



**Zionsville
Parks
Foundation**
preserve • enhance • grow

STRATEGIC PLAN

2023 – 2025



Prepared by :

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Mission

The Zionsville Parks Foundation exists to preserve, enhance, and grow a thriving system of parks and programs for community enjoyment, education, and wellness.

Vision

We will strive to provide Zionsville residents with the highest possible quality of life by preserving our unique natural environments, enhancing our existing parks and programs, and growing our system of greenspaces and supporters.



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Core Values

EQUITY

- We believe that Zionsville's parks are for everyone, regardless of when you were born, what gender you identify with, the color of your skin, how much money you make, who you love, or where you live. It's that simple. In everything we do, we are committed to making our parks welcoming and inclusive for people of all backgrounds and abilities.
- We believe that parks and natural areas are integral to the identity of Zionsville residents and that every resident of Zionsville – whether they live in the village, a rural community, or a new neighborhood – should have equitable access to high-quality parks, trails, and natural areas.

EDUCATION

- We believe in the power of engagement and are committed to educating our visitors, residents, and community leaders on the transformational power of our parks system.
- We believe in the restorative power and inherent value of our natural environments and are committed to educating our residents and visitors on the importance of these natural systems.

ENRICHMENT

- We believe that the many benefits of our parks system – which extend well beyond recreation and leisure alone – enrich the lives of all, and we are committed to supporting projects and programs that maximize their impact.
- We believe that the health of the natural environment and the health of humankind are intimately intertwined. As such, it is our responsibility to ensure that in everything that we do, we seek to enrich our natural environments and systems so that future generations may experience their unique and irreplaceable benefits.



Preserving

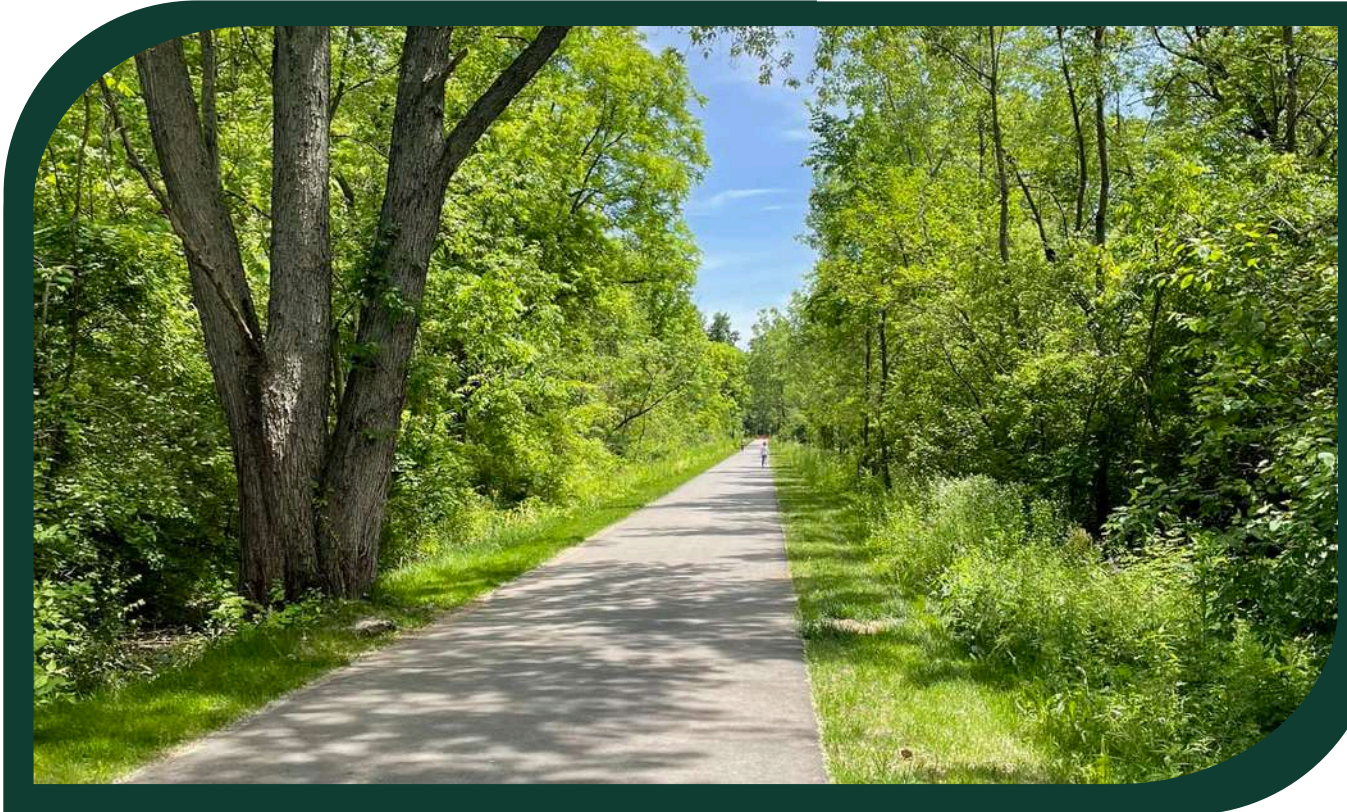
GOAL: PRESERVE AND RESTORE THE GREATEST AMOUNT OF EXISTING NATURAL LANDS POSSIBLE.

