

Mandan Parks & Recreation Strategic Plan

2021 - 2023

**Your FUN
is our
business.**

Mandan Parks & Recreation's mission is to preserve and provide recreational opportunities for all ages and abilities, while improving the quality of life for the citizens of Mandan and its visitors.



Strategic Plan Overview

The Mandan Parks and Recreation's Strategic Planning process focuses on developing a usable and measurable working plan that links to our mission, vision and core values. This helps guide Mandan Parks and Recreation over the next 2-3 years and ensures that operational goals fall in line with community needs.



Staff Involvement

To ensure success and fulfillment of the plan and to ensure employee buy-in, staff from every level and function of the District contributed to the process. They were involved in every step from establishing the goals, to prioritizing and created tactics to reach those goals.

Park Board Involvement

Elected board members had the opportunities to share their input and determine future goals for Mandan Parks and Recreation. The Board reviewed the staff suggested goals, identified additional goals and was instrumental in setting priorities for those goals.



Code of Ethics

1. "Do the right thing."

The high road is not a shortcut. Stick to the highest standard of integrity, without compromise.

2. "Always raising our level of awareness."

Truly listening to a citizen is an active, not passive, skill.

3. "Responding with a sense of urgency is the ante to play."

All employees need to respond to phone calls and emails on the same day they were received.

4. "Every person. Every time. No exceptions. No excuses."

People don't care how much you know until they know how much you care.

5. "Obsessed with finding a better way."

We want employees to feel empowered to speak up if they think there's a better way of doing something.

6. "Yes before no."

While every single idea, question, suggestion or recommendation may not ultimately be met with a big thumbs-up, none should be immediately shut down.

7. "Ignore the noise."

Everything we do is controversial. If there's a problem, we will fix it, but without focusing on "Naysayers."

8. "It's not about WHO is right, it's about WHAT is right."

There is no place at Mandan Parks for arrogance.

9. "We are they."

All team members must be aware that they are working toward the same goals.

10. "We eat our own food."

We use and support our facilities.

Strategic Initiatives

1. Highest Quality of Financial Stewardship

Prioritize use of resources in operation and align the District to address economic/legislative actions, optimize alternative revenue sources, capitalize on partnerships, and pursue funding options.

2. Highest Quality of Parks & Amenities

Provide high quality parks and amenities and provide for their upkeep, maintenance and replacement.

3. Highest Quality of Facilities

Fund and support a maintenance schedule that provides high quality facilities with updated equipment.

4. Highest Quality Recreation Programs & Services

Provide high quality service and offer a diverse range of high quality recreational programs and opportunities for the entire community, while coordinating the best use of facilities and space.

5. Highest Quality of Staff & Team

Foster a work environment that encourages collaborative teamwork, develops, retains, and motivates quality park and recreational professionals.

6. Highest Quality Customer Service

Retain and provide excellent community/governmental partnerships and seek additional opportunities.

1. Highest Quality Financial Stewardship

Short Term

- Utilize SubitUp for a mobile clock in and out system.
- Upgrade Banyon to Version 12, and implement Accounts Receivable Invoicing in order to eliminate unnecessary stand alone software currently being used (Quickbooks).
- Explore additional capabilities of Banyon to import data from outside sources, such as VSI, Clover, etc.
- Evaluate P-Card processing for online approval and coding, as well as it's capability to import data to Banyon.
- Reevaluate the current Mandan Parks and Recreation asset list.
- Create a working document for accounting policies.
- Determine if Clover can provide memberships and facility rentals.
- Seek direction from Park Commissioners on prioritizing the Master Facility Improvement Plan
- Evaluate mill levy with special assessment payments.
- Determine financial funding for Faris Field improvements.
- Complete finance options for new Park Operations Building



Accounting



Administration

Long Term

- Research other accounting software systems to determine if there is a better option to replace Banyon for our long term financial reporting needs.
- Better utilize Paper Vision for the storage of Mandan Parks and Recreation documents.
- Conduct research on programs that uploads employee information into our payroll system.
- Develop the role of human resources to improve training and education for all employees.
- Review the CAPRA objectives and determine which objectives need to be implemented.
- Explore outdoor heritage fund grant opportunities for water conservations.
- Develop a district wide fee analysis of all program and facility rental fees.



Accounting



Administration



Recreation



Golf Operations

2. Highest Quality Parks & Amenities

Short Term

- Monitor the construction of 19th St. Trail extension from Ft. Lincoln Elementary to HWY 6.
- Upgrade the playground feature closest to Legion's Park Shelter 1.
- Replace shingles at Legion Warming House.
- Budget for a new playground as we identify parks that are needed. Evaluate the Keidel green space and Roughrider Park for future development.
- Determine the need for a District wide security camera system with keyless access to facilities.



