

BPRD 2021-2025 Goals and Strategies				
Goal #1 - Maintain and Enhance the Assets and Natural Resources of the Department.				
1.1	Maintain and provide safe parks, trails, and facilities.			
1.2	Maintain and improve existing equipment and assets.			
1.3	Expand trail system to improve connectivity with other community assets.			
1.4	Be responsive to development opportunities that enhance the park system.			
1.5	Expand sustainability initiatives throughout all programming, maintenance, and development efforts.			
1.6	Consider park land addition where it aligns with goals and values.			
1.7	Prioritize sustainability and climate action within parks and facilities.			
1.8	Address capital improvements where needed.			
1.9	Develop long term standards to address public health responses across all parks and facilities.			
Goal #2 - Reinforce activities and programs to positively impact public health, sustainability, and climate action.				
2.1	Continue to provide high quality programs, events, and recreational opportunities.			
2.2	Develop long term standards for virtual programming and engagement.			
2.3	Integrate standards that address public health guidelines for future BPRD programs and events.			
2.4	Continue and expand promotion and marketing of activities, facilities, programs, events, and other community relations efforts.			
Goal #3 - Prioritize Diversity, Equity, and Inclusion.				
3.1	Advocate for workforce recommendations in partnership with the City's Human Resources Department that employs equity, inclusion, and diversity best practices.			
3.2	Support inclusive employee culture initiatives that celebrate the diversity and equity of the BPRD team.			
3.3	Reflect diversity, equity, and inclusion values in internal and external communications.			
3.4	Explore new partnerships to facilitate better engagement with underserved populations.			
3.5	Prioritize program expansion in under-served areas of the community.			
Goal #4 - Develop Administrative and Staffing Capacity				
4.1	Conduct workflow analysis to address changing demands and capacity needs.			
4.2	Enhance training and development plan for staff and leadership.			
4.3	Reinforce strategic volunteer programs and opportunities.			
4.4	Leverage new and existing revenue streams			
4.5	Address community satisfaction.			

