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PRESS RELEASE

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FOR IMMEDIATE RELEASE

Park District of Ottawa County releases strategic plan, updates mission and vision statements

Port Clinton, OH, July 31, 2025 – The Board of Park Commissioners recently approved a Strategic Plan and Marketing Strategy for the Park District of Ottawa County outlining long-term goals and providing a thorough review of the county-wide public agency. The document is available to read on the Park District website, www.ottawacountyparksoh.org.

Performed and prepared by Environmental Design Group (EDG), the 55-page document is comprised of sections that include community and organizational profiles, research gained from stakeholders and a public input survey, five-year and ten-year goals, and a fiscal review. A strategic plan will help the park district in selecting projects, describing to the public why particular projects were executed, and outlining how these projects fit the strategic mission of the park district.

EDG was approved by the Board of Park Commissioners as the selected consultant at the May 21, 2024, public meeting, with Requests for Proposals starting in February 2024.

Now in its fifth year of a 10-year operating levy, the Park District of Ottawa County and its staff are perpetually driven by the needs of constituents.

To clarify the role of the Park District in the community, the mission statement has been updated to read, “The Park District of Ottawa County is dedicated to preserving, enhancing and connecting Ottawa County’s natural and recreational resources for the enjoyment and benefit of all.” The updated vision statement is, “Building a future where nature is accessible, shared and

connected to Ottawa County's communities." The motto remains unchanged: "Connecting People, Places and Parks."

As part of the strategic plan process, an online survey was released in November 2024 that collected public input regarding goals through the current levy period and beyond. According to survey results, the top six stated goals were:

1. Look for opportunities to preserve natural resources in Ottawa County (44.23%)
2. Continue to work on the development of trail corridors in the Marblehead Peninsula and Catawba Island areas (41.35%)
3. Plan for the financial stability of the park district beyond the current levy period. (39.42%)
4. Continue to award grants to local parks through the Parks and Trails Improvement Grant Program. (32.69%)
5. Development of new park sites, Catawba Islander Woods and Trailhead, and West Harbor Preserve. (30.77%)
6. Work toward the completion of improvements to the North Coast Inland Trail utilizing park district and grant funding. (25%)

A complete list of survey responses can be found in the published Strategic Plan.

"Our new strategic plan serves as a key decision-making tool, guiding our staff and board members as we collaboratively shape the Park District to best serve the needs of our Ottawa County communities," said Executive Director Jannah Wilson.

The Park District of Ottawa County is dedicated to preserving, enhancing, and connecting Ottawa County's natural and recreational resources for the enjoyment and benefit of all. To learn more about the Park District of Ottawa County, visit ottawacountyparksoh.org and follow the Park District of Ottawa County at www.facebook.com/parkdistrictofottawacounty.

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