



II. Goals & Objectives

The goals and objectives identified in this section were defined by the community, and provide a comprehensive basis for Wood County to make outdoor recreation decisions over the next several years. These strategies shall guide state, county, and local recreation decision makers, providers, and stakeholders. The vision of the Wood County Parks and Forestry Department is ambitious and exciting, but is also realistic and achievable.





Vision

To develop, maintain, and operate facilities, resources, and programs that meet the outdoor recreation, environmental, and economic needs of the public; and provide clean, safe, quality family enjoyment at a reasonable cost.

Goals & Objectives

The formulation of goals and objectives provide the foundation on which the planning process is built. They are detailed descriptions of how Wood County would like to be in the future. Goals specifically identify the ideals of Wood County and can be achieved through the actions of government leaders, private organizations, and individual citizens. The objectives break down the goal into specific tasks. These tasks in turn serve as a road map to provide quality outdoor recreation opportunities in Wood County and set priorities to improve these opportunities in the future.

Stakeholders, government leaders, private organizations, local businesses, and individual citizens must work together to accomplish these objectives. Collaboration is the key to success. This is the best way to accomplish the plan's goals and bring the vision to fruition. When issues or opportunities arise, they can be responded to by referencing these goals and objectives.

The Parks and Forestry Department developed the following goals and objectives through: community input; analysis of the existing recreation system inventory (Section V.); findings from the needs assessment (Section VI.); and recommendations identified in the action/implementation program (Section VII.)

A **Vision** summarizes the ideal state of an organization – or project or resource.

Goals are general statements of desired outcomes of the community.

Objectives break down a goal into specific tasks – subset of goals.

GOAL: Provide and maintain a high quality recreation system that is available to ALL Wood County residents and visitors.

OBJECTIVES:

- Ensure outdoor recreation facilities serve people of all ages and physical abilities.
- Encourage municipal cooperation and communication to reduce redundancy and duplication of recreation facilities and services.
- Ensure future improvements are accessible to the greatest extent possible per the Americans with Disabilities Act.
- Ensure outdoor recreation opportunities are reflective of the needs and desires identified in the outdoor recreation community survey.
- Ensure improvements to the recreation system are within the maintenance and financial capabilities of the county.

GOAL: Analyze the current and future outdoor recreation needs of the county's residents and visitors.

OBJECTIVES:

- Study currently popular recreation activities, compare them to historic activities, and determine changing trends and continuing recreation demand.
- Survey recreation providers, both public and private, and compare their findings and interpretations as to changing trends and needed facilities.
- Utilize available resources such as the Statewide Comprehensive Outdoor Recreation Plan (SCORP), the Wisconsin Park and Recreation Association (WPRA) publications, local municipal planning documents, and trade journals and periodicals that help determine trends in recreational needs.
- Encourage the public to identify park issues and opportunities through open meetings and survey questionnaires.

GOAL: Enhance and properly maintain existing recreation facilities so that they remain usable and attractive to the user.

OBJECTIVES:

- When necessary or desirable, upgrade facilities to meet or exceed current recommended standards and design. Careful attention should be paid to maintaining equipment and facilities in a manner that addresses

the American's with Disabilities Act requirements and the U.S. Consumer Product Safety Commission guidelines.

- Offer an ample supply of popular and standard types of facilities for use by county residents and for attracting out-of-county visitors that will aid the economy of Wood County's communities.
- Identify and preserve sites having scientific, historical or archaeological significance and make use of state and federal funding programs for such purposes whenever possible because these sites will be enjoyed by non-residents as well as residents of Wood County.
- Preserve the county's open space and recreational resources and protect them from visual blight and loss of environmental quality through the use of signing and maintenance.
- Support a good wildlife management program and maintain adequate wildlife habitation through the preservation of wetlands and county forests.

GOAL: **Gather and assess information concerning the potential of Wood County to provide outdoor recreation for residents and non-residents.**

OBJECTIVES:

- Review potential developments with the Highway, Infrastructure and Recreation Committee, and the County Board of Supervisors on an annual basis.
- Develop a 5-year capital improvements program (CIP) for the development of the County's outdoor recreation facilities. Update the CIP annually so that budgeting of improvements can be approved well in advance.
- Identify and make recommendations to the County Board of Supervisors regarding sites that are potentially suitable and desirable for development of new, or expansion of existing county park facilities, or of sites that should be preserved for their natural amenities in the best interest of Wood County's residents, wildlife, economy, health, safety and general welfare.

GOAL: **Make specific recommendations for action by the Wood County Board of Supervisors to fulfill the county's responsibility in providing outdoor recreation opportunities.**

OBJECTIVES:

- Obtain formal adoption of this plan by the Wood County Board of Supervisors.
- Reassess the goals and objectives of the county on a continuing basis and include them as part of the County Parks and Forestry Department annual report to the County Board in an effort to keep the supervisors and public informed and to give them an opportunity to provide suggestions for new or revised goals.
- Encourage members of the Highway, Infrastructure and Recreation Committee to continually familiarize themselves with this plan.
- Update this plan every 5 years to ensure Wood County's eligibility to apply for state and federal recreation acquisition and development programs. Updates should also reflect the evolving recreational needs and desires of the area.
- Develop and maintain a 5-year capital improvements program outlining major anticipated expenditures needed as part of a sound outdoor recreation program and apply for state and federal grants whenever possible to assist in continued upgrading of the County park system.

GOAL: **Recommend ways the county can encourage quality recreation developments by private interests and to help locate these facilities in areas of need and best suited for proper management of the county's natural resources.**

OBJECTIVES:

- Provide technical assistance to potential recreational developers about the value of the natural resources and the impact their development may have on those resources.
- Make available demographic data, topographic maps, needs assessments and other materials that may be pertinent to the particular development proposal.
- When in the best interest of Wood County's residents, provide the developer with a site analysis featuring natural resource, land use, and other information that will assist the developer in designing and building

the facility in a manner best suited for the potential user and the available natural resources.

GOAL: Through conservation and wise use of resources, preserve, develop and make accessible such quantity and quality of outdoor recreation as will be necessary and desirable for individual enjoyment.

OBJECTIVES:

- Encourage preservation of scenic areas, natural wonders, primitive areas, wildlife areas and historic areas of significance either through direct or indirect means.
- Manage County lands for the broadest possible recreation benefit consistent with other essential uses.
- Cooperate and coordinate with state and local governments on recreation development to reflect a balance between state, county and municipal facilities.
- Ensure that land devoted to outdoor recreation will be preserved and protected from encroachment by, or conversion to, other uses which might be incompatible with park purposes. When such encroachment or conversion is determined to be in the public interest, replacement of the lost land by an area of equal value for park purposes should be required.
- Periodically review the ultimate goal in park acreage and development taking into account changes in attitudes and participation. Adjustments to the long-range program should include the attempt to meet the greatest needs first and retain sufficient flexibility to cope with sudden changes or opportunities.
- Consider the feasibility of developing recreation uses that will serve the needs and desires of Wood County residents, but that may also serve to attract visitors and regional, state or national events to Wood County as part of the County's economic development goals.