

Village of Lincolnwood Parks and Recreation Department Strategic Plan 2016-2019

COVERING FISCAL YEARS 2016-17, 2017-18 AND 2018-19

“Planning for the Future of Parks and Recreation in Lincolnwood”



Parks and Recreation Department
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Approved by Village Board of Trustees on June 21, 2016



PARKS AND RECREATION DEPARTMENT STRATEGIC PLAN 2016 - 2019

STRATEGIC PLANNING TEAM

PARKS AND RECREATION ADVISORY BOARD

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Sarah Hardin	Board Member
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PARKS AND RECREATION DEPARTMENT LEADERSHIP TEAM

Laura McCarty	Parks and Recreation Director
Katie Gamroth	Superintendent of Recreation
Melissa Rimdzius	Superintendent of Parks and Facilities
Olivia Antosz	Recreation Supervisor
Aryn Fletcher	Youth Programs Coordinator
Linda Vering	Community Outreach Coordinator
Julie Glowacki	Clerk

Mission: The Lincolnwood Parks and Recreation Department is committed to providing safe, quality programs, green spaces and facilities, ultimately improving the social, environment and physical welfare of the diverse constituency of Lincolnwood

Vision: It is the vision of the Parks and Recreation Department of the Village of Lincolnwood to promote a feeling of community and stewardship with quality recreational programs, green space and facilities that meet the needs of each age, ability, culture, and interest represented in the Community

Department History and Executive Summary

This strategic plan will help the Village of Lincolnwood Parks and Recreation Department position and prepare itself for the future.

In 1955, the Lincolnwood Parks and Recreation Department, then known as the Parks and Recreation Board, was created to establish, maintain and conduct a recreation program. Prior to the establishment of the Parks and Recreation Board, the Lincolnwood Day Association, a non-profit organization began to acquire land to build a network of neighborhood playgrounds.

In 1914, Village President Proesel acquired land for the first Lincolnwood Park, a 50 x 125 lot on Keeler Avenue. It was on that lot in 1916 that the first Village Hall was built. In the late 1920's, five more acres, known as the Kaufman Tract, were added and the first baseball diamond was built. In 1955, through condemnation proceedings, the Lincoln-Kostner subdivision consisting of 58 lots was acquired. In 1960, also through condemnation, 26 lots on the north side of Morse Avenue were added. The next acquisition was 226 feet of Lincoln Avenue frontage giving the Village 24 acres of Village owned property in one five-sided piece, now the site of the Village Hall campus and Lincolnwood's beloved Proesel Park.

In 1973, a study performed by the League of Women Voters of Skokie-Lincolnwood analyzed the needs of the Lincolnwood community relative to recreation programs and parks. The League recommended that a professional consulting firm be hired by the Village to prepare a long-range plan to best implement the recreational needs of Lincolnwood. There was a need for improved communication and better publicity. An experiment of a "lighted school house" was recommended to serve the whole community from senior citizens to pre-school children. The group also thought that the resources allocated to the delivery of parks and recreation services were not being used to their best advantage.

In 2005, a ten year strategic plan was developed, and updated in 2006. However, it was the goal of the current staff in 2008 to decrease the duration of the plan to three years and to develop concrete action plans for the areas of need, assigning tasks to positions within the department and establishing a timeline for updating and completion.

Subsequently in November 2008, a strategic planning process was initiated for the fiscal years 2009-2012. Park and Recreation Board members and staff participated in this process facilitated by an outside consultant.

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As part of the Comprehensive Master Planning process, a community survey was generated via *Survey Monkey*. The Comprehensive Master Plan was presented to the Park and Recreation Board and Village Board, and was officially adopted at the May 5, 2011 meeting of the Village Board. Input from the Comprehensive Master Planning process as well as recommendations from the Park and Recreation Board and staff helped to form the strategic plan for fiscal years 2009- 2012.

Toward the end of the strategic plans for fiscal years 2009-2012 and 2012-2015 and as part of the planning process for the next three years, again a recap was given and updates were provided to the Park and Recreation Board. Analysis of the Mission and Vision of the Department was performed and discussion ensued regarding the initiatives. Comments and suggestions were incorporated into the plans for the following three fiscal years.

This plan will reflect the timeframe of May 1, 2016 through April 30, 2019 and is the Park and Recreation Department's vision for the community as we strive to be more effective and responsive in our quest to promote a feeling of community and stewardship and fulfill our mission to provide safe, quality programs, green spaces and facilities.

