



# ROCKFORD PARK DISTRICT

**VISION** To become the best urban park and recreation system in North America, as judged by the citizens we serve.

**MISSION** To ‘help people enjoy life’ by providing a quality park and recreation system.

## Global Priority Result

Park space and recreation are essential to the quality of life in the Rockford Park District, resulting in a high return on investment of available resources.

### Priority Result I

Well maintained park space and recreational facilities meet the recreational needs of this and succeeding generations of District residents

- A Park space growth priorities:
  - i Open space and recreational use along the Rock River;
  - ii Neighborhood parks in existing and rapidly developing neighborhoods within reasonable walking distance from citizens homes, with access unhindered by major barriers;
  - iii Recreational paths and trails.
- B Park space meets residents’ needs for active recreation.
  - i There will be a minimum of 10 acres of parkland for more highly organized recreation activities per 1,000 population;
  - ii Any growth in the acreage of parkland for active recreation will be preserved for later development.
- C Park space meets residents’ needs for passive recreation.
  - i There will be a minimum of 10 acres of natural parkland for passive activities per 1,000 population;
  - ii There will be an increase in the acreage of existing parkland conserved and managed as natural areas.

### Priority Result II

Residents are involved in diverse and well supported recreational activities for their health, well-being, and entertainment

- A Diverse activities include a broad range of sports, passive and active recreation, environmental education, and cultural activities, and lifelong recreational skills.
  - i Highest priority: Youth 5-15
  - ii Second priority: Youth aged 16-19
  - iii Third priority: Adults 55+
- B Residents’ recreational activities will be well supported and of high quality.
  - i Park and recreation facilities will be safe and secure;
  - ii Emphasis will be on activities with adequate participation and attendance to be cost effective;
  - iii Program priority is summer and non-school times;
  - iv Residents will benefit from coaching and instruction, as applicable;
  - v Activities will be accessible at times and locations that meet the needs of diverse demographic populations in a geographically balanced manner.

### Priority Result III

Residents value recreation as essential for a healthy life

- A Residents recognize the leadership role that parks and recreation play in a balanced, healthy lifestyle, including the value of leisure skill development, beautification, conservation, and environmental education in reducing unhealthy behaviors and building healthy families and a healthy community.
- B There is an increase in the number of residents demonstrating support for the advancement of District priorities and defined benefits for Park District residents through:
  - i Volunteer support;
  - ii Financial support;
  - iii Other community organizations partnering with the Rockford Park District.

### Priority Result IV

Residents have exceptional parks and recreation facilities, services, and programs at a reasonable cost

- A Priority Results achievement is to reflect a high return on available tax resources.
  - i Residents participate in a broad array of “core” recreational activities and services for no additional user fees;
  - ii District residents receive discounted user fees on all programs and services;
  - iii Non-resident user fees are comparable with those charged for like programs and services in the marketplace.
- B There is growth in the tourist use of Park District assets that complements and enhances the District’s ability to achieve Priority Results affordably for residents.
- C There is growth in recreational activities in the Rock River Corridor.
  - i Fee-based (revenue generating)
  - ii Free/passive
- D Residents value the Rockford Park District as a good return on their tax investment.