

# Chapter 1

## Mission, Goals and Objectives

### Mission Statement

It is the mission of the Straddleline ORV Park to develop and maintain a family destination point, ORV park system that serves the needs of off road vehicle users at a reasonable cost.

### Goals and Objectives

- Provide recreational opportunities to users through continued maintenance, management and operation of Straddleline ORV Park.
  - Interactively operate/manage the park by soliciting input from users to ensure needs are being met and to identify potential improvements.
  - Develop and adhere to a maintenance plan for each season. Identify responsible parties for reporting procedure.
  - Maintain ongoing public relations campaign to promote the ORV park and its activities.
- Ensure diversified opportunities for users through the provision of competitive, family, and practice events.
  - Schedule a mix of competitive and non-competitive events to satisfy all users.
  - Maintain day use opportunities.
  - Coordinate scheduled use of non ORV facilities to ensure use will not impact ORV events.
  - Keep park groomed and ready for activity during and between events.
- Increase the operational capacity of the park based on user demand and increases in revenue.
  - Develop and implement techniques to operate the park at maximum financial efficiency.
  - Maintain as much operational and fiscal control over the park as possible in order to reinvest earnings back into the park.
  - Focus non-safety related facility improvements/expansions first on those generating the highest return on investment.