SPORTS 2021-2025 STRATEGIC GOALS

Area	#	Year	Master Goal	Sports Goal	Owner	Status	Notes	Account	Amount	Can be used at:
Cascades		2025	1.2, 1.8	Sports Facilities Capital Plan: Upgrading the irrigation system, including financial implementation and evaluation of the cart barn, renovating or building a new one by Q3		In Progress				
Admin		2025	4.5	Sports Facilities Capital Plan: Gather community feedback and develop a plan to renovate the Lower Cascades ball fields		In Progress				
Adult Sports		2025	2.1	Sports Facilities Capital Plan: Develop pickleball master plan, including location and number of courts by Q3		In Progress				
FSC		2025	3.1	Sports Facilities Capital Plan: Review feasibility and develop plan to deconstruct/replace the ammonia pump system at the Winslow/TLSP		In Progress				
Adult Sports		2025	1.7, 1.8	Sports Facilities Capital Plan: Review feasibility of turf fields, including financial implementation and timelines by Q3		In Progress				
Aquatics		2025	1.2, 1.8	Sports Facilities Capital Plan: Work with Spear and develop an AQ master plan, renovation vs. new constructions by Q4		In Progress				
Aquatics		2025	3.5	Increase accessibility and inclusion (locker rooms) at Bryan and Mills pool by Q3 (e.g. Accessible Parking at Mills, Non-Go		In Progress				
TLRC		2025	2.4	Increase total membership used/visits 5% from 92,520 (2023) to 97,146 by Q4. (TLRC)		In Progress				
TLRC		2025	2.4	Increase total participations by 5% from 216,090 (2023) to 226,895 by Q4. (TLRC)		In Progress				
RCA		2025	1.2	Complete court project including fixing cracks on the pickleball/tennis courts and resurfacing the basketball court at RCA park by Q3 (funding to be identified)		In Progress				
Bryan Park Tennis		2025	1.2	Install LED lights and push button system at Bryan Park Tennis courts by Q3 using sustainability funds		In Progress				
Aquatics		2025	1.2	Complete the pool liner replacements at Bryan Park Pool by Q2		In Progress				
Youth Sports		2025	2.4	Host 2+ weekend tournaments at TLSP and Winslow by Q3		In Progress				
Adult Sports		2025	2.1	Reevaluate adult softball program and develop a future plan by Q2		In Progress				
Aquatics		2025	4.1	Increase seasonal staff retention to 80% (year to year)		In Progress				
Aquatics		2025	2.1	Add five hours of pool programming per week (e.g. aquatics, accessible programming, [regarding classes open to public])		In Progress				
FSC		2025	2.1	Maintain current house hockey numbers (94) while making improvements to program- then plan to increase to 120 per(t)		In Progress				
FSC		2025	2.1	Start Summer usage to diversify revenue - at least 50 hours of usage in 2025		In Progress				
Admin		2024	1.2, 1.8	Install accessible doors in Sports Facilities (ARPA funded) by Q3	Kido	In Progress	October Park Board			
Admin		2024	2.2, 2.3	Work with BPC and establish Pickleball budget and bring in \$2,000 per season by Q4	Kido/Mark	In Progress	Receiving checks from BPC			
Adult Sports		2024	1.1, 1.2	Install LED Sports lights at RCA tennis/pickleball courts and SYP BB court by Q2	Kido	Complete	Done!			
Adult/Youth Sports		2024	1.2	Evaluate Sports lights system at all outdoor facilities and develop master plan by Q4	Kido	Complete	Upgraded SYP basketball, RCA and Winslow tennis lights			
Admin		2024	4.1	Re-evaluate Division organizational chart with HR by Q3	Kido	Complete	Hired Chris H and moving Sports Specialist from Winslow			
Aquatics		2024	1.1, 1.2	Complete data and create pool operational/renovation master plan, including data on Mills Pool usage/status, estimated cost of operational contracting for pools, and list of capital repairs needed by Q4	Kido	In Progress	Currently gathering data.			
Admin		2024	1.8	Evaluate Division vehicle purchasing and maintenance needs by Q2	Kido	Complete	Done! Thanks Amy			
Admin		2024	1.4	Develop plans for Lower Cascades Ball park by Q3	Kido/Jason	In Progress				
Admin		2024	4.4	Identify sponsorships and grants for facilities and programs by Q3	Kido	In Progress				
Admin		2024	4.4	Search for potential revenue bonds for irrigation replacement at cascade GC by Q4	Kido/Jason	In Progress				
Adult Sports		2024	1.1	Review data and evaluate pickleball courts needs for 2025 budget consideration by Q2	Kido/Mark	In Progress				
Youth Sports		2024	1.2, 1.6	Activate RCA Park soccer field by Q2 while investigate other soccer options	Kido	Complete				
Aquatics		2024	4.1	Evaluate aquatics staffing model by Q2	Kido	Complete	Hired Chris H and moving Sports Specialist from Winslow			
FSC		2024	1.1	Estimate cost to replace the ammonia pump system at FSC with a modern system by Q3	Kido/Chris	Complete	In FSC consultant report			
Youth Sports		2024	1.1, 1.2	Estimate cost to replace basketball/softball field with turf by Q4	Mark/Scott	Complete				
FSC		2024	1.2	Search for new Zamboni by Q2 to include in budget for 2025	Kido/Chris	Complete	2025 FSC budget			
Adult/Youth Sports		2024	1.1, 1.2	Develop a maintenance master plan for outdoor basketball, tennis, and pickleball courts by Q4	Kido/Mark	Complete	Activated inspection plan in 2025			
Admin		2024	1.9	Review and reuse the Partnership agreement policy 11070 by Q3	Kido/Mark	In Progress				
TLRC		2024	1.1, 1.2	Estimate the upgrading cost of the volleyball poles and nets at TLRC for 2025 budget consideration by Q2	Mark/Daren	Complete				
TLRC		2024	4.1	Reevaluate and update the personal trainer fee/pay system by Q2	Mark/Megan	Complete	Approved by Park Board in April			
Admin		2024	4.1	Investigate the option of moving to cashless payment at sports facilities with new administration and controller by Q4	Kido	No Longer Applicable/C...				
Adult Sports		2023		Increase number of slow pitch softball participation from 39 teams (2022)		Complete	37 teams in 2023			
All		2023		Work with BPC and develop "pickleball budget"		Complete	developed PB budget 2024			
Cascades		2023		Discuss and introduce possible connection to Winslow from Carndon Hill		Incomplete				
Adult/Youth Sports		2023		Discuss and seek new partnerships with outside groups such as Boys and Girls Club, Status of Black Males		No Longer Applicable/C...	Master Plan 2025			
Aquatics		2023		Purchase permanent soccer goals and provide drop-in pla		Complete	Purchased goals in Dec. 2023			
FSC		2023		Increase participation number at Mills pool		Complete	Increased from 6135 to 9577			
FSC		2023		Frank Southern Center increase group hourly rentals 80% from 225 hours in 2022 to 413 by Q4		Complete	from 225 hours to 335 hours			
FSC		2023		Frank Southern Center increase Hockey initiation registrations from 32 to 68 by Q4		Incomplete	from 32 to 54			
FSC		2023		Frank Southern Center increase House Hockey registrations by 5% from 70 to 74 by Q4		Complete	from 70 to 76			
FSC		2023		Frank Southern Center increase public session attendance 40% from 2020 to 9,849 by Q4		Complete				
FSC		2023		Frank Southern Center increase Skating School registration from 417 to 430 by Q4		Complete	from 417 to 567			
FSC		2023		Frank Southern Center Security Camera direct access by staff		Complete	installed the camera in Summer 2023			
Golf		2023		Cascades Golf add interior lighting in parking lot for night safety		Incomplete	installed the security lights			
TLRC		2023		Increase clubhouse rentals		Complete	2022-70, 2023-51			
Youth Sports		2023		Replacing turf at TLRC		Complete	new turf installed in Dec. 2023			
All		2022		Increase number of rentals at TLSP		Complete	hosted 29 tournaments in 2023			
All		2022		Achieve ADA compliance at all facilities		Substantially Complete				
All		2022		Annual Division meeting to discuss workflow analysis by Q2		Substantially Complete				
All		2022		Annual meeting with other divisions to explore cross division opportunities		Substantially Complete				

