



## GOALS - FY 2023-24

*“The Mission of the Worth Park District is to offer our residents opportunities to enjoy life through quality programs, services, and facilities”*

### AGENCY

- To offer quality recreation programs, facilities and services for all users.
- To focus best through prioritization to put important things first.
- To continue the Park District’s commitment to invest in park and facility improvements.
- To maintain and provide areas with play and recreational value which are safe and suitable for all users.
- To provide outstanding customer service that exceeds public expectations.
- To reflect a unified staff/board vision for the Park District.
- To be committed to acquire open space responsibly and appropriately for the purpose of improving park and recreation services to the community.
- To continue to maintain and improve the Park District’s internal and external communication to the community with good public relations through social media and person-to-person contacts.
- To train staff in areas that are applicable and beneficial to the delivery of park and recreation services.
- Provide a safe, healthy and positive work environment for all employees and volunteers
- To always seek opportunities for alternative revenues to lessen the burden of taxpayers.
- To make environmentally conscious decisions regarding parks and facilities.
- To be fiscally responsible.
- Build, grow, and sustain customer loyalty.
- To co-op with neighboring communities in the delivery of park and recreation services.
- To continue the commitment to the South West Special Recreation Association (SWSRA) and support its mission of serving individuals with special needs.
- Focus on the Park District’s mission, vision, and values as a benchmark for decisions and recognize that responsibility is the pursuit of the greatest good for the entire community.
- Make decisions centered on fact-based evidence and not be manipulated into bad decisions based on the decibel level of critics.
- To value resident and participant input and to listen sincerely, whether agree or disagree, to truly understand their perspective, recognizing that understanding other perspectives reflects good leadership.
- Place a greater emphasis on solutions than on a problem.

- To have a complete Rec team to manage all areas in the most effective and efficient way that includes a full time Superintendent of Recreation, Recreation Supervisor, and Marketing and Sponsorship Coordinator and a permanent part time RAS and Day Camp Director.

## ADMINISTRATION/FINANCE

### **Long Term (2-5 years)**

- Continue the use of excess Corporate and Recreation funds for capital development purposes.
- Continue to provide training and development for leadership positions and Board members.
- Develop a mentoring program for succession planning.
- Review and update job descriptions for all positions to accurately reflect each position's responsibility.
- Continue to update and initiate improvements to the Terrace Centre (furniture, lighting, amenities, etc.).
- Implement new means of income for the Park District.
- Continue to maintain and improve relationships with outside agencies, state and local officials, governmental units and community organizations.
- New community center to accommodate and improve the Park District's delivery of programs and services and the administration of such. (ex. indoor soccer, fitness center, walking track, full-size basketball courts)
- To renew the Park District's Distinguished Accreditation through the IAPD and IPRA.
- Continue to update vehicles, fleet and equipment as needed.

### **Short Term (1 year)**

- Successful passing of a referendum to support operations and improvements.
- To continue and maintain the strong relationships that exist with the neighboring park and recreation agencies, staff and boards.
- Continue to research methods of efficiency in presenting financial data.
- Implement job shadowing for efficient staff interaction and backup when it is needed.
- Provide excellent, internal customer support to our fellow employees and the Board of Commissioners
- Continue to work on a lifecycle plan of all electronic equipment that the Park District owns.
- To improve the recording of Park District assets.
- Work closely with the IAPD and the IPRA, on legislative and financial issues that will affect Park Districts.
- Achieve CPRP and/or CPRE certifications for all administrative staff
- To begin preparations for the recertification process of the Distinguished Accreditation program.
- To upgrade the phone system at the Terrace Centre.
- Installation of security cameras at other high use areas (ex. Indoor Playground, Veterans Memorial Park
- Continue to update and manage ADA compliance throughout all parks and facilities.

- To commence new lease agreements with the MWRD for Homerding and Altman Parks.

## **RECREATION**

### **Marketing**

#### **Short Term (1 year)**

- Continue to keep website & Facebook information current and revised on an on-going basis for an enhanced experience.
- Utilize RecTrac more as a marketing tool (ex. email blasts, contacting past participants).
- Continue to add something unique to each series of the brochure (ex. staff picture, new page, updated table of contents, etc.).
- Expanding our marketing tools to reach more of the community.
- Partner with local businesses for more marketing opportunities.
- Continue to build an effective marketing plan that involves all full-time/permanent part time recreation employees.
- Offer online registration for all programs and special events. Incorporate this technology into our flyers/Facebook posts (ex. QR code) and promote online registration as much as possible.
- Using other avenues to market such as: local newspapers, Chicago Southland website and guide, electronic signs, etc. to advertise our events.
- New logos for RAS & Tot Lot.

