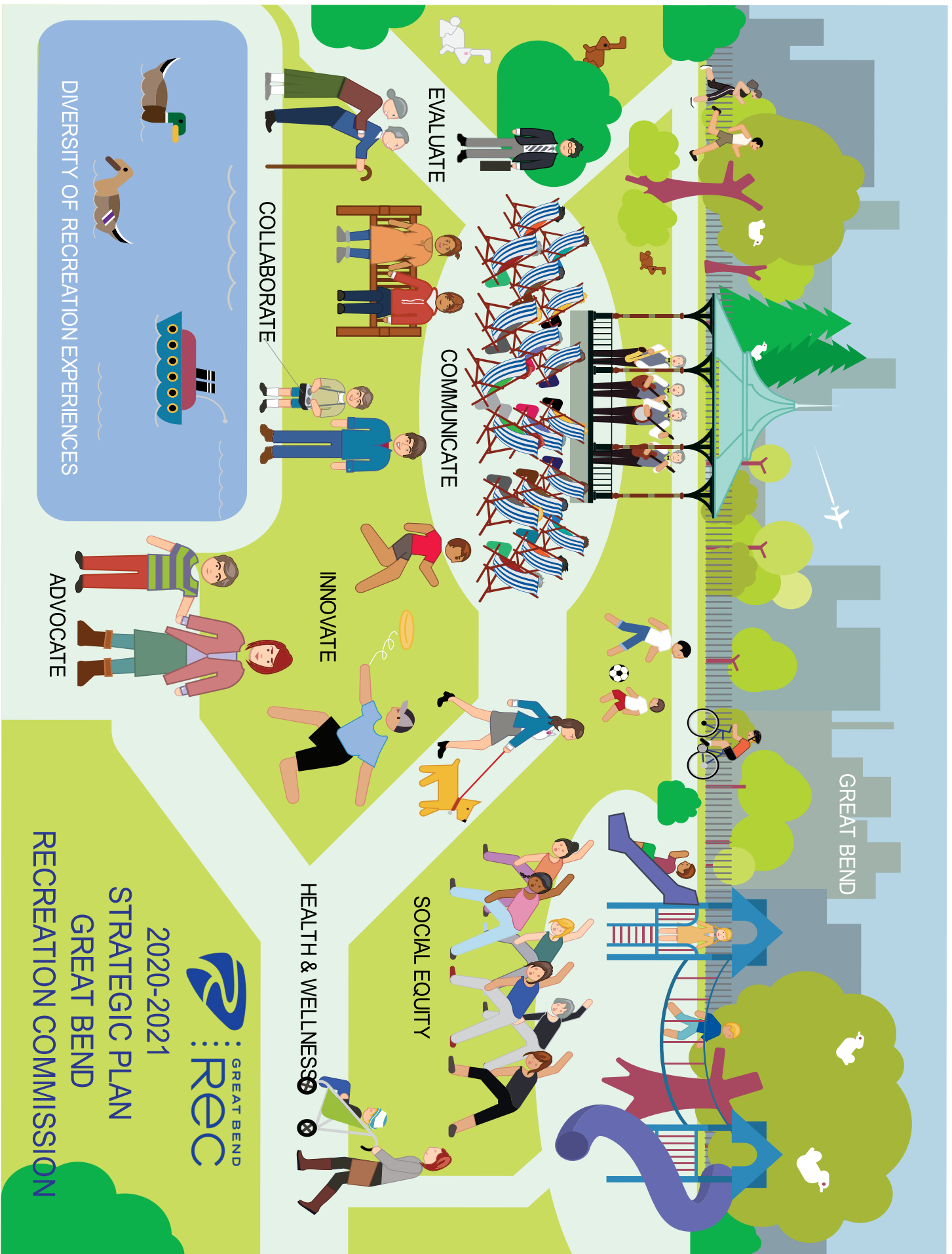


GREAT BEND



EVALUATE

COMMUNICATE

INNOVATE

SOCIAL EQUITY

HEALTH & WELLNESS

COLLABORATE

DIVERSITY OF RECREATION EXPERIENCES

ADVOCATE



2020-2021

STRATEGIC PLAN

GREAT BEND

RECREATION COMMISSION



GBRC 2020-2021
Great Bend Recreation Commission
Strategic Plan

Mission of GBRC:

The Great Bend Recreation Commission is a public supported agency serving the citizens of USD#428. We are dedicated in providing quality leisure, cultural, sports, fitness, and educational programs to improve the quality of the community and the lives of its individuals.

Fulfills our Mission by:

- Organizing, directing and promoting a planned year-round program of varied leisure time activities within the limit of available resources.
- Assuring that all discretionary leisure time programs and activities are conducted in a safe and supervised environment.
- Providing leisure time activities that are socially acceptable and economically affordable
- Ensuring that activities are available to all citizens of USD428 regardless of age, race, sex, religion, physical or mental abilities and social or economic status.
- Cooperating in both programming and planning with all other community agencies that have a similar mission in the community.
- Continual research and evaluation of the recreational needs of the community.

Vision Statement:

- Great Bend Recreation Commission will champion community and personal growth through lifelong recreation experiences.

