



Strategic Plan 2024-2027





Itasca

Park District
Itasca, IL

STRATEGIC GOALS FRAMEWORK

Aligned with the District Mission

Mission: To efficiently and economically provide education, recreation, facilities, and open space designed to deliver health and wellness, social equity, and conservation experiences that benefit the community.

GOAL 1



Health & Wellness for All

Strategic Objectives

- ✓ Expand multigenerational recreation and fitness offerings
- ✓ Enhance parks, trails, and active spaces
- ✓ Increase participation through outreach and partnerships

Measures of Success

- ✓ Annual participation growth
- ✓ Increased utilization of parks and facilities
- ✓ Positive community satisfaction ratings

GOAL 2



Equity, Inclusion & Community Connection

Strategic Objectives

- ✓ Strengthen scholarship and financial assistance programs
- ✓ Expand adaptive and inclusive recreation opportunities
- ✓ Conduct targeted outreach to underserved populations

Measures of Success

- ✓ Increased program access across demographics
- ✓ Scholarship utilization rates
- ✓ Community feedback reflecting inclusivity opportunities

GOAL 3



Environmental Stewardship & Conservation

Strategic Objectives

- ✓ Implement sustainable operational practices
- ✓ Protect and enhance open space and habitats

Measures of Success

- ✓ Reduced energy and resource consumption
- ✓ Acres of preserved or improved natural areas
- ✓ Participation in environmental programming

GOAL 4



Exceptional Facilities & Infrastructure

Strategic Objectives

- ✓ Execute a proactive Capital Improvement Plan
- ✓ Improve accessibility and ADA compliance.
- ✓ Utilize asset management best practices

Measures of Success

- ✓ Completion of CIP projects on schedule and budget
- ✓ Facility condition index improvements
- ✓ Grant funding secured annually

GOAL 5



Fiscal Responsibility & Organizational Excellence

Strategic Objectives

- ✓ Maintain balanced budgets and strong reserves
- ✓ Improve operational efficiencies
- ✓ Invest in program development and leadership training
- ✓ Strengthen communication and transparency with stakeholders

Measures of Success

- ✓ Annual clean audit
- ✓ Grant acquisition
- ✓ Alternative Revenue Sources (sponsorships, donations, collaborations)
- ✓ Employee retention and engagement rates
- ✓ Community trust and satisfaction metrics

Itasca Park District

Strategic Plan

2024-2027

Mission

To efficiently and economically provide education, recreation, facilities, and open space designed to deliver **health and wellness, social equity, and conservation experiences that benefit the community.**

Strategic Goals

Goal 1: Health & Wellness for All

Provide accessible programs, parks, and facilities that promote physical, mental, and social well-being.

Goal 2: Equity, Inclusion & Community Connection

Ensure equitable access and inclusive opportunities for all residents.

Goal 3: Environmental Stewardship & Conservation

Preserve and protect natural resources while promoting environmental education.

Goal 4: Exceptional Facilities & Infrastructure

Maintain safe, high-quality, and sustainable parks and facilities.

Goal 5: Fiscal Responsibility & Organizational Excellence

Operate efficiently, transparently, and responsibly while investing in staff and service quality

Strategic Goals Framework

GOAL 1: Health & Wellness for All

Provide accessible programs, parks, and facilities that promote physical, mental, and social well-being.

Strategic Objectives:

- Expand multigenerational recreation and fitness offerings
- Enhance parks, trails, and active spaces
- Increase participation through outreach and partnerships
- Promote lifelong wellness initiatives

Measures of Success:

- Annual participation growth
- Increased utilization of parks and facilities
- Positive community satisfaction ratings

Strategic Initiatives

Objective	Status
Increase fitness memberships by 10% annually	Ongoing
Improve membership retention	Ongoing
Replace strength equipment	Completed
Research new fitness trends	Ongoing
Research second aerobics studio	Completed
Revamp Membership Options	Study in Progress

GOAL 2: Equity, Inclusion & Community Connection

Ensure equitable access and inclusive opportunities for all residents.

