



# STRATEGIC AREA: RECREATION AND CULTURE



**MISSION:** *“To develop, promote and preserve outstanding cultural, recreational, library, and natural experiences and opportunities for residents and visitors of this and future generations.”*





## STRATEGIC AREA: RECREATION AND CULTURE

Great communities have great spaces. Parks, greenways, libraries, theaters and museums enrich the daily lives of residents and visitors and create a shared sense of pride in the community. Miami-Dade County oversees over 250 parks and 48 libraries throughout the county, and maintains many of our treasured beaches and marinas. We operate or provide support to many area attractions including Zoo Miami, Vizcaya Museum and Gardens, the Miami Art Museum and the Adrienne Arsht Center for the Performing Arts. We provide a wide range of programs and services for individuals and families, including free Internet access at libraries and summer camps for children. We provide direct support to diverse cultural organizations and individual artists, and promote our vibrant arts and culture scene to the entire community.

### **These County Services Matter To YOU If:**

*You like to play sports, get together with family and friends, or simply relax in parks • You enjoy boating or swimming at the beach • You find books or use the Internet at the library • Your child attends summer camp in a park • You have visited one of Miami's unique attractions such as Zoo Miami or Vizcaya • You have attended a performance at the Adrienne Arsht Center, or a world class tennis match at Crandon Tennis Center*

### **RECREATION AND CULTURE GOALS:**

- *Recreation and cultural locations and facilities that are sufficiently distributed throughout Miami-Dade County*
- *Attractive and inviting venues that provide world-class recreational and cultural enrichment opportunities*
- *Wide array of outstanding programs and services for residents and visitors*



### **KEY PERFORMANCE TARGETS INCLUDE:**

- *Increase resident satisfaction with the quality of cultural facilities such as museums and theaters from 60 percent to 70 percent*
- *Increase resident satisfaction with the library system from 75 percent to 85 percent*
- *Increase attendance at Zoo Miami from 800,000 to 960,000*



**GOAL:** *Recreation and cultural locations and facilities that are sufficiently distributed throughout Miami-Dade County*

**OBJECTIVES:**

**Ensure parks, libraries, and cultural facilities are accessible to residents and visitors** - Increase resident satisfaction with the availability of cultural facilities, the availability of green space near their home, and with library hours

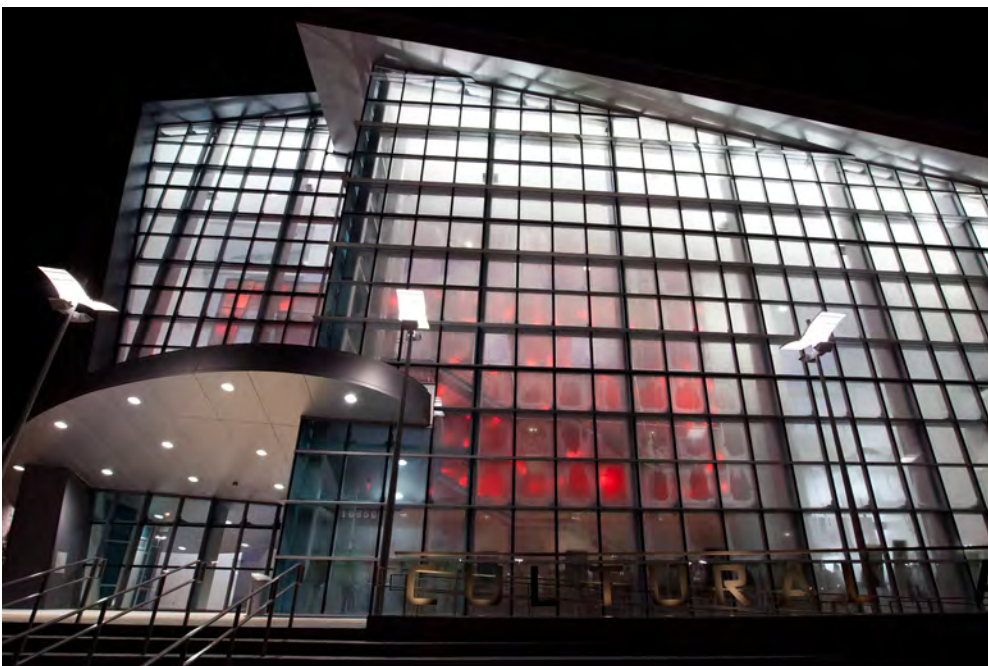
**Acquire new and conserve existing open lands and natural areas** - Increase the acres of natural lands administered by the Park and Recreation Department; maintain adequate local recreation space per capita

