

## VISION

A connected community where exceptional parks and programs enrich quality of life for all

## MISSION

Improving lives through unique experiences and beautiful spaces



## VALUES

**Community Connection** – Bridging our social and physical divides

**Natural Resources** – Utilizing & safeguarding the Kentucky River & our unique biodiversity

**Exceptional Spaces** – Providing remarkable sites that instill pride in our city

**Healthy Living** – Offering meaningful resources that inspire & promote our overall wellness

**Operational Excellence** – Delivering the highest quality of service to our community

**Cultural Stewardship** – Enriching our city's historical legacy & creative energy

### **Goal 1: Connect Frankfort**

*Eliminate social and physical barriers through accessible spaces, welcoming events, and vibrant neighborhoods*

**Objective 1.1** – Trails & Wayfinding: Provide trails that clearly link destinations

**Objective 1.2** – Built Environment: Responsibly provide facilities to engage and connect the community

**Objective 1.3** – Events: Collaborate to provide possibilities for interaction, fun, & learning

**Objective 1.4** – Neighborhood Vibrancy: Utilize parks and programs to uplift and cherish local neighborhoods

### **Goal 2: Support Healthy Lifestyles**

*Provide facilities & programs that encourage physical health & mental wellbeing*

**Objective 2.1** – Athletics: Provide regionally attractive sports events & facilitate locally-focused opportunities

**Objective 2.2** – Active Lifestyles: Encourage exploration & growth through diverse physical activities

**Objective 2.3** – Wellness: Foster social cohesion, educational opportunities, and personal health through creative, locally-sourced resources

### **Goal 3: Champion Frankfort's Natural and Cultural Resources**

*Uphold the city's abundant natural & cultural treasures as central to our city*

**Objective 3.1** – The Kentucky River: Enhance community connection to the water through responsible, conscientious development

**Objective 3.2** – Stewardship: Set the standard for species protection, land management, and wildlife conservation

**Objective 3.3** – History, Arts, & Culture: Help to create community vibrancy & celebrate Frankfort's uniqueness

### **Goal 4: Legacy of Excellence**

*Cultivate pride in the Capital City by delivering signature parks, creative programs, and collaborative relationships that enhance life for all*

**Objective 4.1** – Staff Development & Retention: Nurture an energized workforce through access to adequate resources, training, & other opportunities

**Objective 4.2** – Operations & Maintenance: Improve efficiency & fiscal sustainability by establishing clear standards of performance and recurring assessments

**Objective 4.4** – Marketing & Promotion: Utilize innovative and inclusive outreach methods

**Objective 4.4** – Partnerships: Prioritize relationship-building and information-sharing to effectively tackle collective goals across the community