

Recreation Northwest

2023 Strategic Plan Outline

We will retain all 6 Goals that we identified in our 2022 Strategic Plan as we plan ahead for 2023. We have edited the specific **Objectives** where appropriate depending on the status- done, review, or are ongoing. We have removed those objectives whose tasks we have accomplished and have reviewed those to keep or were edited for clarity and others are retained as ongoing tasks to accomplish over time.

Goal 1. Create and implement a Business Plan that ensures the financial viability of Recreation Northwest.

Goal 2. Partner with a robust set of Whatcom County organizations who serve a specific, measurable population in order to connect individuals to the outdoors.

Goal 3. Engage in at least one new project per year to create or enhance public spaces in Whatcom County so that our people can enjoy the outdoors, close to where they live.

Goal 4. Engage in opportunities to support local Outdoor Recreation economic and community development efforts in order to increase the impacts of the Outdoor Recreation sector.

Goal 5. Develop and maintain the status as an employer-of-choice in the recreation industry so that we are able to attract and retain talent to ensure that our staff is well-trained and supported.

Goal 6. Ensure that the board of directors has the skills, knowledge, and construct to effectively lead the organization.

Goal 1. Create and implement a Business Plan that ensures the financial viability of Recreation Northwest.

Objectives

1A: Determine the financial viability of, community interest in, and business model for new program areas into the future so that our revenue sources are secure and our organization is protected from market shifts.

1B: Determining next steps for the Parkscriptions brand as part of the Recreation Northwest brand family.

1C: Respond to inquiry requests and support other communities interested in “Parks RX”.

Goal 2. Partner with a robust set of Whatcom County organizations who serve a specific, measurable population in order to connect individuals to the outdoors.

Objectives

2A: Explore DEI opportunities using our Parkscriptions DEI Plan, CHIP and Parks Needs Assessment as resources to determine which populations need outdoor programming.

2B: Work with at least one new organization annually that serves underserved populations in Whatcom County to explore creating a new program to connect them with nature.

2C: Partner with WWU (namely - Entrepreneurship & Innovation to integrate Parkscriptions philosophy.

Goal 3. Engage in at least one new project per year to create or enhance public spaces in Whatcom County so that our people can enjoy the outdoors, close to where they live.

Objectives

3A: Create safe spaces for passive enjoyment and educational experiences outdoors.

3B: Seek additional stewardship opportunities that will enhance public access to selected local parks.

Goal 4. Engage in opportunities to support local Outdoor Recreation economic and community development efforts in order to increase the impacts of the Outdoor Recreation sector.

Objectives

4A: Articulate and promote the economic impact that the sector has on the local economy.

4B: Maintain a seat at key decision-making tables in order to protect public access and promote the outdoor recreation industry and tourism.

4C: Advocate for community development and access to our public lands, open space and waterways.

Goal 5. Develop and maintain the status as an employer-of-choice in the recreation industry so that we are able to attract and retain talent to ensure that our staff is well-trained and supported.

Objectives

5A: Create a work culture that aligns the organization's values.

5B: Pay a living wage and offer a competitive benefit package.

5C: Conduct annual reviews for all staff

5D: Provide opportunities for ongoing training for staff for professional development and to be able to respond to the needs of our audiences.

Goal 6. Ensure that the board of directors has the skills, knowledge, and construct to effectively lead the organization.

Objectives

6A: Maintain a robust board whose individuals are connected to each other and the work we do.

6B: Understand board roles and responsibilities to establish and maintain expectations for board involvement and individual commitment.

6C: Annually approve a strategic plan and budget at the beginning of the calendar year each January.