

Maricopa Community Enrichment Strategic Framework

City Mission Statement & Objectives: Unlock the full potential of the city of Maricopa to create a thriving and durable community. Objectives: Maintain and enhance Maricopa's physical environment. Ensure a safe and secure community. Promote economic vitality and a sustainable community. Be a premiere city.

Purpose: The Community Enrichment Department has created a strategic framework to establish guidelines to effectively determine which programs and services are offered, who will provide those services, how those services are conducted, and how those services will be priced, in accordance with the City Mission Statement.

Scope: This framework covers all programs, services, and reservable spaces offered by the Community Enrichment Department, or other like department.

Section 1: Introduction

It is a delicate thing, to balance a durable, economically viable, sustainable community, while being premier and thriving. It has become far too commonplace across the nation, that cities that were once thriving and vibrant, have become cities of decay, lacking ultimate durability and sustainability. Being premier, cannot be at the expense of durability. A city has a responsibility to be thriving for every future generation.

Part of being a premier city, is that there are people and places worthy of our affection. It is a place where there are many opportunities for social interaction, learning, and leading a full and productive life as well as avenues for purpose, pleasure, health and well-being. When the City was in its infancy, it became necessary to facilitate these avenues, as there were no alternatives to be offered by nonprofit or private sector entities. However, the city has grown and matured to a point where we can increase the services and quality of life, while being conscious of taxpayer funding. The City can promote a thriving community, while establishing a foundation of durability and sustainability through fostering nonprofit/private sector growth.

Section 2: Strategic Framework Guidelines

1. The City finds value in an abundance and variety of recreation, arts, events, music, and educational offerings in the city.
2. The City has a top priority of fostering economic growth and activity in the private/nonprofit sectors.
3. The City emphasizes a narrow, but exceptional, scope of services, including roads and infrastructure, parks, library, public safety, city planning, and building safety, while creatively fostering nonprofit/private sector opportunities to provide activities and services associated with recreation, arts, events, music, education, and other offerings.
4. The City should only be involved in activities that benefit a significant portion of the community directly that are typically not offered by private/nonprofit entities, including parks and open spaces, trails, playgrounds, dog parks, libraries, play courts, etc. Little to no fees should be charged for these activities.
5. If it is determined that the city desires a certain activity, program, or offering (outside of activities listed in point 4), the first priority will be to analyze how it could first be offered by the nonprofit and private sectors. If it cannot feasibly be done by the private sector at a quality deemed acceptable, the City will price the activity at a market rate.

6. If any recreation, art, event, music, or educational offerings that are done by the City, can feasibly be done by the private/nonprofit sector at a sufficient quality and reasonable cost, the City has a responsibility to stop their offering, or transfer the offering over to the private/nonprofit sector in order to protect taxpayer dollars.
7. City may partner with private/nonprofit entities in certain instances where an item would benefit a significant portion of the community but is not viable without City partnership.