

Five-Year Strategic Plan



2026-2030

Margaret McMahan
Executive Director

Board of Directors

Kimberly Garcia

Denise York

Kai York - Chairman

- 
- **Mission Statement** To engage and encourage our residents to pursue a vibrant and appealing community through environmental stewardship
 - **Motto** To educate and engage Richwood citizens on litter prevention, beautification, and waste reduction; To inspire and empower Richwood citizens to keep our city clean and beautiful
 - **Values**- To create a high level of cleanliness and aesthetics in our parks and community; to encourage Richwood citizens to engage in responsible actions which promote a sustainable environment



SWOT Analysis

- **Strengths-** regular income
- **Weaknesses-** limited number of board members/volunteers
- **Opportunities-** grants, creating volunteerism, creating partnerships
- **Threats-** change in leadership, loss of board members, hurricanes, flooding



Goals and Tasks

- **Beautification**
 - **Recruitment**
 - **Event build-up and preparation**
 - **Reports, surveys, grants, and awards are completed**
 - **Maintain Gold Star Status**
 - **Attain Award of Excellence / Sustained Excellence Award**
 - **Win GCAA every 5 years**
 - **Increase youth engagement**
 - **Increase social media presence**
 - **Park improvements**
- 



Annual Revenue

- ▶ \$15,500 from Water Bill
- ▶ \$5,000 from General Fund
- ▶ Add money-making activities to yearly events
 - ▶ Concessions, reusable bags, stickers, branded t-shirts, raffle, haunted trail, zombie run, summer camps
- ▶ Seek donations and partnerships with the business community
- ▶ Implement Adopt-A-Garden program
- ▶ Money from Textiles Recycling Box



Expenses

- Yearly events
- Park improvements
- Advertising and public relations
- Maintaining the Community Garden
 - **Greenhouse?**



Ongoing and Annual Projects

- ▶ Cleanups & committee workdays to include 2 annually
- ▶ Reading at local schools about recycling and caring for the environment
- ▶ Parks events (Easter, Trunk or Treat, National Night Out)
- ▶ Flag events (Memorial Day, **Flag Day**, July 4th, Labor Day, Veteran's Day)
- ▶ Yard of the Month & Special Contests (Most Patriotic, Spookiest, Best Decorated)

Goals and Tasks by Park

- **Bobby Ford Park-** Water fountain that can service both dogs and people & a doggy-cleanup station, paint bathroom building with art/mural, install a musical station
- **Larry Johnson Park-** Install a water fountain that can serve both dogs and people & a doggy-cleanup station.
- **Pocket Park-** Install a water fountain that can serve both dogs and people & a doggy-cleanup station
- **Ellis Park-** Paint outbuildings and/or bathroom building with a mural, install a water fountain that can serve both dogs and people & a doggy-cleanup station

What we can do to make an impact this year

Most of these will also help meet the metrics we need for our Annual Affiliate Recognition Report and GCAA application

- ▶ Reading in the schools
- ▶ Educating residents on Recycling, Waste Reduction & Water conservation with free publications
 - ▶ Social media, bi-lingual material placed in lobby of City Hall, hand out at our events
- ▶ Form Garden Club/Committee to oversee all things related to the Community Garden
- ▶ Place a Textiles Recycling Box in the Community Garden parking lot
- ▶ Art Contests or opportunities for youth to decorate – Earth Day, Christmas



The Year 2026

- Increase partnerships with schools, churches and businesses to create a tighter sense of community and elicit more resident participation – Adopt-A-Garden program
- Have logo/branded merchandise available for sale at events
- Youth Summer Camp or classes
- Apply for grants to fund 2026-2028 Parks Projects



The Year 2027

- Murals on the bathroom and/or outbuildings
- Install water fountain for pets & people at Ellis Park
- Add a doggy clean-up station at Ellis Parks



The Year 2028

- Murals and musical playground equipment at Bobby Ford Park
- Water fountain for pets and people and doggy clean-up stations at Bobby Ford Park



The Year 2029

- Install water fountains for pets and people & doggy clean-up stations at Larry Johnson Park and at the Pocket Park on Cardinal
- 



The Year 2030

- To have sufficient Board Members and volunteers to create sub-committees for planning and development of educational classes, seasonal decorating at the Community Garden, youth and school liaisons, and fundraising for scholarships



Goals for the Garden Club/Committee

- Create standard operating procedures for citizens to have grow spaces
- Pumpkin Patch
- Build a greenhouse
- Sell seedlings



Park by Park

Keep Richwood Beautiful
Five Year Strategic Plan



Richwood Community Garden

Oyster Creek Drive at Wisteria



Richwood Community Garden

Oyster Creek Drive at Wisteria

2026

- Create Garden Club / Committee
- Pumpkin Patch
- Art Contest or decorating opportunities
- Fund a Greenhouse
- Sell baby plants & wildflower seeds
- Partner with Service Groups



Ellis Park

Across from Polk Elementary

Ellis Park

Across from Polk Elementary

2027

- Add visual and artistic aesthetics by painting murals on the outbuildings and bathrooms
- Water fountain that can be used for pets and people
- Add a doggy clean-up station to Bobby Ford and Ellis Parks





Bobby Ford Park
Oyster Creek at Oyster Creek Ct.

Bobby Ford Park

Oyster Creek at Oyster Creek Ct.