Develop policies, procedures, guidelines, etc. governing any land acquisition – either via purchase, easement or donation – by the Foundation.

Initiate an outline for a “leave a legacy” campaign that promotes the ability of residents to donate or dedicate their land to ZPF in their will/estate.

Work with community partners to identify, prioritize, and map opportunities within existing park lands where compromised habitats can feasibly be restored, improved, or created.

Support conservation education throughout Zionsville.



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Enhancing

GOAL: STRATEGICALLY IMPROVE THE QUALITY OF EXPERIENCE FOR BOTH PARK VISITORS AND THE NATURAL ENVIRONMENT.

Make strategic, engagement-focused improvements within parks in Zionsville.

Develop policies that guide how Zionsville Parks Foundation will develop projects.

GOAL: BE A GOOD NEIGHBOR

Seek out opportunities to improve the quality of life of all Boone County residents by addressing/impacting community-wide challenges through our projects and programs.

GOAL: PARKS BECOME CENTRAL TO THE IDENTITY OF OUR COMMUNITY AND ITS LEADERS.

Make parks central to the identity of all Zionsville residents.

GOAL: DEMONSTRATE THE “POWER” OF OUR PARKS AND NATURAL AREAS.

Quantify the impact of our projects, programs, and publications.



Growing

GOAL: ESTABLISH A COORDINATED NETWORK OF ZIONSVILLE “PARK ADVOCATES” AND VOLUNTEERS.

Help establish three (3) new park “friends” groups by the end of 2024.

Track in-kind volunteer hours

GOAL: MAINTAIN THE EXISTING, HIGH LEVEL OF SERVICE THAT ZIONSVILLE CURRENTLY ENJOYS.

Assist in adding new park acreage in growing and currently underserved portions of Zionsville.

GOAL: INCREASE SYSTEM-WIDE INTERCONNECTIVITY BETWEEN AND WITHIN OUR EXISTING PARKS, WATERWAYS AND NATURAL LANDS.

Determine priorities for connections.

Work with the Town to identify potential opportunities for trail, pathway partnerships.

Work with the Town to identify potential opportunities for the inclusion of nature/rustic trails within existing parks.



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Organizational

GOAL: INCREASE MARKET PRESENCE AND BRAND AWARENESS.

In 2024 reach 900 followers on Instagram, 900 on Facebook and 30 on LinkedIn.

Update website with new strategic plan content.

Share/Post at least one white papers/articles/etc. per quarter.

Quarterly post about the benefits (economic/health) of parks.

Produce a quarterly, regular newsletter.

Sponsor \$3–5k in Zionsville Parks and Recreation Dept. events each year

Visible presence at pertinent community events

GOAL: ENSURE ORGANIZATIONAL STABILITY

Establish a leadership/organizational plan by the end of Q3 2024.

Establish an annual fund.

Establish an endowment.



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Organizational, cont.

GOAL: INCREASE IMPACT OF CAPACITY OF ZIONSVILLE PARKS FOUNDATION

Increase corporate/business fundraising and sponsorship revenues.

Increase individual/resident fundraising and sponsorship revenues.

Increase grant writing capacity and success rates.

Diversify fundraising opportunities by adding a signature, Zionsville Parks Foundation hosted fundraising event.

GOAL: INCREASE THE DIVERSITY OF THE ZPF BOARD OF DIRECTORS

Pursue the addition of new board members of under-represented races, ethnicities, and/or socioeconomic backgrounds.





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