The following four strategic objectives are the focus of the strategic plan and will be the catalyst used in setting the future direction and annual objectives of the Park and Recreation Department over the next few years. These four objectives are essential for the ongoing success and growth of the Park and Recreation Department:

STRATEGIC OBJECTIVES

- Maintain and Develop Parks to Meet the Needs of Residents and Program Users
- Plan, Implement and Evaluate Quality Recreation Programs and Services to Meet the Needs of Lincolnwood and Area Program Users
- Strengthen Community and Regional Public Relations and Publicity
- Supplement the Capital Budget through the use of Grants

Tasks and Timelines: Park Development and Maintenance

Maintain and Develop Parks to Meet the Needs of Residents and Program Users

Task		Fiscal Year	Responsibility
1.1	Continue to explore possibilities for the development of additional programming spaces.	2016-2019	L. McCarty K. Gamroth M. Rimdzius
1.2	Continue to implement a Multicultural Task Force with representatives from various cultures in the community.	2016-2019	K. Gamroth
1.3	Continue to pursue development of soccer fields. Work to pursue development of the land on the east side of the channel.	2016-2017	L. McCarty
1.4	Continue to implement playground equipment replacement plan	2016-2019	L. McCarty & M. Rimdzius
1.5	Purchase and develop the Union Pacific Pro.	2016	L. McCarty
1.6	Develop a plan to promote recreational use of the new Valley Line (ComEd) bike path.	2017	L. McCarty
1.7	Plan and implement long term aquatic center improvement plan to ensure the facility is kept up to date from a maintenance and feature standpoint.	2017-2018	L. McCarty M. Rimdzius & K. Gamroth
1.8	Maintain level of Environment Statement for the maintenance of parks and facilities.	2016-2019	All staff
1.9	Research and develop a plan to incorporate park history signage and kiosks at outdoor parks.	2017	L. McCarty & L. Vering
1.10	Evaluate overall aquatic center policies, procedures and operations to ensure customer service efficiency and professionalism.	2017	M. Rimdzius

Tasks and Timelines: Program and Services Development

Plan, Implement, and Evaluate Quality Recreation Programs and Services to Meet the Needs of Lincolnwood and Area Program Users

Task	Fiscal Year	Responsibility
2.1	2016-2019	K. Gamroth & M. Rimdzius
2.2	2016-2019	L. McCarty
2.3	2016-2019	L. McCarty
2.4	2017	K. Gamroth O. Antosz & A. Fletcher
2.5	2017	L. McCarty; K. Gamroth & M. Rimdzius
2.6	2017	L. McCarty K. Gamroth & M. Rimdzius
2.7	2017	All staff
2.8	2017	K. Gamroth & O. Antosz
2.9	2017-2018	L. McCarty & L. Vering
2.10	2016-2019	All staff

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Task		Fiscal Year	Responsibility
2.11	Research the possibility of implementing a Village-wide Health and Wellness initiative for internal and external customers	2017-2018	L. McCarty & J. Glowacki
2.12	On a quarterly basis, research and identify fitness industry trends and develop and implement programs accordingly.	2017-2019	O. Antosz
2.13	Implement a system to ensure participant evaluation forms are distributed at the end of each brochure cycle.	2017	K. Gamroth, O. Antosz & A. Fletcher
2.14	Move toward increasing senior age to 65.	2017-2018	L. McCarty & K. Gamroth
2.15	Target a launch group for the development of an active adult program area.	2017-2018	K. Gamroth & O. Antosz
2.16	Create a process to improve outreach to minority population.	2017-2018	All Staff
2.17	Plan and implement a minimum of 3 new programs or events with each brochure cycle.	2017-2019	All Staff

Tasks and Timelines: Public Relations & Marketing

Strengthen and Improve Community and Regional Public Relations and Publicity Efforts

Task	Fiscal Year	Responsibility
3.1	Monitor and refine the School Park Agreement with District 219.	2016-2019 L. McCarty
3.2	Attend a minimum of one District 74 school board meeting each year to promote upcoming programs and events.	2016-2019 L. McCarty
3.3	Research the possibility of partnerships for a recreation community center.	2016-2019 L. McCarty
3.4	Continue to implement email marketing program through an outside vendor.	2016-2019 L. Vering
3.5	Distribute information via the seasonal brochure to Edgebrook, Wildwood and Sauganash.	2016-2019 All Staff
3.6	Publish and distribute pool schedule and summer concert series magnets for families to post in their homes.	2016-2019 L. Vering
3.7	Publish bike path map for website and distribution.	2017 L. McCarty & L. Vering
3.8	Develop and distribute information via an aquatic newsletter to all pass holders/members.	2017 M. Rimdzius
3.9	Explore the creation of a new Parks and Recreation Department logo	2017 All staff
3.10	Identify three to four locations throughout the community in which signage can be displayed to promote programs and events on a consistent basis.	2017 L. McCarty & L. Vering
3.11	Develop and implement a department-wide marketing plan to increase awareness, presence and branding of the Parks and Recreation department within the Village.	2017-2018 L. McCarty; K. Gamroth M. Rimdzius & L. Vering
3.12	Explore revisiting the department vision statement to establish a more clear and concise statement.	2018-2019 All Staff
3.13	Continue to increase cross-promotion of all programs and events.	2016-2019 All Staff

Tasks and Timelines: Grants and Partnerships

Supplement the Capital Budget through the use of grants

Task	Fiscal Year	Responsibility	
4.1	Explore partnership opportunities	2016-2019	L. McCarty
4.2	Research and apply for a grant for the renovation of the Proesel Park playground.	2017	L. McCarty
4.3	Stay abreast of federal and state grant opportunities.	2016-2019	L. McCarty
4.4	Continue to increase sponsorship utilizing newly formed sponsorship policy.	2016-2019	L. Vering
4.5	Research and apply for a grant to help fund the Aquatic Center Master Plan.	2017-2018	L. McCarty