SPORTS 2021-2025 STRATEGIC GOALS

Area	#	Year	Master Goal	Strategic Goal	Owner	Status	Notes
All		2022		Building and Trades install fiscal court by Q3		Incomplete	
All		2022		Complete annual audit of delivery structure of programs and offerings by Q2		Substantially Complete	
All		2022		Complete annual audit of mentored programs and offerings by Q2		Substantially Complete	
All		2022		Continue partnership with Bloomington Soccer Club at Winslow to maximize capacity by Q2		Complete	
All		2022		Discuss and seek new partnerships with outside groups such as Boys and Girls Club, Status of Black Males		Incomplete	
All		2022		Drive effort to produce and upkeep annual facility inspection forms		Substantially Complete	
All		2022		Review naming and language of all facility offerings		Incomplete	
All		2022		Twin Lakes Softball: demolish and repurpose interior bleachers of complex		Complete	
All		2022		Winslow Sports Park: demolish tops of senior field scorekeepers		Incomplete	
All		2022		Winslow Sports Park: repurpose field #5 from baseball to all grass		Complete	
Aquatics		2022		Bryan Park Pool increase attendance to 30,000 from 24,685 in 2021 by Q3		Complete	
Aquatics		2022		Increase Learn to Swim participation from 310 in 2019 to 326 in 2022 by Q3		Complete	
Aquatics		2022		Millie Pool increase attendance to 12,000 from 5,040 in 2021 by Q3		Incomplete	
Cascades		2022		Cascades Golf Course increase 18 hole rounds by 5% from 28,998 in 2020 by Q4		Complete	
Cascades		2022		Cascades Golf Course increase driving range participations 5% from 17,295 in 2020 by Q4		Complete	
Cascades		2022		Cascades Golf Course increase golf outings from 20 in 2020 to 22 or more in 2022 by Q4		Complete	
Cascades		2022		Cascades Golf Course rent the clubhouse for 16+ private rentals by Q4		Complete	
Frank Southern		2022		Frank Southern Center increase group hourly rentals 84% from 225 hours in 2020 to 413 by Q4		Incomplete	
Frank Southern		2022		Frank Southern Center increase Hockey initiation registrations from 32 to 68 by Q4		Complete	
Frank Southern		2022		Frank Southern Center increase House Hockey registrations by 5% from 70 to 74 by Q4		Complete	
Frank Southern		2022		Frank Southern Center increase public session attendance 40% from 2020 to 9,849 by Q4		Incomplete	
Frank Southern		2022		Frank Southern Center increase Skating School registration from 417 to 440 by Q4		Complete	
Youth Sports		2022		Facilitate over 140 participants for youth and adult tennis lessons by Q3		Complete	
Youth Sports		2022		Youth Sports host a minimum of 3 baseball tournaments at Winslow by Q3		Complete	
Youth Sports		2022		Youth Sports participants recover 80% of Junior Baseball from 437 in 316 in 2022 by Q4		Complete	
Youth Sports		2022		Facilitate 275 hours of field rentals to outside event directors which would be a 25 hour increase from 2020 by Q4		Complete	
TLSP		2022		Twin Lakes Softball host one national softball tournament creating \$500,000 in economic impact by Q3		Incomplete	
TLSP		2022		Twin Lakes Softball recover 70% of participants from 1,680 in 2019 to 1,176 in 2022 by Q4		Incomplete	
TLSP		2022		Twin Lakes Softball: resolve building deck railing risks		Complete	
TLRC		2022		TLRC recover 75% of Youth Basketball registrations from 730 in 2019 to 548 by Q3		Incomplete	
TLRC		2022		TLRC recover 80% of facility rental hours of courts/turf from \$171,000 in 2019 to \$136,800 by Q4		Complete	
TLRC		2022		TLRC retain 80% of 15 person seasonal staff from 2021 by Q4		Complete	
TLRC		2022		Twin Lakes Recreation Center recover 75% of visits/participations from 65,660 in 2019 to 49,245 by Q4		Complete	
Admin		2022		Security Camera direct access by staff, drive a resolution or decision from administration		Incomplete	
Admin		2022		Twin Lakes Recreation Center, drive reminders and discussion about Weiner Road connection to trail		Incomplete	