



# Strategic Plan

**Council Presentation  
November 9, 2017**

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What future will you  
create based upon  
what you know?



What's  
happening  
around you?

What will you do  
moving forward?

Who are you  
today?



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# Strategic Plan 2022





# Stakeholder Engagement

Staff  
workshops

Mayor &  
Council  
interviews

Community  
focus groups

Statistically-  
valid survey

Imagine  
Mesa portal

On-line  
public survey



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- Organizational health
  - Communication
  - Staffing
- 
- Competition
  - Partnerships
  - Safety & security
  - Relevance
- 
- Maintain existing assets
  - Financial sustainability
  - Long range planning
- 
- Communication
  - Community awareness
  - Partnerships
  - Economic development
  - Demographics

# Themes



***Priority***



***Goal 2a***



***Action 2aiii***

***Deliver only  
the highest  
quality  
services &  
experiences***

**Foster  
creativity &  
innovation  
leading to  
memorable  
customer  
experiences**

**When renovating  
or building,  
ensure that the  
design of spaces  
and places  
provide unique  
and memorable  
experiences for  
citizens &  
visitors.**



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***Priority***



***Goal 3b***



***Action 3bi***

***Balance  
needs with  
wants to  
stabilize the  
bottom line***

**Strategic  
management  
of our  
physical  
assets/  
inventory**

**Develop a  
comprehensive  
asset  
management  
plan and  
strategy.**



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***Priority***



***Goal 3d***



***Action 3di***

***Balance  
needs with  
wants to  
stabilize the  
bottom line***

**Invest in  
long range  
planning**

**Dedicate  
resources to the  
development of  
a comprehensive  
Parks and  
Recreation  
Master Plan.**



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***Priority***



***Goal 4b***



***Action 4bii***

***Build strength  
through  
community  
connections &  
relationships***

**Focus on  
community  
outreach  
and  
education**

**Develop a  
comprehensive  
and streamlined  
Department  
marketing and  
communications  
plan.**



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**Organizational health  
Relevance  
Asset management  
Long range planning  
Financial sustainability  
Community engagement**



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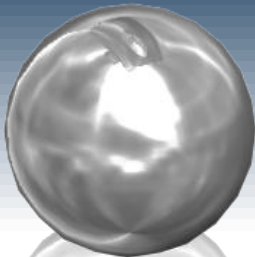
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# Next Steps...

1. Finalize staff teams to focus work on actions
2. Identify resources required for each action
3. Create annual work plans for implementation
4. Final presentation to staff and scheduling of quarterly meetings to review progress





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# Our Purpose

Parks, Recreation and Community Facilities contributes to a healthy and vibrant community by providing exceptional experiences and services to those who live, work and play in Mesa.

We are committed to:

- ♦ being responsible stewards of parklands, facilities and finances, and transparent in how we manage these resources.
- ♦ providing safe spaces and places for people to enjoy and recreate.
- ♦ working together to focus on services that meet the ever changing needs of our community.



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# Organizational Values



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Safe spaces & places  
Fiscal responsibility  
Integrity  
Respect  
Customer service  
Sustainability  
Innovation  
Collaborative  
Resourceful  
Accountability  
Adaptability



Community, customers  
& staff perspectives,  
interests & needs



**SWOT**  
(strengths, weaknesses,  
opportunities & threats)



**Demographics**



**Competition**



**PEST**  
(political, environmental,  
societal and technological)  
considerations



## Department priorities

*Create the  
best version of  
ourselves*

*Deliver only  
the highest  
quality  
services &  
experiences*

*Balance needs  
with wants to  
stabilize the  
bottom line*

*Build strength  
through  
community  
connections &  
relationships*

## Department purpose & values

Our purpose:

Parks, Recreation and Community Facilities contributes to a healthy and vibrant community by providing exceptional experiences and services to those who live, work and play in Mesa.

We are committed to:

- being responsible stewards of parklands, facilities and finances, and transparent in how we manage these resources.
- providing safe spaces and places for people to enjoy and recreate.
- working together to focus on services that meet the ever changing needs of our community.

We value:

Safe spaces & places  
Fiscal responsibility  
Integrity  
Respect  
Customer service  
Sustainability  
Innovation  
Collaborative  
Resourceful  
Accountability  
Adaptability

## Department goals

- Inspire staff to live healthy lifestyles
- Focus on teamwork through collaboration and communication
- Promote a sense of ownership and pride
- Support employee growth and development
- Foster creativity and innovation leading to memorable customer experiences
- Focus on relevant services
- Impart quality through safety and accessibility
- Embrace technology to maximize efficiency
- Focus on fiscal responsibility
- Strategic management of our physical assets/infrastructure
- Understand our communities' desires
- Invest in long range planning
- Optimize staff resources
- Promote relationships that bring our community together
- Focus on community outreach and education
- Optimize partnerships and opportunities to share resources

## Department actions

28 actions

27 actions

35 actions

18 actions

Implementation/Execution

**Performance Outcomes – RESULTS!**

