

# STRATEGIC PLAN



ACTIVE | HEALTHY | TOGETHER

Last Updated November 15, 2018  
© Mountain Recreation Metropolitan District

EDWARDS ■ EAGLE ■ GYPSUM





## MISSION

Providing world-class recreational opportunities so everyone in our community lives a healthy and happy life.

## VISION

We create experiences that make our community better than yesterday, where life-long goals are achieved, and dreams are born. We don't settle for anything less than excellence in every area of our organization. We have the courage to be honest and to adapt to change. Regardless of role those values are embedded into our organization making us a true leader in recreation.



## CORE VALUES

**COURAGE** We believe that every human has the ability to trust themselves to test their limits. Courage is an essential ingredient in personal growth. It's what propels us to reach new milestones.

**JOY** We believe that the quest for true happiness has far more value than money, success, and achievement. Joy is healthy and is contagious!

**COMMUNITY** We believe there is strength in bringing people together that cannot be matched individually.

**LEARNING** We believe freedom comes from lifelong learning and personal development. We are thankful to create experiences that make our community better than yesterday, where life-long goals are achieved and dreams are born.

**EXCELLENCE** We believe that we have been entrusted with our community's most prized possessions – their health, their families, and their tax dollars. We will always meet our community's needs in an efficient, engaging, effective, and transparent manner.





## SUMMARY



Mountain Recreation is a top leader in the recreation industry that welcomes and captivates residents and visitors. Mountain Recreation's programming, events, community partnership, outreach and support are a part of daily life and will help shape the character of Mountain Recreation, its people and its surrounding areas. Mountain Recreation is well maintained and safe, sustainable, and meets the needs of individuals, families, and communities. Aware of its value to their lives, patrons and supporters are proud stewards and supporters of an extraordinary recreation district and will help Mountain Recreation continue to tell our story and build our legacy.



### **GYPSUM RECREATION CENTER**

52 Lundgren Blvd  
Gypsum, CO 81637  
(970) 777-8888



### **EAGLE POOL & ICE RINK**

1700 Bull Pasture Road  
Eagle, CO 81631  
(970) 328-5277



### **EDWARDS FIELD HOUSE**

450 Miller Ranch Rd  
Edwards, CO 81632  
(970) 766-5555



[MountainRec.org](http://MountainRec.org)





## WHERE WE'RE GOING

Mountain Rec's vision will guide the future development, operations and maintenance of Mountain Rec into 2028. Our seven strategic priorities will set the tone for Mountain Rec as we strive to become the leader in recreation not only on the Western Slope, but throughout all of Colorado.

### PRIORITY #1

#### HEALTH & SOCIAL SERVICES

WE BELIEVE EVERYONE DESERVES  
TO BE HEALTHY AND HAPPY

- ▮ Work with partners to target and combat community health issues identified by Eagle County Public Health
- ▮ Offer evidence-based programs using prevention techniques
- ▮ Provide health promoting facilities, services, and programs regardless of ability to pay
- ▮ Engage a health in all policies platform, infusing health promoting principles, activities, and opportunities in every facility and program

### PRIORITY #2

#### FACILITIES

CONVERTING RECREATION CENTERS  
INTO COMMUNITY CENTERS

- ▮ Ensure all District facilities are welcoming and safe intergenerational facilities
- ▮ Include free access to lobbies in all facilities
- ▮ Keep facilities available to the County as emergency shelters in times of need
- ▮ Open rec centers to middle school students for free during select school year breaks

#### EXPANDING FACILITIES TO MEET COMMUNITY NEEDS

- ▮ Examine community needs against existing service levels
- ▮ Develop asset management plans
- ▮ Develop a long-range capital improvement and maintenance plan

### **PRIORITY #3**

## **PARTNERSHIPS BALANCED WITH SELF-RELIANCE**

TOGETHER WE'RE BETTER

- ▮ Nurture relationships already in place with regular, open, and honest communication
- ▮ Identify and pursue opportunities for new partnerships with public, private, and nonprofit organizations
- ▮ Develop a sponsorship program that creates opportunities for local businesses to support the community through Mountain Rec's programs, facilities, and initiatives

### **PRIORITY #4**

## **PROGRAMMING**

THERE IS SOMETHING FOR EVERYONE AND EVERYONE IS DOING IT

- ▮ Examine community needs against existing service levels
- ▮ Develop a recreation programming plan
- ▮ Focus on outcomes to ensure quality of programming
- ▮ Develop an outdoor recreation program
- ▮ Infuse enrichment opportunities in camp programs
- ▮ Identify and nurture partnerships to assist in program development



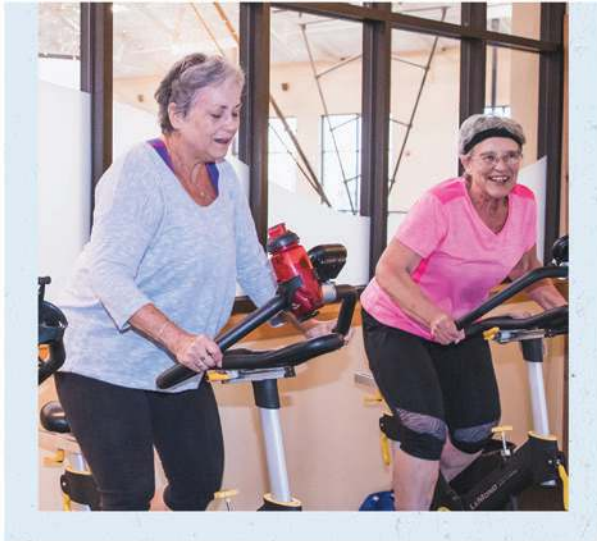
### **PRIORITY #5**

## **WORLD CLASS GUEST SERVICE**

WE WILL PURSUE A HIGH LEVEL OF PERFORMANCE AND QUALITY SERVICE

- ▮ Develop and implement a system of evaluation that informs program and facility decisions
- ▮ Develop and implement performance standards in alignment with the mission, vision, and values
- ▮ Seek state and national recognition and awards for such performance
- ▮ Recruit and retain a high-quality workforce
- ▮ Develop staff according to community need





### **PRIORITY #6**

## **EXERCISE OUR UNIQUE BRAND**

**WE ARE ONE MOUNTAIN RECREATION –  
CONSISTENT AND COHESIVE**

- ▮ Develop a communication system that ensures consistency of information across all area front line operations
- ▮ Deploy the new brand in ways that ensure Mountain Recreation's amenities are identified by the community as belonging to the District

### **TELL OUR STORY**

- ▮ Systematize the District web site, social media, and e-newsletters
- ▮ Design communications to reflect the brand voice and enhance brand equity
- ▮ Communicate in both English and Spanish

### **PRIORITY #7**

## **COMMUNITY STEWARDSHIP**

**ENGAGE THE COMMUNITY  
IN DECISION-MAKING**

- ▮ Create advisory councils to improve the collection of input from specific market segments
- ▮ Strategically deploy demographic, trend, and community needs assessments that inform facility expansion/improvement to anticipate the needs of the community

**MAINTAIN THE COMMUNITY'S TRUST  
IN THE USE OF THEIR TAX DOLLARS**

- ▮ Identify and deploy communication methods that make finding District information and board action easy
- ▮ Continue to employ sound fiscal practices