

Recreation Northwest



2024 Strategic Plan

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. Work 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.

Objective

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

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: Work with people who serve underserved populations in Whatcom County to explore creating a new program to connect them with nature.

2B: Partner with Western Washington University Departments- Entrepreneurship & Innovation and Recreation, Management & Leadership to integrate Parkscriptions philosophy.

Goal 3. Work to create or enhance public spaces in Whatcom County so that our people can enjoy the outdoors, close to where they live.

Objective

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

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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: Provide an annual Cost of Living Adjustment 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.