

Final  
Report



# Imagine your Parks



**Strategic Plan for**  
The Recreation and Park Commission  
for the Parish of East Baton Rouge



July 27, 2004



## East Baton Rouge Parish Strategic Planning Outcome

### VISION STATEMENT

*To build upon our successes as one of the nation's premier parks and recreation providers by:*

- Creating and strengthening strong ties with the community through citizen-based planning, participation and equitable distribution of resources
- Continually improving and enhancing facilities and programs
- Promoting a safe, fun, and inclusive environment for recreational and leisure activities
- Taking a leadership role in protecting, interpreting and promoting cultural, historic, and natural resources.
- Consistently providing a wide range of recreational opportunities accessible to all through quality parks and special facilities.
- Leveraging resources and forging strategic ties to achieve or exceed our mission

### MISSION STATEMENT

To provide parks and recreational opportunities for all citizens of East Baton Rouge Parish.

### CORE VALUES

Equity in Facilities and Programs

Respect for the Past

Citizen based planning

Quality Facilities and Programs

Environmental Stewardship

Cultural Diversity

Value of Partners

Close to Home Opportunities

Safe and Secure Parks

### GOALS

Connectivity  
Provide a safe connected park system

Accessibility  
Parks and Facilities designed to facilitate equal community access

Community Level Parks and Playgrounds  
Provide a variety of experiences in one location

Maximize Resources  
Utilize all available resources to operate, maintain and develop Parks, Programs and Facilities

Quality  
Programs, Parks and Facilities are provided at a high level

Inclusion  
Program, Parks and Facilities are provided for everyone

### POLICIES AND OBJECTIVES

### PERFORMANCE MEASURES

Upgrade 12 Community Level Parks

20% Increase In Park Maintenance Funding Per Acre

Development of 3 Large Recreation Centers

Realignment of Organizational Structure

Increase Internal Revenue Generation from 25% to 35%

Additional Upgrade to Existing Parks in the Amount of \$52.3M



## CREDITS

“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.” (Anthropologist Margaret Mead)

### Commissioners

Gerald Handy, Chairman  
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Hal Butt, Treasurer  
Pat Bergeron  
Jim Brewer  
Audrey Nabors Jackson  
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### Special Thanks to the Citizens

A special thanks to the citizens in the Parish who participated in the planning process. Attendance at 125 public meetings, focus groups, individual interviews and responses from those who were randomly selected for the statistically valid citizen survey provided the planning team with invaluable information upon which it developed its final recommendations.



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