Swansboro Parks and Recreation Advisory Board
Strategic Plans

Mission: To enhance the quality of life of town residents through quality parks and multi-purpose indoor/outdoor recreational facilities and spaces

Mission statement: "To enhance the quality of life for the citizens of Swansboro through recreation programs, facilities and experiences designed to meet the leisure needs of the community and to provide people of every age, race and creed, and ability an opportunity to come together, participate, create and share the positive experiences of life."

Values:

- Promote diversity, inclusion, wellness and quality
- Pursue safe, family friendly and welcoming spaces
- Build a strong sense of community
- Focus on positive experiences
- Promote the benefits of parks and recreation
- Advocate for actions that benefit local, regional and state parks and recreation services

PARKS AND RECREATION BOARD

Mission: Create an effective Parks and Recreation Board for the Town of Swansboro
Goal: To develop informed and effective board members through new member orientation and ongoing training and teambuilding opportunities

- Develop and implement an Orientation Manual
- Provide and encourage training opportunities for board members (i.e. NCRPA conferences, regional workshops, etc.)
- Develop and conduct teambuilding activities
- Request financial assistance to attend workshops, conferences, etc.

PROGRAMMING

Mission: Advise in the enhancement of quality of life services for Swansboro residents through recreation programs
Goal: Advise in the development of diverse, inclusive and innovative programs

- Be informed of current Department programming opportunities and their benefits
- Make recommendations and/or suggestions
- Advise the director to pursue programs that are revenue neutral or generating
- When possible, volunteer to assist in programs sponsored by the department

LAND AND PROPERTY ACQUISITION

Mission: Advise the board of commissioners (or Director) on the acquisition of land and property that will enhance the quality of life in Swansboro
Goal: Identify opportunities for enhancing community parks and recreation facilities and spaces

- Refer to and support the Parks and Recreation Comprehensive Plan
- Review and/or revise the comprehensive plan at least every five (5) years
- Inventory available town property that may meet public need and/or interest
- Prioritize top priorities
- Develop community support
- Advocate for acquisition

MARKETING AND COMMUNITY OUTREACH

Mission: Assist the director in gathering feedback and/or informing citizens of Parks and Recreation opportunities and issues
Goal: Recommend improvements to the dissemination of information, social media and/or marketing processes.

- Be informed of current department processes
- Make recommendations to improve processes
- Assist in identifying organizations with heavy citizen patronization
- Develop and/or assist in building relationships with their leaders
- Assist in communicating town parks and recreation opportunities.
    - Events.
    - Meetings
    - Fundraising
- Be informed of new and/or changes in communication processes

DEVELOPMENT AND MAINTENANCE OF PARKS AND FACILITIES

Mission: Make recommendations in maintaining and developing safe, family friendly parks and facilities
Goal: Advise and/or recommend actions that enhance safety and innovation of town parks.

- Members should periodically visit and become familiar with town parks
- In coordination with the director, perform an annual review of parks
- Assist in soliciting community feedback for park improvements
- Advise and/or make recommendations for improvements

REVENUE AND FUNDING

Mission: Increase revenue for Swansboro's Parks and Recreation Department
Goal: Advise and assist the director in identifying and developing consistent opportunities for raising funds for Swansboro's Parks and Recreation Department

- Assist in building positive relationships with sponsors and potential sponsors
- Continually show appreciation for sponsor support
- Receive monthly updates on department revenues and expenditures
- Conduct an annual review of the department's fee structure

- Grants
  - Assist in researching grants opportunities
  - Assist with grant writing
  - Advocate appropriate governing bodies for grant approvals

ADVOCATE FOR PARKS AND RECREATION SERVICES

Mission: To support legislative action by local, county and state entities that will benefit parks, recreation, cultural and conservation services in Swansboro and in the surrounding area
Goal: To become an active participant in expressing support for legislative actions that would be beneficial to local, regional and state parks and recreation services

- Be informed of local, county and state issues and actions that may favorably, or adversely, affect local parks and recreation services
- Advocate for actions that will improve Swansboro and regional parks and recreation services
- Review and discuss the benefits of parks, recreation, the arts and land/water conservation
- Learn about and become more active with the NC Parks and Recreation Association and other entities that can assist the town in meeting its parks and recreation goals
- Participate in the annual Parks and Recreation Advocacy Day at the NC Legislature