Administration



Parks/Maintenance

Long Term

- Start discussions on the need for Wi-Fi in parks.
- Pave the parking lot at Lions Park.
- Evaluate the need for the purple dinosaur at Eagle's Park Playground.
- Assess communities needs for existng dog park and determine the need for a north dog park.
- Mill and overlay of multipurpose trail at Sunset Park.
- Discuss outdoor lighting needs at Sunset Park.
- Update all picnic tables throughout the park system; remove the concrete/wood tables.
- Find tract of land outside ETA for the growth of community.



Administration



Parks/Maintenance



3. Highest Quality of Facilities

Short Term

- Work to improve security at Eagles and Legion Park with a time/security lock system for restrooms.
- Seal and paint the Starion Sports Complex parking lot.
- Create a facility master calendar online utilizing the current point of sale system.
- Survey and meet with user groups annually to receive timely feedback to improve communication.
- Complete Dacotah Centennial Park Master Plan.
- Utilize information from Burian & Associates study to update the wells at softball and soccer complexes. The goal of the study is to improve the water quality at our wells while reducing adverse effects at our facilities.
- Continue to improve and expand tee boxes and bunkers.
- Execute irrigation upgrade at Mandan Municipal Golf Course.



Long Term

- Replace the existing lazy river lining at Raging Rivers.
- Perform rock repairs at Raging Rivers.
- Study the need for a future attraction to be placed at Raging Rivers.
- Develop a replacement plan for Safe Slides to rejuvenate the slides at Raging Rivers.
- Add additional insulation in the bathhouse attic and exterior buildings.
- Study the need for a new locker system at Raging Rivers.
- Upgrade softball fields with new agriline and sidewalk improvements.
- Create a chain link fence replacement plan for athletic fields. Priority given to the Baseball Complex and Raging Rivers.
- Continue to participate in discussion with developers to land south of hole # 4 at Prairie West.
- Determine if there is a long-term water source for Prairie West irrigation needs.
- Relocate the Prairie West maintenance building to a more suitable location.
- Better utilize Prairie West Golf Course lounge/deck area to address space for larger events.



4. Highest Quality Recreation Programs & Services

Short Term

- Organize and implement a first-aid location and ordering system for all employees to utilize.
- Develop a replacement plan for youth baseball equipment.
- Update and/or develop our inclusion policy for youth and adult sports while evaluating transgender policy. Assess the needs for coed sports for programing requests.
- Determine the need for additional MAC Van as the program numbers continue to grow .
- Conduct and budget for behavior health trainings for MAC and SMAC employees.



Long Term

- Determine the future of indoor aquatics
- Determine if there is a need for an outdoor swimming pool to be placed at Raging Rivers to conduct swimming lessons. Research the need for outdoor swim lessons vs. the indoor aquatics need for the community.
- Develop statistical needs for youth baseball and girls fast pitch needs in regards for Faris Field.
- Utilize the current Faris Field for an Evening Tball Program.
- Additional gym space with access to room rentals.
- Address the space need for the after school care program.



5. Highest Quality Staff & Team

Short Term

- ☒ Study the need for FT employees to minimize redundancy of job responsibilities.
- ☒ Prepare for upcoming retirement for FT employees and determine a replacement plan and determine a plan of action.
- ☐ Evaluate the role and responsibilities of the Facility Supervisors.
- ☒ Continue to utilize laptops while encouraging a paperless park district.
- ☒ Transition documents from the M Drive into the Sharepoint Software System.
- ☒ Evaluate current health insurance plan while considering NDPHIT opportunities.



Long Term

- ☒ Determine the future need to hire a full-time or part-time Accounting Technician that works year-round. Position this role to assist with the front desk. Evaluate employee's current job duties and review their roles with the front desk.
- ☐ Determine the need for a new full time position to oversee concessions at Prairie West, Raging Rivers and the Starion Sports Complex.
- ☐ Cultivate a training program to groom Mandan Parks and Recreation supervisory roled employees into future leaders.



6. Highest Quality Customer Service

Short Term

- Improve golf cart cleaning operations.
- Evaluate the need for special events for Prairie West golf course.
- Research point of sale systems and phone application services for Mandan's golf courses.
- Increase brand awareness with representation of Mandan Parks and Recreation's new logo.
- Develop the marketing responsibilities that best fit the district.
- Expand on digital advertisements by focusing on updating videos, creating a better online user experience and maximizing search engine optimization
- Update Mandan Parks and Recreation website to create a higher brand awareness.
- Create more direct marketing content. Increase email marketing content.
- Upload board packets onto Sharepoint for Park Board to access to create paperless board packets.
- Grow professional employee development by offering "lunch and learns" during the winter months.



Long Term

- Evaluate food, beverage and beverage cart attendant needs and the opportunity for a larger menu.
- Educate and communicate to adjacent homeowners in regards to liability and general golf course operation procedures.
- Find creative ways to increase usage for Prairie West lounge during the winter
- Provide documents in Spanish. Specific focus on Mandan Parks and Recreation's website.



Putting Mandan's future first with people, parks and programs.