



COUNCIL AGENDA ITEM MEMORANDUM

DEPT./DIVISION SUBMISSION & REVIEW:

Kevin Beavers, Director of Parks and Recreation

ITEM DESCRIPTION: Consider adopting a resolution adopting the 2025 Parks and Recreation Strategic Plan prepared by Pros Consulting of Brownsburg, Indiana.

BACKGROUND: The plan was broken down into six tasks to address three questions:

- Where are we today?
- Where are we going tomorrow?
- How do we get there?

Task 1-Project Management and Coordination

In this task, the Consultant worked with staff to develop a work plan and confirm the project goals, objectives, scope, and schedule. A list of key stakeholders was created to assist in developing the public engagement plan. Another key item was to create a SWOT analysis with staff.

Task 2-Data Collection, Demographic and Trends Analysis, and Community Needs

The Consultant used demographic information, key leadership/focus group interviews, and a statistically valid survey to identify community interests and needs, as well as the prevailing sports, recreation and outdoor trends that are present in Temple.

Task 3-Evaluation of Current Level of Service

With recreation programs and special events being the backbone of park and recreation agencies, the consultant reviewed how well Temple Parks and Recreation aligned itself with community needs. The outcome of the process was to create a dynamic recreation program plan to increase registrations, drive customer retention and loyalty, improve customer satisfaction, and increase revenues.

Additionally, the consultant reviewed operational standards and costs for each service area, including maintenance requirements, staffing levels needed for preventative maintenance, program standards, and scheduling.

Task 4-Asset Quality and Management Evaluation

The Consultant assessed the inventory and quality of assets within our department to include items such as indoor recreation facilities, aquatic amenities, parks, etc.

Task 5-Operational, Budgeting, Funding & Cost Recovery Analysis and Recommendations

The Consultant did an analysis of the department to help identify future department organizational and staffing needs, improve operational efficiencies, policy development, process improvements, system and technology improvements, and marketing/communication opportunities.

Task 6-Goals, Objectives, and Final Report

In this final task, the Consultant worked to finalize the vision and mission statements along with goals and objectives. The plan was presented to the city's executive leadership team and Parks and Recreation Advisory Board to get final input before presenting to council at the April 17, 2025 workshop. The Parks and Recreation Advisory Board met on April 8, 2025 and voted in favor of recommending approval to city council.

ALIGNMENT WITH ADOPTED PLANS:

Plan	Comments
Strategic Plan	This item supports the Strategic Plan goal of "Beautiful spaces and unique experiences," and the Strategic Plan commitment to "enhance and expand our infrastructure of parks, recreation centers, greenspaces, and trails to encourage active living and wellness."

STAFF RECOMMENDATION: Adopt resolution as presented in the Item Description.

BOARDS & COMMISSIONS RECOMMENDATION: On April 8, 2025, the Parks and Recreation Advisory Board met and reviewed this item. The Board recommended approval by a vote of 7 to 0.

FISCAL IMPACT: Approving the 2025 Parks and Recreation Strategic Plan has no immediate fiscal impact. Any financial implications will be identified and addressed as specific recommendations are brought forward through the budget process or through Council action and approval.

ATTACHMENTS:

Resolution