



Beavercreek
PARKS
Recreation & Culture

Staff Report

Strategic Plan

April 2022

Mission: to deliver recreational experiences that enhance quality of life

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Strategic Plan

SWOT Analysis

- Internal - Interviews with all staff (both maintenance and administrative)
- External – Information taken from master plan

SWOT Analysis

Strengths

- Teamwork
- Community Engagement
- Neighborhood Parks/Unique playgrounds
- Customer Service
- Senior Center volunteers and transportation service

Weaknesses

- Staffing levels
- Lack of marketing and universal message
- Senior Center programming/hours for younger senior population
- Work order response time
- Park maintenance details

SWOT Analysis

Opportunities

- Alternate funding sources (sponsorships with businesses for capital projects)
- Increase ADA accessibility
- Leverage technology (virtual programming, develop training videos for meeting space)
- Expand Memorial and volunteer programs
- Increase networking to avoid service overlap

Threats

- Funding/community support
- Private sector competition
- Decreasing senior center volunteers
- Grant funding not guaranteed
- Other local communities services

Goal 1: Diversify Funding

Objectives

- Sponsorship Program
- Grants
- Volunteer Program
- Vocational and University Programs



Goal 3: Improve service Delivery

Objectives

- Determine Program Gaps
- Cost Recovery Plan
- Networking
- ADA Accessibility
- Leverage Technology





Goal 4: Employee Development and Training

Objectives

- Create training schedule
- Implement performance feedback
- Weekly division updates
- Employee recognition





Parks, Recreation and Culture

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