

## Strategic Planning Goals

### Highest Priority Goals

- **Trail Improvements**
  - a. **Replace Boardwalk**
  - b. **Better Trail Signage – Wayfinding, Emergency Markers, Updated Maps**
  - c. **Blacktop Trail Improvements – Surface trail repair and address drainage issues**
- **Increase full time staff**
  - a. **Full Time Assistant Naturalist**
    - i. **Include volunteer coordination in job duties**
  - b. **Full Time Administrative Assistant**
  - c. **Full Time Site Manager**
- **Building Needs – Physical & Functional**
  - a. **New Flooring in Nature Center**
  - b. **Bathroom Remodel**
  - c. **Replace Building Siding and Update Entryway**
  - d. **Update Snowshoe Room/Storage Area**
- **Financial Support**
  - a. **Consult with Friends group on their future.**
  - b. **Increase Revenue**
    - **Restructure User Fees based on a cost recovery pyramid**
    - **Evaluate Building Rentals - 2023**
    - **Evaluate Gift Shop - 2024**
  - c. **New fundraising programs for specific projects**
  - d. **Research/Create a 1000 Islands Foundation**

### Secondary Goals (not in any order)

- **Interpretive/Exhibit Improvements in Nature Center**
  - a. **Shoot/Don't Shoot Display**
  - b. **Purchase New Pelts**
  - c. **Education Friendly Signs for Building Expectations**
  - d. **Crayfish Exhibit**
  - e. **Get rid of ocean based fish collection**
  - f. **Invasive Species Exhibit**
  - g. **Upgrade Displays – no more glass display cases**
- **Expanded Public Programs**
  - a. **Sustainable Program Series**
  - b. **Additional Summer Camps**
  - c. **Additional Adult Programs**

- d. Additional Make & Take Programs
  - e. Program registration software
  - f. Broader Special Events – Tie w/ fundraising efforts
  - g. Invasive Species Education
- Collaboration with Other Groups
  - a. Networking w/ other organizations, groups, & city departments
  - b. Join Friends with Environmental Action Group/reorganization of Friends
- Outreach
  - a. Increase Social Media Presence
  - b. Increase Marketing
  - c. Develop Outreach Table
- Equipment Needs
  - a. Purchase new truck – EV
- Live Animal Collection Improvements
  - a. New Displays
  - b. Better Husbandry
- Educational Tools?? (Catchall)
  - a. Natural Play Area
  - b. Eagle Nest Webcam
    - i. Fundraising Plan
    - ii. Installation of webcam
  - c. Outdoor Teaching Area
    - i. Picnic Area
    - ii. Upper Woods
  - d. Purchase BenQ Board
  - e. Program Evaluation System
  - f. Increase Inclusivity – programming for special needs – sensory based
  - g. Increase Inclusivity – Offer Spanish & Hmong translations
  - h. Establish New Use for Old Goat Area
  - i. Permanent Orienteering Course in Upper Woods
  - j. Investigate uses of Island #3
  - k. Evaluate Island #3
  - l. State of the Art Sugar Shack
  - m. Utilize ball diamonds/football field in no longer used
  - n. STEM Room/Classroom Space