

Friends of the Parks

Strategic Plan – Executive Summary - 2006

Vision

We are a dynamic organization focused on promoting the use and awareness of parks in everyday life, providing financial assistance, and offering a volunteer base.

Mission

The Friends of the Parks supports the Medina County Park District through growing membership, promoting the use and awareness of parks in everyday life; and providing financial assistance.

Values

- Preserving nature
- Lifelong learning
- Community

Key Result Areas & Goals

Outreach

Five-Year Goals

- Double the use of the parks by individuals, park program attendance, and special event attendance

Annual Goals

- 2006

- establish an event for FOTP members only
 1. hold an event in 2006
 2. plan for the 2007 event
- have special events as incentives for new members who join at specific events including the Home and Flower Show, Earth Day, and the Summer Celebration
- by August, plan FOTP sponsored events to be held at the parks during 2007
- have all park volunteers be FOTP members by December

- 2007

- FOTP coordinate and run one event at each park during the year (e.g. picnic, crafts, fishing)

Finance

Five-Year Goal

- Establish a FOTP foundation
- \$100,000 annual budget by 2010

Annual Goals

- 2006

- o By June, list the steps to establish an endowment fund.
- o By June, list possible sources of grant funding.
- o By December, have the endowment fund created, including a plan for what portion of annual and life membership fees will regularly be deposited in the endowment.
- o Apply for grants for the current lead projects

- 2007

- o \$10,000 in the endowment fund by December
- o Apply for grants from at least five different organizations.
- o Membership fees increased by 50 percent
- o A little bit of investment income from the endowment fund.

Membership

Five-Year Goals

- 2010 membership will be 2,010 (approximately four times the 2005 membership)
- Establish member benefits programs that attract new members

Annual Goals

- 2006

- o Establish membership committee to determine benefits of membership
- o By June, develop a membership campaign strategy
- o By December 31, increase membership to 750
- o Review impact of benefits program by December

- 2007

- o Establish membership drive by March
- o Membership of 1,000 by December

Current Lead Project

Five Year Goal

- two projects completed by December 2010 that support park objectives but for which park doesn't have resources

Annual Goals

- Park district staff provide the board members with a list of potential lead projects with a brief description of each one week in advance of next board meeting
- Select the lead project by April
- Select the project coordinator and determine the scope of the project by May
- Determine the project team, timeline, and budget by September
- Project completed by October 2007