2028

- Install a piece of musical playground equipment
- Add visual and artistic aesthetics by painting murals on the bathroom
- Water fountain that can be used for pets and people
- Add a doggy clean-up station





Larry Johnson Park

2004 and the entrance to Audubon Woods 1

Larry Johnson Park

2004 and the entrance to Audubon Woods 1

2029

- Paint the basketball court
- Water fountain that can be used for pets and people
- Doggy Clean-up station
- Consider creating a sensory garden down the road (musical playground equipment)





Pocket Park

Cardinal at Blue Jay



Pocket Park

Cardinal at Blue Jay

2030

Water fountain that can be used by pets and people

➔ Doggy Clean-up station





Dorothy Torrence Park

Memorial Park on Misty Ct.

➡ No plans for this park

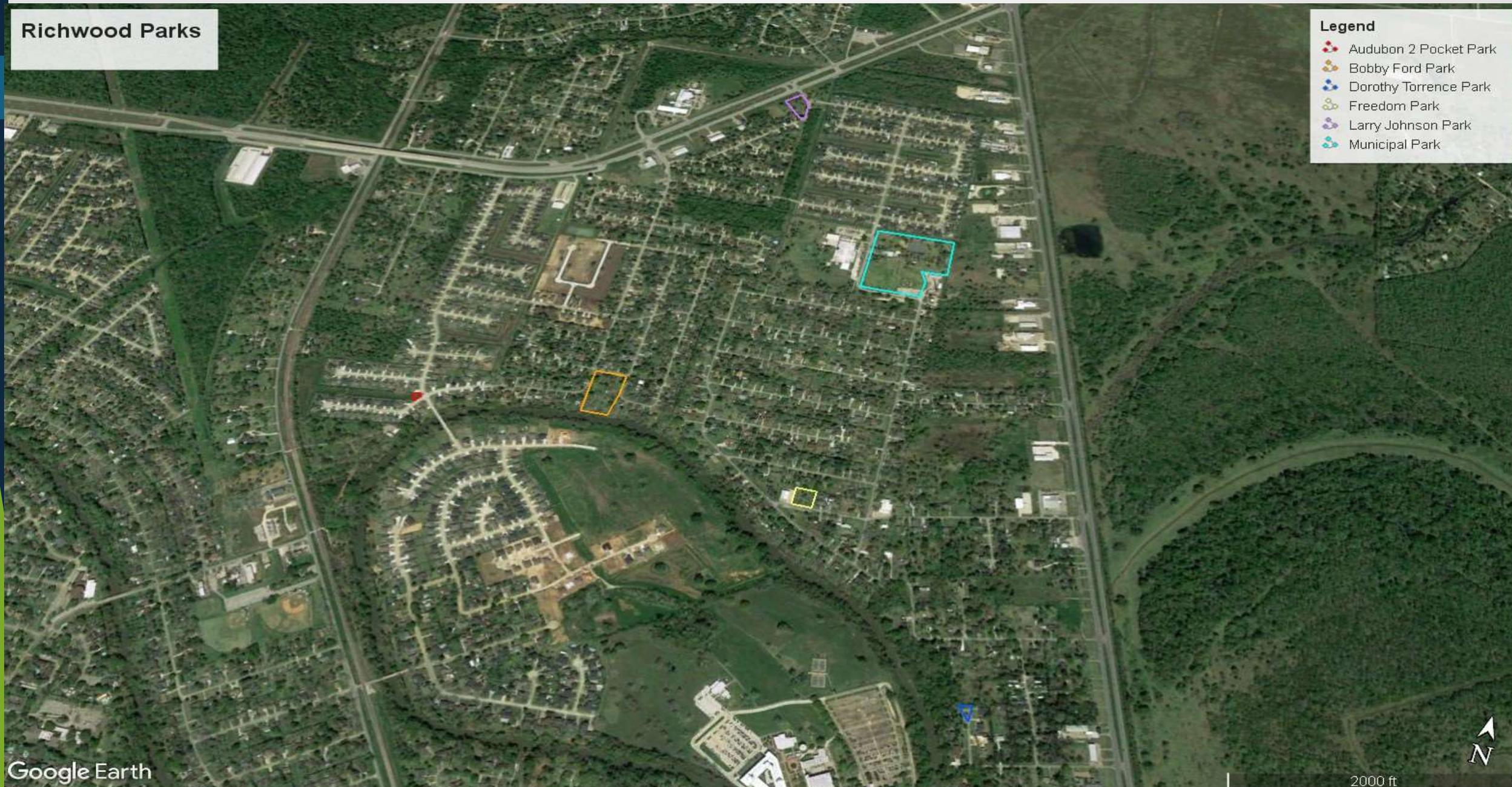


Richwood Parks



Richwood Parks

- Legend**
- Audubon 2 Pocket Park
 - Bobby Ford Park
 - Dorothy Torrence Park
 - Freedom Park
 - Larry Johnson Park
 - Municipal Park



Ellis Park

- Roughly 5000 sq. ft. and 600 sq. ft. covered pavilion space
- Splash pad
- Tennis court
- Assorted playground equipment
- 1/3-mile walking track
- Restrooms
- Soccer field
- Baseball field



Larry Johnson Park

- Basketball court
- Swing set
- Available water source



Audubon Woods 2 Pocket Park

- Roughly 3500 sq. ft. space
- Police park here frequently to monitor traffic



Bobby Ford Park

- 600 sq. ft. covered pavilion
- 1/6-mile walking track
- Assorted playground equipment
- Basketball court
- Restroom
- Fishing pier
- Picnic tables
- Outdoor grills



Freedom Park (memorial park)

- Decorative foliage
- Memorial bench and plaque
- Flagpole



Dorothy Torrence Park (memorial park)

- Memorial stone
- Concrete slab where the gazebo (that is now at the Community Garden) used to be

