



Mission: To create community

Vision: The “place to be” for exceptional experiences

Core Values: Innovation, Sustainability, Inclusion, and Exceptional Services

Comprehensive Agency Goals (2-5 Years)

1. Parks and Facilities

Goal: Expand, enhance, and preserve parks and open space to meet growing community needs while maintaining high standards of care.

Big Moves:

1. Acquire and develop new land for neighborhood parks and natural areas to address service gaps.
2. Expand multi-use paved trail spaces as top community priorities.
3. Improve accessibility and inclusivity across all parks with ADA upgrades and universal design.
4. Modernize equipment to extend park life cycles.
5. Integrate sustainability practices (native landscaping, water conservation, tree planting) to strengthen environmental stewardship.
6. Research and develop a plan to expand or relocate maintenance shop for expanded space

2. Recreation

Goal: Deliver diverse, inclusive, and innovative recreation programs that reflect community trends and foster lifelong engagement.

Big Moves:

1. Expand adult and senior fitness/wellness programming, including aquatic fitness.
2. Grow multigenerational and cultural enrichment events to reflect Warrenville’s diversity.
3. Increase community special events to strengthen social connections.
4. Enhance partnerships with schools, clubs, and nonprofits for shared programming.
5. Develop new recreation opportunities in emerging trends (pickleball, outdoor adventure activities, nutrition/cooking programs)

Approved by Executive Director

Signature: _____

Date: _____

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3. Finance & Technology

Goal: Ensure financial sustainability and operational excellence through innovation, transparency, and growth.

Big Moves:

1. Consider referendum or other funding strategies to increase capital and operating revenue.
2. Implement cost recovery policies to balance affordability and fiscal responsibility.
3. Expand digital infrastructure (online registration, cloud-based management systems, mobile payment).
4. Utilize data-driven decision making (KPIs, dashboards) to guide investments and efficiency.
5. Invest in cybersecurity, IT upgrades, and technology training for staff.

4. Guest Services

Goal: Provide welcoming, seamless, and customer-centered service across all facilities and programs.

Big Moves:

1. Expand customer service training and mentorship programs for front-line staff.
2. Create multilingual communication materials and culturally sensitive services.
3. Improve facility wayfinding, signage, and online accessibility (website/mobile apps).
4. Introduce real-time feedback tools (QR codes, digital surveys) to enhance responsiveness.
5. Establish membership and loyalty programs to increase repeat participation.



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5. Marketing

Goal: Strengthen awareness, storytelling, and engagement to make Warrenville Park District “the place to be.”

Big Moves:

1. Develop storytelling campaigns to highlight parks, programs, and community impact.
2. Expand social media presence with video, influencer partnerships, and user-generated content.
3. Increase marketing budget to reach NRPA-recommended levels ($\geq 3\%$ of operating budget).
4. Enhance bilingual and multicultural outreach to better represent community diversity.
5. Promote cross-marketing with local businesses, schools, and regional attractions.

6. Community Engagement

Goal: Build trust, visibility, and collaboration with the community through inclusive and ongoing engagement.

Big Moves:

1. Develop a year-round community engagement calendar (forums, open houses, town halls).
2. Expand digital platforms for engagement (crowdsourcing portals, live polls, interactive apps).
3. Formalize partnerships with schools, businesses, and nonprofits to co-host programs/events.
4. Create a “Community Ambassadors” program for peer-to-peer advocacy.
5. Establish measurable community engagement goals (e.g., % of households reached annually).



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7. Diversity, Equity, & Inclusion (DEI)

Goal: Reflect Warrenville’s diversity in staffing, programs, and services while removing barriers to access.

Big Moves:

1. Recruit and retain a more diverse workforce reflective of community demographics.
2. Offer multilingual marketing, registration, and program materials.
3. Introduce targeted programs for underrepresented groups (e.g., cultural events, adaptive recreation).
4. Conduct annual DEI audits on programs, participation, and hiring.
5. Provide DEI training for staff and board members.

8. Staff Engagement & Workplace Culture

Goal: Foster a high-performance, supportive, and innovative workplace where staff feel valued and empowered.

Big Moves:

1. Expand mentorship and leadership development programs.
2. Create a staff recognition program tied to values and mission.
3. Enhance internal communication and feedback loops.
4. Build succession planning and cross-training to ensure organizational resilience.