

100 NEWS RELEASE

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Park District Hosts Feedback Forums to Assist Board in Future Planning Efforts

ROCKFORD, IL – The Rockford Park District announced today that it will be hosting a series of four Feedback Forums to be held this summer to gather public input to assist the Park District Board in their 2010 – 2012 strategic planning efforts, which will begin in September 2009.

The Feedback Forums will be held at from 7:00 to 8:15pm at the following four (4) Rockford Park District sites; one per quadrant:

- Washington Park Community Center Gym (Southwest) - Tuesday, July 7
- Indoor Sports Center - Sky Box Restaurant (Northeast) – Tuesday, July 21
- Lockwood Park Trailside Equestrian Centre Lobby (Northwest) – Tuesday, July 28
- Sandy Hollow Golf Course Clubhouse (Southeast) – Tuesday, August 4

“Like many area organizations, we are anticipating that the next several years will be financially challenging. Prior to beginning our strategic planning efforts for 2010 - 2012, we want to obtain feedback from residents to help us in prioritizing our services and funding,” said Rockford Park District Executive Director Tim Dimke. The forums will be conducted by Dimke, along with an elected Park District Commissioner.

In addition to these informal forums, the Park District will also utilize other resources to assist in the planning process including: information from the recent 2008 Citizen Survey, 2009 Financial Advisory Committee recommendations, financial data, program surveys, demographic data, national and local trends, and Park District program participation figures. The survey, which will be distributed at the forums, will also be available online July 1 at www.rockfordparkdistrict.org.

“All these components will be helpful to us as we evaluate and prioritize where our funds should be allocated. It is more important than ever for us to ensure that our programs and services are meeting the needs of area residents. The forums will provide us with another opportunity to get public feedback, which is essential to our planning process and ensuring our limited resources are allocated appropriately,” said Park District Board President Douglas Brooks.

To encourage participation in these forums, each person who attends and completes a survey will be entered into a drawing to win one of several Park District gift cards and passes to recreation facilities.

For additional information, please contact Karen Weis, Special Projects Manager at 815-987-8855 or karenweis@rockfordparkdistrict.org.

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