



## THOMPSON RIVERS PARKS & RECREATION DISTRICT PLAN ON A PAGE

### 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

In 2023 the Board of Directors completed the Districts third 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.

### 2024-2027 DIRECTION

current  
WIN  
projects

01

#### Share our story with EVERYONE

Our participants all know we're great but how do we let the hundreds of new community members moving here in on our secret.

02

#### Create plan for program spaces

Research says that people who live closer to recreation spaces are healthy. How to offer programs closer to all residents.

03

#### Financial planning

We need to scale our financial planning, policies and best practices to keep pace with our growing organization.

04

#### Programs for 18-28 year olds

Young adults have traditionally not been a focus. We need to be more intentional with reaching this market.

### 2026 Marketing Plan for West Johnstown

Develop and implement a **targeted outreach strategy** to connect with **new residents** and the growing community in **west Johnstown**. This will combine innovative tools like Ring and Nest notifications, Nextdoor, eye-catching billboards, and new, fun marketing materials to ensure **TRPR is top-of-mind for recreation, programs, and events**.

By **December 2025, create a comprehensive program and marketing plan, including timelines, channels, messaging, and budget to launch January 2026**. This plan will be designed to engage and inform west Johnstown residents and new community members effectively.

Team Champions:  
Aleigha

Team:  
Katie, Kathlene,  
Michelle, Mike

### End of 2025 Programs for 18-28 Year Olds

Bring fresh energy to TRPR by designing **5-6 exciting programs tailored for ages 18-28**, from tournaments and themed parties to trivia nights and live entertainment. These events will **create new opportunities for young adults to connect, play, and celebrate together**.

By October 2025, **launch a lineup of 5-6 unique 18-28-year-old programs, each with its own event plan, marketing strategy, and budget**. Culminating in a high-energy year-end celebration to close out 2025 in style.

Team Champion:  
Hunter

Team:  
Ellen, Jeff, Sara, Lance,  
Michelle, Dante

### 2025 Focus

Focus on **developing district wide financial policies and procedures**.

Continue with **focus on serving growth in west Johnstown** by offering **localized events and programming**.

Identify size and needs of **18-28 year old target market**. Plan and **implement test programming** tailored to the market.