What are the Pillars for 2020-2021

- Advocate
- Communicate
- Evaluate
- Innovate
- Collaborate
- Diversity of Recreation Experiences
- Health & Wellness
- Social Equity

GOALS:

- ✓ ***Responsible fiscal management and organizational management***

Objective:

- Sustain fiscal management practices
- Continue evaluation and incremental increasing wage levels for season/part time/full time staff to market standards
- Good steward of public funding through the budget process
- Identify and recruit qualified potential board candidates and staff
- Develop a pool of personnel for seasonal staffing
- Diversity representation with the Recreation Commission board and staff.
- Other:

✓ ***Sustain and provide funding for technology improvements in software programs and hardware equipment***

Objective:

- Continue to upgrade progression on computer software/hardware, yearly enhancements on current software, i.e. Rec. Trac, Dynamics, Firewall, Operating Systems, new client workstation for customer service area, replace other client workstations, color printers
- 3 to 5-year replacement rotation of computer hardware-last replacement 2013, business server 2017. Continue assessing hardware/software upgrades (NAS Backup Server-2, GPS Server-1, Client Workstations-9)
- Poster printer
- Software migration- Rec Trac: Ongoing-League Scheduler/Facility Reservations- Aug. 2019
- Other:

✓ ***Promote health and wellness***

Objective:

- Promote physical, emotional and mental health through fitness, play and activity
- Evaluate and enhance current recreation facilities and programs
- Seek community partners to enhance recreation opportunities
- Marketing LIVE..PLAY..EXPLORE, Recreation Makes Life Better
- Other:

✓ ***Support economic vitality***

Objective:

- Foster economic development through recreation opportunities, promote community revitalization, increase tourism, provide jobs through recreation programs, activities, revitalization and development of existing and new play spaces, tournaments

✓ ***Create recreation experiences***

Objective:

- Get people involved and active by creating engaging programs, special events and new recreation experiences

✓ ***Foster social cohesiveness***

Objective:

- Create cohesive communities by celebrating diversity, providing inclusive recreation services, promoting social equity, connecting social networks, and ensuring all people have access to the benefits of all ages and abilities

- Special Events, Oozefest, Kite Festival, Kids Day Out, Camps, Festivals, Trips

✓ **Support human development**

Objective:

- Support youth development and lifelong learning to foster social, intellectual, physical and emotional growth in people of all ages and abilities

✓ **Connect to Nature**

Objective:

- Educate and connect people to nature, promote development and protection of open green spaces, sustain and steward natural resources
- Collaborate with Wetlands Education Center on educational opportunities and program enhancements
- Trips, Camps, Family Events, Workshops

✓ **Strengthen community identity and sense of place**

Objective:

- Provide recreation services and facilities that reflect and celebrate community character, heritage, culture, history, aesthetics and landscape.
- Updating outdoor Signage at GB Rec Center and GB Activity Center/My Backyard Playground, vehicles
- Collaborate with Convention & Visitors Bureau to place colorful banners on main streets (Live, Play, Explore; Recreation Makes Life Better
- My BackYard Playground

✓ **Facilitate community problem-solving**

Objective:

- Apply skills in community collaboration to development new recreation opportunities, facilities, leadership and facilitation to resolve community problems and issues

✓ **Support community vibrancy**

- Support safe, vibrant, attractive, walkable community that make life better through recreation services and programs
- Develop strategies for future development at Great Bend Activity Center
- Collaborate with City in providing restroom and shade structure at Langrehr field
- Install Shade structure over scorekeeper area at Brit Spaugh South, improvements to ball fields
- Expand Security Cameras in facilities-west side of GB Activity Center and parking lot
- Repaint stripping at Activity Center parking lot
- Black portable fencing for ball fields
- Grounds equipment, field pumps, field groomer, etc.
- Camera
- Office chairs
- AED's for recreation centers
- Fitness program enhancements encouraging healthy lifestyles
- Collaborate with City in adding lighting to stage and improvements to dressing rooms
- Increase Green spaces for sports practices and public use
- Outdoor Basketball court/Sand Volleyball Court with lighting/Pickleball court
- Collaborate with the City of Great Bend and USD#428 in development of recreation facilities. i.e. Turf at Sports Complex, develop a master plan for upgrades for Veterans Park ballfields and tennis courts, outdoor basketball court, other public park spaces

- Collaborate with City in replacing playground equipment at Veteran's ballfields, Sports Complex, Brit Spaugh and other parks areas
- Collaborate with City in adding playground equipment at Sports Complex
- Develop strategies with City and School district to develop an indoor sports facility, indoor pool
- Develop strategies to improve walking trails-indoors walking areas
- Collaborate with City/School/Non-profit/Private Groups Events, Festivals
- Tennis Court Improvements
- Veteran's Park Improvements
- Spin bikes for Exercise Studio-restructure changing room areas
- Floor Scrubber
- Update restrooms at GB Rec Center
- Pickleball Courts
- Lighting for City Auditorium Court/Stage
- Other:

✓ Identify key programs, trends and respond to community's needs and changing interests

Objective:

- Identify and develop internal processes and migrate to a paperless environment
- Fitness Program enhancements encourage healthy lifestyles
- Maintain and enhance quality recreation opportunities and facilities
- Other:

✓ Provide and fund educational training opportunities for staff members

Objective:

- State Conferences
- National Conferences
- Staff Training Workshops
- Seasonal Staff Training
- Volunteer Coach Training-Web Based NAYS
- Other:

✓ Continue to seek community partners to enhance recreation opportunities for patrons

Objective:

- Great Bend Umpires Association-Ball Tournaments
- Cottonwood Extension Service
- USD 428
- City of Great Bend
- Barton Community College
- Be Well Barton County
- Chamber of Commerce
- Convention & Visitors Bureau
- Wetlands Education Center
- Kansas Orthopedic Group
- Eagle Communications
- Local Businesses
- Other: Kiwanis Club, Golden Belt Community Foundation, Optimist Club, Rotary Club

Note: The goals of GBRC represent a desired outcome that act on the mission of the Recreation Commission. Goals can be broad organizational goals, such as creating a sense of community among participants; or they can be as program specific as improving customer satisfaction in youth leisure classes.