

RESOLUTION NUMBER 19-36

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FORT MYERS BEACH, FLORIDA, ADOPTING THE BAY OAKS RECREATIONAL CAMPUS STRATEGIC ACTION PLAN; AND PROVIDING FOR AN EFFECTIVE DATE.

WHEREAS, through a strategic planning process the Bay Oaks Recreational Campus Strategic Action Plan was developed with the participation of the Town Council Members, Bay Oaks Recreational Campus Advisory Board (BORCAB), and many volunteers, residents, stakeholders and Town staff.

NOW, THEREFORE BE IT RESOLVED BY THE TOWN COUNCIL OF FORT MYERS BEACH THAT:

Section 1. The above recitals are true and correct and incorporated herein by this reference.

Section 2. The Bay Oaks Recreational Campus Strategic Plan, attached hereto as Exhibit "A", is hereby adopted.

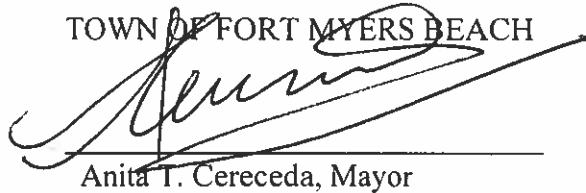
Section 3. This resolution shall take effect immediately upon its adoption by the Town Council of the Town of Fort Myers Beach.

The foregoing Resolution was adopted by the Town Council upon a motion by Councilmember Hosafros and seconded by Vice Mayor Murphy. and upon being put to a vote, the result was as follows:

Anita Cereceda, Mayor	aye
Ray Murphy, Vice Mayor	aye
Joanne Shamp, Councilmember	aye
Rexann Hosafros, Councilmember	aye
Bruce Butcher, Councilmember	aye

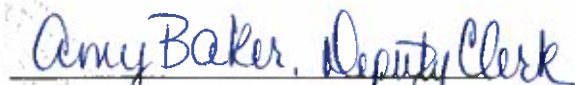
ADOPTED this 18th day of November, 2019 by the Town Council of the Town of Fort Myers Beach, Florida.

TOWN OF FORT MYERS BEACH



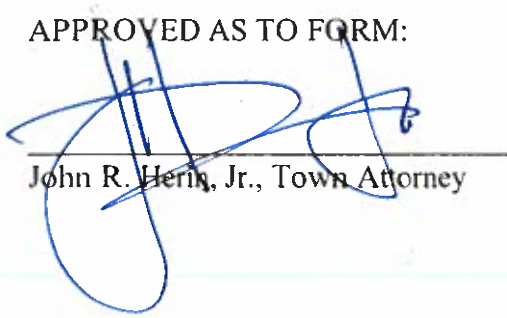
Anita T. Cereceda, Mayor

ATTEST:



Amy Baker, Deputy Clerk
Michelle D. Mayher, Town Clerk

APPROVED AS TO FORM:



John R. Herin, Jr., Town Attorney

Bay Oaks Recreational Campus



Strategic Action Plan

November 2019

BAY OAKS MISSION

To create, provide, and sustain quality recreational, cultural and community experiences for all residents and visitors of The Town of Fort Myers Beach.

BAY OAKS VISION

To provide exceptional programs, cultural events and recreational opportunities that attract and serve residents and visitors.

BAY OAKS SUCCESS STANDARDS

- The health and well-being of all residents and visitors is enhanced by programming opportunities.
- Programs and facilities are accessible and appealing to all.
- Necessary resources are in place and successfully utilized in completing our mission.
- All stakeholders are informed of operations and eager to provide improvement ideas and unending support.
- Residents and visitors are aware of program and event opportunities and pleased with offerings and experiences.

Strategic Action Plan
November, 2019

STRATEGY 1 – Analyze the current state of Bay Oaks Recreational Campus property, determine desired future state, and initiate plans for change.

- A. Prepare and present to Town Council, a list of inadequacies of the Bay Oaks Campus as it now exists.
- B. Explore other recreation facilities (such as Estero and Bonita Springs) to assist in future visioning and share observations at BORCAB Committee Meetings.
- C. Research and define ownership of all land surrounding Bay Oaks Campus (develop interlocal agreement).
- D. Add and improve signage at Bay Oaks Campus with input from BORCAB. (Include way-finding and park maps).
- E. Implement ideas for making the entire campus more welcoming including improved access to back building.
- F. Gather and compile data from the community through a series of public meetings to assist in determining the best use of Bay Oaks Campus (current and future). Include targeted meetings with Condo Associations, Woman’s Club, Chamber of Commerce, Lion’s Club, and Beach Elementary School, Feedback from people attending community events. Find consensus on how to better serve the community and report findings to Town Council.
- G. Seek direction from Town Council to initiate project management plan for campus upgrades or complete reconfiguration. In seeking a decision, include data collected from FMB community to fully inform Town Council of community preferences.
- H. Once decision is made by Town Council, move forward with defining and communicating objectives, scope, purpose, and deliverables.
- I. Continue to look for expansion opportunities (satellite opportunities to south part of Island such as Woman’s Club).

