and key data

Team: Clint, Brian, Katie

Due Date: 12/1

Status: Red



WIN PROJECT 9/21

School Based Programs

Deliverable: Complete playbook for sustainable program

Team: Leslee, Clint, Crystal, Katie, Lindsay

Due Date: 12/1

Status: Red

WIN PROJECT 9/21

Outdoor Program

Deliverable: Create, market, deliver and evaluate outdoor program

Team: Lindsay, Crystal, Hunter, Angelo, Zach

Due Date: 12/1

Status: Red

WIN PROJECT 9/21

Outdoor Program Pro-forma

Deliverable: Research, business plan, key performance measurements

Team: Crystal, Jeff, Lindsay, Clint

Due Date: 12/1

Status: Red

WIN PROJECT 9/21

Staff - Community Engagement

Deliverable: All staff identify and commit to relationship with community organization

Team: Shae, Olivia, Leslee

Due Date: 12/1

Status: Red