

Chapter Nine: Mission Statement, Goals and Objectives

The following mission statement was prepared to provide the Commission with a long-term sense of purpose and direction. It is not expected to change dramatically over the years but to serve as the foundation for the Commission's activities as Ottawa County moves into the 21st Century and beyond.

The Commission's mission:

The Ottawa County Parks and Recreation Commission enhances quality of life for residents and visitors, by preserving parks and open spaces and providing natural resource-based recreation and education opportunities.

GOALS AND OBJECTIVES

To carry out its mission, the Parks and Recreation Commission has identified four basic goals. For each goal, a series of objectives is outlined. The goals and objectives correspond to the recreation needs identified earlier in this plan and will provide solid direction for the following chapter, which identifies the Commission's specific action plan.

GOAL A: Preserve and manage park and open space lands which protect and enhance significant landscapes and natural communities, to benefit both people and wildlife.

Objectives:

- 1) Identify high-quality natural resource features in Ottawa County and seek to preserve key parcels and interconnected natural lands through establishment of new parks and open spaces.
- 2) Provide a high level of stewardship for natural lands.
- 3) Advocate for improved water-quality levels for all regional waterways and water bodies.

GOAL B: Provide high-quality natural-resource based recreation opportunities for residents and visitors of all levels of ability.

Objectives:

- 1) Provide a wide range of resource-based recreation opportunities and facilities to meet identified needs in the long-range parks and open space plan.
- 2) Identify areas within Ottawa County not adequately served by county park lands and facilities, and expand recreation opportunities in these areas, when natural resource features suitable for county park development are available.

- 3) Maintain high standards for maintenance and operation of all park and open space lands and facilities.
- 4) Provide lands and facilities which are accessible to individuals of all levels of ability (comply with Americans with Disabilities Act).

GOAL C: Promote understanding and appreciation of the natural and cultural history of Ottawa County and awareness of Commission-operated facilities, programs, and services.

Objectives:

- 1) Provide a wide range of educational programs and special events for people of all ages and abilities.
- 2) Provide interpretive facilities for both natural and cultural history at park lands and open spaces.
- 3) Promote good stewardship of county park lands and open spaces.
- 4) Promote awareness and use of park and open space system and programs through an ongoing public relations campaign.

GOAL D: Develop and maintain a solid, diversified financial base for both short- and long-term development, expansion, operation and maintenance of the park system.

Objectives:

- 1) Maximize grant funds to help accomplish the Commission's mission.
- 2) Implement user fees where appropriate and consistent with Commission policies.
- 3) Maximize donations to assist in achieving identified goals.
- 4) Develop partnerships which help achieve identified goals.
- 5) Maintain an efficient, cost-effective system of maintenance and operations for the county park and open space system.
- 6) Sustain dedicated millage to assist with acquisition, development, and operation of the park system.