

VISION

To be the best urban parks and recreation system in North America, as judged by national standards and the citizens we serve

ROCKFORD



PARK DISTRICT

MISSION

To 'help people enjoy life' by providing a quality park and recreation system

VALUE STATEMENT

The Rockford Park District improves the quality of life for citizens by providing a vibrant park system that increases property values, stimulates economic development, decreases juvenile crime, and improves our communities' health. A vibrant and relevant park system also protects the environment, employs hundreds of area teens, and brings our diverse community together in unity through the common love of play.



GLOBAL PRIORITY RESULT

Park space and recreation are essential to the quality of life in the Rockford Park District, contributing to the transformation of the region into a Top 25 community



GOVERNING POLICY 1.0: PRIORITY RESULTS
approved 9/25/2018



PRIORITY RESULT

Park space and recreational facilities meet the recreational needs of this and succeeding generations



- A Neighborhood Parks:** Resources are allocated to support neighborhood parks and to provide safe and secure playgrounds, programs, and amenities.
- B Infrastructure:** Quality asset management is achieved for District infrastructure in parks, facilities, technology, and equipment.
- C Investment in Priority Areas:** Resources are allocated to provide funding for investment in specific areas of the District:
 - i. Regional destination parks provide unique recreational experiences.
 - ii. Completion of amenities at strategic locations in the District to enhance experiences and meet community needs.
 - iii. Trail systems enhance the connectivity of existing trails in the region, create new trail systems that promote tourism and economic development, active and passive recreation, and outdoor activities.
- D Sale or Lease of District Assets:** Obsolete, inefficient, duplicative, underutilized, or non-trending District parks, facilities, and amenities are repurposed and/or sold.
 - i. Surplus assets owned by the District and considered to be of low recreational value are sold or leased.
 - ii. District assets are sold, privatized, repurposed, or consolidated to achieve District priorities.



PRIORITY RESULT

Residents value and are involved in diverse, well-supported, and fun activities that promote a healthy lifestyle, and contribute to a vibrant and relevant park system



- A Community Partnerships:** District assets and resources are leveraged through strategic partnerships and collaborations that enhance and strengthen achievement of the Board's priorities.
- B Our Next Generation:** Services and programs supporting youth, teens, and families are a priority of the District.
 - i. Recreational activities are provided for health, well-being, fun, and entertainment.
 - ii. Programs provide leadership development.
 - iii. Job opportunities for teens are provided and promoted throughout the community.
 - iv. Activities promote a healthy lifestyle, utilize recreational facilities and natural assets, and promote the District's role in environmental sustainability through preservation, conservation, beautification, and reforestation.
- C Culturally Inclusive Programs:** District services and programs are accessible to all, and meet the recreational needs of our diverse community.
- D Residents Value a Vibrant Park System:** The community is engaged and participates in their Park District as advocates, volunteers, on advisory committees, and through donations and sponsorships.



PRIORITY RESULT

Residents have exceptional parks and recreational facilities, services, and programs that reflect a high return on citizens' tax investment



- A Priority is Given to Areas of Greatest Public Benefit:** Resources are prioritized in areas that provide a broad array of recreational activities giving the greatest benefit to the community as a whole, through facilities, programs, and activities that enhance quality of life, and promote unity, health, and well-being.
- B Reasonable Tax Subsidies are Achieved:** A reasonable level of tax subsidy is achieved for all areas of operation in programs and at District facilities.
- C Non-Property Tax Revenue:** Non-traditional and non-property tax revenue sources provide support for District facilities, programs, and operations.