

STRATEGIC PLAN



ACTIVE | HEALTHY | TOGETHER

Adopted February 21, 2024
© Mountain Recreation Metropolitan District

EDWARDS ▯ EAGLE ▯ GYPSUM

OUR STORY



Founded in 1980, Mountain Recreation was created to provide recreational services to residents and visitors of Edwards, Eagle, Gypsum, Dotsero, and unincorporated areas in western Eagle County. This Special District covers roughly 880 square miles and provides services for more than 35,000 residents.

Categorized as a political subdivision within the state of Colorado, Mountain Recreation is governed by a Board of Directors comprised of five elected residents within our boundaries. We receive funding from a variety of sources including property tax, user fees, grants, donations, and other miscellaneous revenues.

Over the past 40 years, Mountain Recreation has evolved into a full-service recreational organization. We offer a total of seven safe, clean, and welcoming recreation facilities across Eagle County and provide more than 250 community programs and events each year.



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



MISSION

Mountain Recreation provides quality recreational facilities and programs so everyone has the opportunity to live a healthy and happy life.

VISION

Mountain Recreation is available to everyone and offers access to welcoming, clean, safe recreational facilities that promote healthy living and bring people together. Community members are invited to test their limits, try out new activities, and make new connections, whether engaging in activities just once or exploring opportunities they can enjoy for a lifetime.



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 enduring 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.



BOARD PHILOSOPHY

We create experiences that make our community better than yesterday, where lifelong 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 adapt to change. Regardless of role, these values are embedded into our organization and make us a true leader in recreation.

STRATEGIC PLAN OBJECTIVES

ORGANIZATIONAL HEALTH

The team is the lifeblood of Mountain Recreation.

PROGRAMMING

The foundation of what we provide to the community.

FACILITIES

The places where our community unites and engages.

FINANCIAL HEALTH

We are committed to financial stability and fiscal health.

HEALTH + SOCIAL SERVICES

We are dedicated to improving the health of the community.

MOUNTAIN RECREATION COMMUNITY



WHERE WE'RE HEADED

Mountain Recreation's vision will guide the future development, operations, and maintenance of our organization into 2028. Our five strategic priorities will continue to guide Mountain Recreation as we maintain and strengthen our leadership role in recreation across the Western Slope and all of Colorado.

OBJECTIVE #1

ORGANIZATIONAL HEALTH

THE TEAM IS THE LIFEBLOOD OF MOUNTAIN RECREATION

Our ability to offer excellent recreational services depends on a unified organization that is aware of and aligned with its mission, vision, values, and objectives. To achieve this, we must:

- ▢ Work closely with community partners.
- ▢ Communicate clearly with internal and external audiences regarding goals, events, achievements, and use of funding.
- ▢ Recruit and retain skilled employees; offer competitive benefits and housing guidance.
- ▢ Recognize and celebrate employee achievement and workplace culture.
- ▢ Plan a sustainable future, considering facilities, funding, staffing, and community growth.

OBJECTIVE #2

PROGRAMMING

THE FOUNDATION OF WHAT WE PROVIDE TO THE COMMUNITY

Diverse community members and populations come together to improve physical, mental, and social well-being. Our programming should continue to:

- ▢ Be inclusive, accessible, safe, and welcoming.
- ▢ Promote activities at underutilized times and facilities to serve the community.
- ▢ Intentionally identify and fill gaps in youth skill development.
- ▢ Consider and complement other organizations' offerings to best serve the community.
- ▢ Foster strong community partnerships.
- ▢ Support after school care needs for working parents.

OBJECTIVE #3

FACILITIES

THE PLACES WHERE OUR COMMUNITY UNITES AND ENGAGES

Mountain Recreation's facilities are an outward display of the entire organization. These facilities offer the foundation for providing outstanding community programming. We strive for the following at each facility:

- ▣ A clean, safe, welcoming environment.
- ▣ Excellent customer service.
- ▣ Appropriate, forward-thinking, fiscally responsible maintenance and planning.
- ▣ Full utilization through strategic scheduling and creative collaboration with community partners.
- ▣ A sustainability action plan for efficient, effective operation.
- ▣ Guided by a Capital Reserve Study with a 20-year plan for strategic financial planning, evaluation, and a shared fund for repairs and future projects.



OBJECTIVE #4

FINANCIAL HEALTH

WE ARE COMMITTED TO FINANCIAL STABILITY AND FISCAL HEALTH

Mountain Recreation is committed to financial stability through planning and preparation. To ensure continued viability, we will:

- ▣ Review finance policies and procedures for clarity, effectiveness, and employee adherence.
- ▣ Provide easily accessible financial information to stakeholders.
- ▣ Implement operational efficiencies; maximize use of funding and alternative sources.
- ▣ Maintain mutually beneficial intergovernmental agreements with community organizations.
- ▣ Validate our value to the community with an economic impact study.

OBJECTIVE #5

HEALTH & SOCIAL SERVICES

WE ARE DEDICATED TO IMPROVING THE HEALTH OF THE COMMUNITY

Mountain Recreation provides recreational opportunities that improve the overall well-being of our community. To continue improving the wellness of our patrons, we will:

- ▣ Partner with local organizations to support community wellness and promote preventative health measures.
- ▣ Use data to track and validate improved participant health outcomes.
- ▣ Continue to provide and improve translation services.
- ▣ Maintain ADA compliance.