STRATEGY 2 – Be an outstanding partner in the community and work to provide enhanced services to the community through joint ventures.

- A. Engage help in developing an interlocal agreement with the Lee County School Board. (Include use of shared property, after school programs, and sharing of expenses for joint ventures.)
- B. Work to coordinate and partner with FMB Public Library in use of library property and in sharing programs.
- C. Work with Friends of Bay Oaks to define role and expectations of the group.
- D. Explore having a local food vendor on campus during summer season.
- E. Explore opportunities and make it known that Bay Oaks Campus is open for hosting events and programs for the FMB community.
- F. Create a more well-rounded and robust community volunteer program to support all major departmental functions. (Suggestions: include nametags, appreciation event, and training.)
- G. Explore student intern and student volunteer opportunities with FGCU, FSW, Lee County Schools, and other higher learning institutions.
- H. Continuously seek opportunities to create new programs and events that allow for partnerships with local community organizations (such as schools, library, and churches, Historic Society).

STRATEGY 3 – Provide relevant programming that will attract and effectively serve the needs of families, all residents, and visitors.

- A. Plan at least two special events a year (suggestions – outdoor movie in the park, children concerts by local artists, fifties dance, Taste of the Beach, Food & Brew Event).
- B. Find ways to collaborate with other town facilities – Mound House, Newton Beach Park, Mooring Field and local organizations.
- C. Offer family-centered programs year-round at pool and rec center (example: kids walk once a month like music walk downtown Fort Myers).
- D. Identify and launch new programs that encourage healthy lifestyles (possibilities include athletics, programs for those with disabilities, nutrition, drug prevention, and technology for seniors). Free Heath Fair with blood pressure testing (Fire Department), retina/ diabetes testing (Lions Club), Neighborhood & Personal Safety (Sherriff's Dept.), and bike safety.
- E. Complete research of seniors' programs offered by other Parks and Recreation departments and use information to restructure, reprice, and expand current offerings. Plan a variety of programs with a lower cost, secure sponsors and actively pursue donations for cost savings and better experiences.
- F. Complete research of teen programs offered by other Parks and Recreation departments and use information to restructure and expand current teen programs.
- G. Create programming packages that allow participants to easily select add-on options to their chosen program. (For example, when registering for a program or event at Bay Oaks Campus, offer a discounted ticket to visit Mound House.)
- H. Annually evaluate program roster and update programs as needed. (Consider demand, input from consumers, current trends, and all relevant data.)
- I. Continue professional development with staff. (Examples include: educational programs designed specifically for Parks and Recreation departments and specified in-service training.)

STRATEGY 4 – Provide marketing of Bay Oaks Recreational Campus that sharply increases awareness of services and programs and increases numbers of program participants and facility visits.

- A. Prepare and submit written request to hire Public Relations/Event Planner as either a shared resource with the Town of Fort Myers Beach or as an independent contractor.
- B. Identify immediate ways to successfully promote programs, gain community support. (Local papers, word of mouth, Social Media)
- C. Determine best modes of communication for FMB Community and Visitors and effectively post events and programs using multiple methods. (Examples include, information in local papers, social media, TripAdvisor, Google Business, Yelp, word of mouth, website.)
- D. Develop an innovative comprehensive marketing plan and public/media relations plan and evaluate bi-annually.
- E. Consider name change to more accurately and clearly portray purpose and use of recreational campus.

STRATEGY 5 – Maximize revenue opportunities and seek new sources of funding.

- A. Explore supplemental funding sources from grants.
- B. Analyze current membership and program fees and explore adding options and value – targeted toward increasing revenue. Create incentives for membership discounts for other town facilities.
- C. Explore engagement of local sponsors to supplement funding for programs & events. (Examples: signage in gymnasium; allowing vendors and sponsors to showcase their business at events.)
- D. Consider selling merchandise at recreation center and pool (t-shirts, hats, water bottles, sunscreen) annual events- design a t-shirt etc.