

# III. THE VISION

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#### INTRODUCTION

The goal of the Vision Statement is to illustrate to the citizens of Lakeland the direction the City would like to take when making future discussion on improvements and expansion of the Park Recreation system. To demonstrate the importance of the public's participation in the preparation of the Recreation Master Plan, a Vision Statement was developed incorporating comments from the focus group discussions as key elements of its content.

#### THE VISION STATEMENT

The Lakeland Parks and Recreation Department envisions providing **well designed**, interconnected parks, trails, recreation facilities, and natural areas that:

- **Connect and serve the entire community** by offering programs and facilities that encourage inclusion and participation.
- Demonstrate **environmental stewardship** of the public

lands and facilities under our care. All facilities will be clean, safe, well maintained, and environmentally friendly. The **natural environment will be preserved** and the best practices in **sustainability** implemented.

- Enhance **health and well-being** through the provision of programming and facilities that encourage staying active, being fit and having **fun**.
- **Promote City pride** and improve the livability of our community by developing a **variety** of parks and facilities that **create an “identity” for our City**.
- Distinguish our system as a **local, state and national leader** in parks and recreation.
- Strengthen our **economy** and reinforces our commitment to **service excellence**.