

Mission Valley Aquatics
Strategic Plan
Executive Summary

Mission Valley Aquatics' mission is to provide a state-of-the-art aquatic facility that enhances the health, fitness, safety, recreation, and quality of life for all in the Mission Valley. The MVA vision is a community where every person enjoys water activities safely. Health, safety and the ability to recreate comprise MVA's core values.

The MVA Strategic Plan, updated in 2008, centers on the primary strengths and weaknesses of the organization. MVA has strong community support as indicated by the results of the feasibility study, broad community representation on the board and advisory counsels, as well as the passing of the mil levy and creation of a recreational district for the aquatic center. This will ensure sustainability of ongoing operations and maintenance of the facility. MVA will fulfill its mission and achieve its vision when it has built an indoor aquatic facility.

MVA's three-year strategic plan is as follows:

Strategic Goal I. Raise the funds required to build a state-of-the-art indoor aquatic facility in the Mission Valley.

Measures: 1) develop and implement a comprehensive fundraising plan; 2) achieve goals of fundraising plan.

Targets: 1) seek advice and information about fundraising; 2) develop fundraising plan with timeline and measurable objectives; 3) seek grants, corporate and individual donations.

Timeline: 2008-2010

Strategic Goal II. Build a state-of-the-art indoor aquatic facility.

Measures: 1) design a facility to meet the current and future needs of community residents; 2) ensure construction team has the knowledge and skill to build the facility.

Targets: 1) hire a design-build crew comprised of national or regional experts in pool design and a local contractor with expertise in construction in the area; 2) work with pool designer to create a design based on recent research and trends in pool design; 3) work with contractor to construct the facility to legal, environmental and regional standards.

Timeline: 2009-2010

Strategic Goal III. Ensure that facility's programming and services entice community members to participate in safe and enjoyable water activities.

Measures: 1) ensure facility is accessible for people of all ages, abilities, socioeconomic classes, and cultural identities; 2) provide high-quality programming and services.

Targets: 1) design programs that are attractive and appealing to community members; 2) design programs to enhance safety and health of the Mission Valley community.

Timeline: 2010-2011