



# **GERRISH TOWNSHIP COMMUNITY PARK MARINA FIVE YEAR STRATEGIC PLAN 2013-2018**

**MISSION:** The mission of the Gerrish Township Community Park Marina is to provide meaningful lake access and year round recreational activities to residents and visitors of Higgins Lake while ensuring all operations are self-funded.

## **STRATEGIC GOALS AND OBJECTIVES**

### **Produce Revenue form Additional Storage Buildings**

- a. Identify specific grant allowed capabilities
- b. Identify what type of service(s) would fit with current customer needs and wants
- c. Repair, maintain or remove storage buildings in preparation for usage
- d. Create bid specifications and put out for public bid

### **Increase and Maintain Vendor Sales**

- a. Identify specific grant allowed capabilities
- b. Determine timing of increasing sales and outsourcing some vendor services based on economic feasibility
- c. Maintain inside concessions and increase profitability in the following areas: concessions, apparel, nontaxable food items
- d. Create and publish bids for outside vendor food cantina and marina supplies ship store
- e. Consider option of adding small maintenance repairs

### **Park and Receptions Department Organization**

- a. Develop more manageable and measurable policies and procedures, including board approved handbook
- b. Create a year round, full time Park and Recreation Manager position to oversee all park and recreations including Community Park Marina
- c. Creation of year round planned activities

### **Playground Area**

- a. Define and determine play area
- b. Purchase ADA compliant, commercial grade play equipment

### **Parking**

- a. Increase the amount of parking spaces
- b. Goal of 300 total parking spots
- c. Define parking areas i.e.: handicapped, seasonal renters, transient boaters, visitors, staff
- d. Creation of permanent parking signage

- e. Work with Chief of Police to create applicable Traffic Control Orders

### **Remodeling of Main Building**

- a. Creation of firewall
- b. Improvements to security including: fiscal security, surveillance, employee and patron protection and addition of 911 phone
- c. Pursue finalization of code compliance updates including interior lighting
- d. Enlarge and improve office area, including preparation of employee area as seen in design by T. O'Brian
- e. Repair and replace roof area over ice rink and tool storage
- f. Improve septic and well to support second interior restroom
- g. Signage for promotion of products, specifically gas

### **Improved Hoists and Docks**

- a. Continue to purchase and update transient hoists
- b. Apply to DNR for additional slips
- c. Purchase docks for extension of dock area to the south

### **Exterior Improvements**

- a. Landscaping with perennials by main buildings and main road
- b. Create treed buffer through planting of evergreen trees by neighbors on the North property
- c. Purchase identical patio seating
- d. Addition of pavilion to play and picnic area

### **Log Cabin Usage**

- a. Contact DNR Grant division regarding clearing of log cabin from property
- b. Facilitate removal of log cabin

### **Promotions and Publicity**

- a. Create more advertisement of transient rentals and gas sales
- b. Increase publicity through participation in county and area wide brochures
- c. Display brochures in area welcome centers
- d. Creation of Gerrish Township Community Park Marina web site that allows for online transient rentals and reservations