

**Vernon Hills Park District
Strategic Plan Initiatives
Annual Report Card 2011**

Mission: Our mission is to promote diverse community based recreational opportunities by providing a variety of programs, services, facilities and natural spaces to enhance the quality of life for our residents.

Vision: Addressing the lifelong leisure needs of all Vernon Hills residents.

	Themes (Core Initiatives)	Short-Term Objectives	Completed Tasks
Customer	Wow Our Customers	<ul style="list-style-type: none"> ➤ Develop more community wide special events <ul style="list-style-type: none"> ▪ <i>Beach Party Bonanza</i> ▪ <i>Recycle-O-Rama</i> ▪ <i>Rib Fest</i> ▪ <i>High School Band Jam (partnered with VHHS)</i> ➤ Complete facility assessment <ul style="list-style-type: none"> ▪ <i>Preliminary schematic drawing for Sullivan Center addition</i> ▪ <i>Research sites for Park Maintenance Facility relocation</i> ▪ <i>Sale of the Deerpath Center</i> ➤ Research opportunity to develop after school programs <ul style="list-style-type: none"> ▪ <i>Proposal submitted to District 73</i> ➤ Strengthen fitness/wellness offerings <ul style="list-style-type: none"> ▪ <i>Added resistance-walking program at FAC</i> ▪ <i>Developed fitness marketing plan</i> ▪ <i>Introduced new pricing strategy</i> ▪ <i>Installation of new fitness equipment at SCC</i> ➤ Develop process to hold contactors accountable 	<p>March 2011 July 2011 Aug. 2011 Mar. & Oct. 2011</p> <p>May 2011 Fall 2011 Dec. 2011</p> <p>Dec. 2011</p> <p>Summer 2011 May 2011 Sept. 2011 Oct. 2011</p>
Financial	Financial Responsibility	<ul style="list-style-type: none"> ➤ Differentiate programs develop cost recovery for core programs & facilities* ➤ Develop standardized pricing process* 	

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Internal	Operational Excellence	<ul style="list-style-type: none"> ➤ Build Strengthen Partnerships <ul style="list-style-type: none"> ▪ <i>see Business Partners link on website under General Information</i> ➤ Build Park Pride Group <ul style="list-style-type: none"> ▪ <i>Tom Ritter agency liaison</i> ▪ <i>Corporate volunteers work with agency horticulturist</i> ➤ Deploy mission, vision & tagline <ul style="list-style-type: none"> ▪ <i>Park & vehicle signage</i> ➤ Develop external communication guidelines <ul style="list-style-type: none"> ▪ <i>New logo added behind dais in Century Room</i> ▪ <i>Facility entrance door signage</i> ➤ Develop long-term park/equipment & building replacement schedules <ul style="list-style-type: none"> ▪ <i>Playground replacement schedule established</i> ➤ Develop sustainability plan <ul style="list-style-type: none"> ▪ <i>Sustainability Plan approved</i> ➤ Develop best practices for sustainability <ul style="list-style-type: none"> ▪ <i>Energy efficient lights installed in weight & dance rooms</i> ▪ <i>Environmentally friendly cleaner used on agency fleet</i> ➤ Develop District wide recycling program <ul style="list-style-type: none"> ▪ <i>Added ten trash/recycling units</i> ▪ <i>Added ten special event recycling containers</i> ▪ <i>Compost bins added at park sites and community garden</i> ▪ <i>Dedicated recycling dumpster added at Maintenance Facility</i> 	<p>2011</p> <p>2011 2011</p> <p>2011</p> <p>May 2011 June 2011</p> <p>May 2011</p> <p>May 2011</p> <p>Nov. 2011 Spring 2011</p> <p>Jan. 2011 Nov. 2011 Spring 2011 Spring 2011</p>
Learning & Growth	Continuous Team Development	<ul style="list-style-type: none"> ➤ Develop VHPD customer service training program <ul style="list-style-type: none"> ▪ <i>Front line staff participated in customer service webinar</i> ▪ <i>Customer service training provided for full & part time staff</i> ➤ Develop staff wellness program <ul style="list-style-type: none"> ▪ <i>My Health IQ program</i> ▪ <i>Wellness Programs (Get Fit & GAFA)</i> ▪ <i>Health and Safety Fair</i> ▪ <i>Health and safety information on E-News</i> 	<p>Oct. 2011 Nov. 2011</p> <p>March 2011 Mar. & Sep. 2011 Sept. 2011 2011</p>

***Objectives are on-going**