Strategic Objectives:

- Strengthen scholarship and financial assistance programs
- Expand adaptive and inclusive recreation opportunities
- Conduct targeted outreach to underserved populations
- Foster welcoming, safe environments in all facilities

Measures of Success:

- Increased program access across demographics
- Scholarship utilization rates
- Community feedback reflecting inclusivity

Strategic Initiatives

Objective	Status
Strengthen relationships with affiliate groups	Ongoing
Analyze Community Center usage	Ongoing
Review customer service measures	Ongoing
Evaluate Recreation Department structure and workload and reorganize	Completed
Evaluate district-wide program areas	Ongoing
Analyze marketing campaigns	Ongoing
Maintain internship program	Completed / Ongoing
Waterpark maintenance/replacement plan	Ongoing
Expand Adult Athletics	

GOAL 3: Environmental Stewardship & Conservation

Preserve and protect natural resources while promoting environmental education.

Strategic Objectives:

- Implement sustainable operational practices
- Protect and enhance open space and habitats
- Provide environmental and conservation education
- Pursue green initiatives and energy efficiencies

Measures of Success:

- Reduced energy and resource consumption
- Acres of preserved or improved natural areas
- Participation in environmental programming

Objective	Status
IGA With Village for SBNC Maintained	Completed
2023 Springbrook Nature Center Museum Grant Project	Completed
2025 Springbrook Nature Center Phase 3 Grant Project	In-Progress
Friends of SBNC 501c3 – work to raise funds	In-Progress
Wetland Mitigation	In-Progress
Increase the # of students using the free school program	
Restoration of Woodlands Areas – creative management	Completed

GOAL 4: Exceptional Facilities & Infrastructure

Maintain safe, high-quality, and sustainable parks and facilities.

Strategic Objectives:

- Execute a proactive Capital Improvement Plan
- Improve accessibility and ADA compliance
- Utilize asset management best practices
- Pursue grants and diversified funding sources

Measures of Success:

- Completion of CIP projects on schedule and budget
- Facility condition index improvements
- Grant funding secured annually

Strategic Initiatives

Objective	Status
Park Entrance Sign Replacements	In-Progress
2023 Springbrook Nature Center Museum Grant Project	Completed
Develop / Design Park District App	
Ray Franzen Bird Sanctuary/Complex/Pedestrian Access Grant Project	Completed – June 2025
Recreation & Fitness Center Addition	In-Progress
Add Lights to Franzen Courts	Completed 2024
Benson Park Grant Project	Completed – June 2025
Springbrook Nature Center Grant Project	In-Progress
Country Club Park Renovation	

Franzen Park Tennis Court Replacement, Pickle Ball Courts	Completed 2023
Replace walking paths district-wide	Not Started
Usher Park joint project with Village	Completed – Dec 2025
Joint Project with DuPage County for Irrigation	Completed – June 2025

GOAL 5: Fiscal Responsibility & Organizational Excellence

Operate efficiently, transparently, and responsibly while investing in staff and service quality.

Strategic Objectives:

- Maintain balanced budgets and strong reserves
- Improve operational efficiencies
- Invest in professional development and leadership training
- Strengthen communication and transparency with stakeholders

Measures of Success:

- Annual clean audit
- Grant acquisition
- Alternative Revenue Sources (sponsorships, donations, collaborations)
- Employee retention and engagement rates
- Community trust and satisfaction metrics

Strategic Initiatives

Objective	Status
Integrate financial software into the cloud	Completed
Integrate and update registration software into the cloud	Not Started

Move forward with record retention disposal process	Completed
Streamline employee hiring process	Completed
Review and make recommendations for all processes	In-Process
Time & Attendance Automation	Completed
Oversee Safety & Training Department	In-Process
Develop New Employee Electronic On-Boarding System	Completed
Web Redesign	In-Progress
NRPA PRORAGIS Accreditation Tracking	Completed / Ongoing
Secure alternate revenue sources	Ongoing
Increase number of social media outlets used	In-Progress
District-wide Community Survey	Planned
Develop Sponsorship Program	Ongoing
Distinguished Accreditation	In-Progress
Review all employee job descriptions	In-Progress
Update Personnel Policy Manual	In-Progress
Safety Committee Revitalization	Completed
Risk Manager Staffing Position	Completed
Revision of participation waivers	Completed
Coordinate revision of Safety Manual	In-Progress
Develop supervisor training database	In-Progress
Revise all full-time staff training plans	In-Progress
Evaluate and revise facility evacuation plans	Completed

