2. Matthew's

Parks and Recreation Department Purpose, Mission, and Vision

Purpose

To enhance the quality of life for all residents by creating and maintaining parks, programs, and recreational opportunities that promote health, safety, connection, and community pride.

Mission

To provide accessible, well-maintained parks and inclusive recreational programs that serve residents of all ages and abilities while responsibly stewarding public resources and implementing the community's adopted master plan.

Vision

To build a vibrant and connected community where every resident has access to exceptional parks, recreational facilities, and life-enriching programs that support wellness, foster relationships, and reflect the long-term goals and values of the community.

Alternative Purpose Statement (More Aspirational)

To strengthen our community by investing in places and programs where people can play, learn, grow, and connect.

Core Principles to Support the Mission

1. **Community-Centered** – Decisions are guided by the needs and priorities of residents.
2. **Master Plan Driven** – Projects and investments align with the adopted Parks and Recreation Master Plan.
3. **Accessible and Inclusive** – Opportunities are available to people of all ages, abilities, and backgrounds.
4. **Health and Wellness Focused** – Parks and programs promote physical, mental, and social well-being.

Matthews

5. **Responsible Stewardship** – Public funds and natural resources are managed wisely.
6. **Partnership Oriented** – Collaboration with schools, nonprofits, and community organizations expands impact.

Concise Version for Public Materials

Purpose

Connecting people, places, and programs that enrich community life.

Mission

Delivering inclusive parks and recreation opportunities aligned with the community's master plan.

Vision

A healthy, active, and connected community with exceptional parks and recreation for all.

Strategic Recommitment Statement

The Parks and Recreation Department is committed to realigning its priorities, investments, and decision-making with the adopted master plan to ensure that future development reflects the needs and aspirations of the community.

Recommended Public-Facing Set

Purpose

To improve quality of life by creating places and programs that bring people together.

Mission

To provide accessible parks, facilities, and recreational opportunities for all residents while faithfully implementing the community's master plan.

Vision

A thriving community where outstanding parks and recreation opportunities inspire health, connection, and lifelong enjoyment.