

Memorandum #08-53

To: Al Viereck, Interim City Manager
From: Todd R. Larson, Parks and Recreation Director
Date: March 6, 2008
Subject: Mission, Vision, and Value Statements for the Parks and Recreation Department

The Park Advisory Board voted 6-0, at the March 4, 2008 meeting, to recommend the Parks and Recreation Department Mission, Vision, and Value Statements (included in your packet) be brought to the City Commission for approval. Currently, there are no department specific statements used to guide operations.

The City of Yankton Mission Statement and Value Statement, which is based on the "Yankton Plan" (the comprehensive plan) adopted in November of 2003, was used as a guide when creating the statements specific to the Parks and Recreation Department. The City's Mission Statement describes the organization's overall purpose and reason to exist and the Value Statement defines core values that guide the day-to-day activities.

The Parks and Recreation Mission, Vision, and Value statements were created for the same purpose. These department specific statements and goals are the product of the City's efforts to more clearly define and direct the focus of the Parks and Recreation staff, Park Advisory Board, the Golf Advisory Board, and the community.

Respectfully submitted,

Todd R. Larson
Parks and Recreation Director

Recommendation: It is recommended that the City Commission approve the Mission, Vision, and Value Statements for the Parks and Recreation Department.

_____ I concur with this recommendation.

_____ I do not concur with this recommendation.

Al Viereck, Interim City Manager

CITY OF YANKTON

DEPARTMENT OF PARKS AND RECREATION

MISSION STATEMENT

The MISSION of the Yankton Department of Parks and Recreation is to enhance the quality of life (social, cultural, educational, and physical well-being) for the citizens of Yankton and the surrounding area through responsible, innovative, and cost-effective creation, maintenance, and management of high quality parks, facilities, programs, and community special events.

VISION STATEMENT

The Yankton Department of Parks and Recreation will provide diverse parks, facilities, and programs to serve a population with varied characteristics, interests, and needs. The diverse parks, facilities, and programs should promote citizen involvement and build a strong sense of community. Dedication toward preservation of natural resources will ensure the opportunity for high quality leisure experiences for generations to come.

VALUE STATEMENT

Along with our commitment to provide outstanding service to our citizens and customers, the Yankton Parks and Recreation Department is devoted to upholding the values of Cooperation, Quality, Professionalism, and Fiscal Responsibility.

GOALS

1. Maintain existing parks and facilities to a high standard of quality.
2. Support economic development by strengthening community image (aesthetics).
3. Protect environmental resources.
4. Promote health and wellness.
5. Provide diverse year-round recreational and leisure opportunities.
6. Assist and coordinate the efforts of interested public agencies, groups, and organizations in providing citizens and visitors with recreational and leisure programs.
7. Continue to adapt recreational and leisure programs to user needs and continue to be innovative with new programming.
8. Provide the citizens of Yankton and the surrounding area with a balanced parks system with a wide choice of both active and passive recreational and leisure opportunities.