Addendum

A. Recreation Program Specific Initiatives

Athletics Programs

- Maintain strong communication with softball field supervisors and teams. On Going
- Re-establish men's basketball league programming.
- Recondition infields and warning tracks at the softball complex. Completed.
- Develop new adult athletics programs including pickleball. In-Progress

Future Athletic Facility Planning

- Increase number of soccer fields. Completed
 - Add pickleball courts. Completed
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Aquatics Strategic Planning

Operational Management

- Review competitive swimming program annually.
- Evaluate aquatic training and lesson programs annually.
- Review lifeguard training and aquatic safety trends annually.
- Train staff in AED usage annually.
- Review seasonal aquatic staff training schedules annually.
- Update pool fact sheets annually.
- Maintain aquatics and lifeguard manuals annually.

Facility Improvements

- Secure winter swim lesson facility. Complete for Special Events
 - Replace 2004 large waterslide. Refurbished 2023/2024
 - Explore feasibility of regional indoor pool with partners.
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Dance & Performing Arts

- Increase program participation.
 - Develop two new classes annually. *(Completed)*
 - Overhaul Competitive Program. Completed 2024
 - Evaluate feasibility of adult dance program participation in recital.
 - Replace 40-year-old dance floors. Completed 2024
 - Develop new program branding. Completed
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Camps & Youth Programs

Camp Programs

- Develop new themes and field trips annually.
- Provide in-house field trips for summer camps. Completed
- Conduct parent surveys during the camp season. Completed
- Hold regular meetings with camp directors and staff.
- Increase Klub House participation and revenue.

Program Expansion

- Increase enrollment and expand camp locations.
 - Evaluate before- and after-school childcare program feasibility. Completed
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Early Childhood Programs

- Increase enrollment in preschool and early childhood programs. On Going.
 - Conduct participant surveys for program evaluation.
 - Increase guest speakers and educational field trips. Complete
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Gymnastics Programs

- Restructure gymnastics program to better accommodate skill levels. Complete
 - Establish Tumbling and Cheer. Completed
 - Recruit and train new coaching staff. *(Completed – Ongoing)*
 - Develop equipment maintenance and replacement procedures. Complete
 - Explore sponsorship opportunities for gymnastics programming. In-Progress
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Fitness Center Operations

- Increase fitness memberships by 10% annually.
 - Improve membership retention.
 - Revamp Memberships. In Progress
 - Replace aging strength and circuit equipment. Complete.
 - Research emerging fitness trends annually.
 - Explore feasibility of second aerobics/dance studio. Completed
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Special Events

- Coordinate community events with Village of Itasca partners. *(Ongoing)*
 - Incorporate Springbrook Nature Center into community-wide events.
 - Develop new community events and excursions. On Going
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Adult & Senior Programming

- Increase adult program offerings. *(Ongoing)*
 - Develop trips and programs for adults and seniors beyond the Senior Citizen Club.
 - Survey adult and senior populations to identify programming needs. Complete
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Youth Programming

- Expand youth program offerings each season. On-Going
 - Reduce canceled youth programs.
 - Develop monthly program flyers for school distribution.
 - Evaluate youth open gym hours. Complete
 - Explore before- and after-school programming with local school district. Complete
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Depot Museum & Historical Programs

Historical Preservation

- Digitize historical photos and create interactive archive. In-Progress
- Secure safe archival storage for historical artifacts. Complete
- Seek donations of historical artifacts.

Community Engagement

- Expand participation in Passport Program and Student Docent program. Complete
- Increase participation in community events such as Winter Fest and Family Fest.

Long-Term Planning

- Collaborate with Village and Historical Society to develop historical campus.
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Springbrook Nature Center Strategic

Education

- Provide environmental education programs, camps, and scouting programs.
- Offer school programs supporting scientific literacy and critical thinking.
- Maintain Junior Naturalist Club. Complete

- Provide outreach programs for Itasca schools. Complete
- Develop interactive environmental learning exhibits. Complete

Community

- Promote environmental awareness through programming and partnerships.
- Encourage community participation in environmental stewardship. On Going
- Partner with Village volunteer initiatives. Complete

Collaboration

- Strengthen partnerships with schools, local organizations, and businesses.
- Expand volunteer programs including Mighty Acorns and corporate volunteer programs. On Going

Capacity & Sustainability

- Build staff and organizational capacity.
- Expand financial support through sponsorships and grants. On Going
- Increase regional visibility of Springbrook Nature Center. In Progress