#### **Long Term (2-5 years)**

- Create an effective marketing plan that involves full time recreation staff/recreation assistant and receptionist.
- To find the most cost effective and efficient way to get the brochures delivered to the residents and businesses in Worth and other delivery jurisdictions.

### **Programs**

#### **Short Term (1 year)**

- Increase RAS Revenue by 5% each year.
- Revamp the program portfolio by creating more diverse programs for teens & adults (i.e., cooking, stem, gaming, clubs).
- Collaborating with more Park Districts to create co-op trips.
- Incorporate at least two new trips per year for our Day Camp program.
- Offer one new fundraiser a year to help develop youth programs.
- Receive more sponsorships from local businesses to support youth programs and leagues.
- Enhance our relationships with other local governmental agencies such as: library, police/fire department/village, etc.
- Develop a relationship with the schools to use their facilities for more programming opportunities.
- Provide online registration options.
- Continue to focus on delivering outstanding customer service.

- Continue to offer high quality programs and special events at a low or no cost option.
- Hire more Recreation/RAS staff.
- Advertise new programs for both children and adults.
- Create a Teen Club with the Library and Worth Restaurant.

### **Long Term (2-5 years)**

- Find quality instructors within the community to create more programs run by in-house staff.
- Achieve a full year of preschool where both 3- and 4-year-old classes are at the maximum.
- Offer new youth/adult leagues as well as enhance on the participation within the co-op leagues we currently have (youth basketball and soccer).
- Increase RAS staff involvement in programming and events.
- Seek new grant options and opportunities for RAS/Preschool and programs.
- Create more financial reports throughout the year for the recreation department (ex. summer camp, RAS, preschool, rentals, etc.).
- Keep up with the trends by offering technology-based options for recreation participation.
- Continue to develop methods to connect with, and deliver services to, diverse markets.
- Begin new sports leagues to increase park and field use.
- Implement Altman Park for more programs and sports leagues.
- Conduct joint programs with the Library, School District, and other Park Districts.
- Create early bird registration and coupon incentives for programs.

### **Facilities**

#### **Short Term (1 year)**

- Replace old/broken tables and chairs for programs and rentals.
- Update and create new manuals for athletic rentals and usage indoor and outdoor.
- Develop a relationship with the schools to use their facilities for more programming and league opportunities.
- Continue to update areas of the gym to align with safety standards (i.e. update gym mats).
- Start a schedule to rotate soccer fields for maintenance to keep them in good shape.

#### **Long Term (2-5 years)**

- Have a digital display sign provided by the Park District at a higher traffic location.
- Renovate Peaks Field 1 back to clay.
- Update the tile in the closets in the gym and use the space more efficiently for storage.
- Have Facility Attendant trainings continuously throughout the year on how to help with registrations and questions from patrons at night during their shift to be able to offer registration later than 5pm.
- Start making a plan for the use of Altman Park and utilize for some of our special events to have more space.

## **Special Events**

### **Short Term (1 year)**

- Increase special event revenue by 5% each year.
- Continue to expand and update seasonal special events.
- Increase the usage of volunteers at special events by staying in touch with the school coordinators. Make a committee for it.

### **Long Term (2-5 years)**

- Provide a co-op special event with a nearby Park District to promote more community involvement and family gatherings.
- Use technology (online registration, QR codes, etc.) for all or 90% of our special events for registration for easier access.
- Create an "Arts in the Parks" event to include live music and a variety of arts and entertainment.
- Expand the special events to raise funds and bring the community together.
- Increase raffles and prizes to help with fundraising for the Park District. Create relationships with these businesses so they sponsor an event/or certain events every year.

## **Education/Training**

### **Short Term (1 year)**

- Provide education opportunities for all recreation employees through PDRMA.
- Continue to evaluate staff annually and work with them on their goals.
- Maintain a checklist for all staff on up-to-date certifications such as: First Aid, CPR, mandated reporter, etc.
- Actively further recreation employee's education with PDRMA trainings.
- Continue to evaluate staff annually and work with them on their goals.
- Maintain a checklist for all staff on up-to-date certifications such as: First Aid, CPR, mandated reporter, etc.
- Yearly fire/tornado and active shooter drill for RAS and preschool programs.
- Have Preschool and RAS staff attend 1-2 workshops per year.

### **Long Term (2-5 years)**

- Attend a conference that is geared towards a more specific area in Recreation (ex. Athletic Business Conference).
- All Rec staff to be CPRP certified (Superintendent, Supervisor, Assistant).
- FT and PPT staff to continue to increase knowledge within the field and attend more trainings (ex. website development, grant writing, fundraising, special event management, etc.)

## **Community**

### **Short Term (1 year)**

- To have more of a presence within the local community such as: attending board meetings throughout the district, open houses at the schools, and job fairs at the local high school/colleges.
- Continue to introduce and promote the Peaks Park renovation.

### **Long Term (2-5 years)**

- To meet with local organizations to combine efforts such as: Scouts, Lions Club, American Legion, Seniors Groups, etc.

## **PARKS**

### **Long Term (2-5 years)**

- Continue to provide trainings for parks staff
- Renew certifications for staff when necessary
- Continue to upgrade amenities (ex. benches, tables, fencing, turf)
- Add shade structures to playgrounds.
- Continue replacement of older playgrounds
- Upgrade/expand the bus barn at the Terrace Centre.
- Replace old fleet vehicles with new ones
- Replace outdated equipment/mowers.
- Renovate the roof of the Terrace Centre.
- Consider options to improve Stahlak Park.
- Continue to strive for full ADA compliance at parks and facilities.
- Continued management classes through PDRMA/NRPA/IPRA.
- Continue to attain certifications appropriate for the Parks and Recreation field. Both front line employees and management: (ex. IL Pesticide Licensing; CPRP; CPSI).
- Seek grant funding/sponsors as available for specific projects
- Construction of new parks maintenance facility.
- Pursue growth of building a fitness area for residents of Worth
- Maintain safe parks and facilities
- Continue to improve Veterans Memorial Park
- Partner with other agencies to accomplish tasks around the District together
- Fully restore the soccer fields at Homerding Park

### **Short Term (1 year)**

- Hire more Parks Department staff
- Parks staff to renew/obtain pesticide applicators licenses
- Add lighting to the Homerding Park parking lot
- Make proper safety adjustments based on PDRMA standards
- Repair/replace picnic tables

- Accident/Injury Free Year
- To update all Logo signage within the Parks and Fleets
- Increased attendance of professional development (PDRMA/IPRA/NRPA) for front line employees.
- Maintain PDRMA standards in line with the Loss Control Review process.
- Improve or devise cost appropriate solutions to improve the maintenance of specialized equipment/motor vehicles.
- Continue to monitor ADA regulations
- Improve the abilities of staff - initiative/skills/training.
- Maintain the working and sharing relationship with the Village Public Works
- Improve the condition of the Terrace Centre (floors, cracks in cinderblocks, etc.)
- Replace mowing equipment as needed (Kubota, New Holland)
- Renovate the parking lot at Stahlak Park
- Install new Park District sign at the corner of 111<sup>th</sup> street and Harlem Avenue
- Complete Peaks Park renovations
- Re-stripe all parking lot paint
- Add mulch to playgrounds as needed
- Update Kennelly park playground
- Update flooring in the preschool room

### **Park Improvements:**

#### Baldwin Park

- Add more playground pieces
- Utilize equipment to keep brush cut back
- Improved/updated signage

#### Gale Moore Park

- Cut down more trees
- Improve/repair electrical service
- Restore softball field
- Replace broken or damaged parking blocks
- Remove port-o-potty enclosure
- Improved/updated signage

#### Homerding Park

- Reinforce/add parking bollards
- Replace playground
- Repair field for soccer
- Add more parking bollards if necessary
- Install additional parking lot lighting
- Improved/updated signage

### Kennelly Park/Terrace Centre

- New playground installation
- Plant tree in honor of Dana Modrick
- Install heating and emergency lights in the bus barn
- New flooring in Preschool Room
- Camera installation
- Improved/updated signage

### Peaks Park

- OSLAD grant renovations
- Replace maintenance garages
- Upgrade lighting at the Goy Center
- Renovate parking lot at Goy Center and across the street.
- Improved/updated signage

### Penny Park

- Add additional playground pieces
- Improved/updated signage

### Stahlak Park

- Renovate parking area
- Cut down trees
- Master Plan
- Utilize field for activity for general public
- Playground Installation
- Improved/updated signage

### Veterans Memorial Park

- Install new sign and flower bed
- Renovation of bricks and concrete.
- Camera installation
- Improved/updated signage

### Worthwoods Park

- Replace tennis court with a different activity area. New fencing around court.
- Remove wooden fencing along west side of playground
- Cut down dead trees
- Replace/add new benches
- Replace lighting for tennis court
- Improved/updated signage