**SAMPLE STRATEGIES:**

- Implement the Parks Open Space Master Plan and Parks Recreation Plan
- Establish major cultural facilities downtown, and develop a complimentary network of neighborhood-based cultural venues
- Pursue fundraising and corporate sponsorships for facilities

*Nearly one-third of Americans age 14 or older – roughly 77 million people – used a public library computer or wireless network to access the Internet in the past year. In 2009, as the nation struggled through a recession, people relied on library technology to find work, apply for college, secure government benefits, learn about critical medical treatments, and connect with their communities.*

*(BECKER, CRANDALL AND FISHER)*





# STRATEGIC AREA: RECREATION AND CULTURE

**GOAL:** *Attractive and inviting venues that provide world-class recreational and cultural enrichment opportunities*

## OBJECTIVES:

**Increase attendance at recreational and cultural venues** - Increase attendance at Zoo Miami, Vizcaya and the Deering Estate; increase the total number of library contacts

**Ensure facilities are safe, clean and well-run** - Increase resident satisfaction with the quality of cultural facilities (theaters, museums, etc.), the quality of park and library facility maintenance

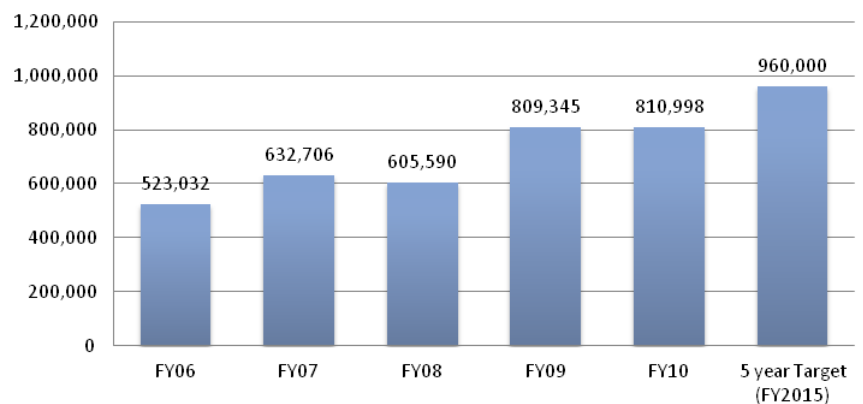
**Keep parks and green spaces beautiful** - Increase resident satisfaction with park ground maintenance

*Overwhelming evidence demonstrates the benefits of city parks. They improve our physical and psychological health, strengthen our communities, and make our cities and neighborhoods more attractive places to live and work.*

*(SHERER)*



**Zoo Miami Attendance**



## SAMPLE STRATEGIES:

- Deploy customer satisfaction surveys on an ongoing basis to ensure facilities maintain attractive offerings
- Achieve and maintain professional standards or accreditation for facilities and venues
- Integrate recreation and culture venues and activities with civic tourism, business, and economic development agendas county and statewide
- Use discount promotions and other special offers to attract visitors



**GOAL:** *Wide array of outstanding programs and services for residents and visitors*

**OBJECTIVES:**

**Provide vibrant and diverse programming opportunities and services that reflect the community’s interests** - Increase resident satisfaction with the quality of the park system and quality and availability of park programs; increase resident satisfaction with the quality of the library system and availability of library materials; increase resident satisfaction with local arts activities; increase resident satisfaction with the availability of information regarding recreation and culture programs and services; increase park and library program participation

**Strengthen and conserve local historic and cultural resources and collections** - Increase the number of Vizcaya objects fully researched and cataloged and available for viewing online; increase resident awareness of public art

**SAMPLE STRATEGIES:**

- Develop programmatic partnerships to strengthen community involvement in program offerings
- Encourage community volunteers in programs and develop volunteer database
- Pursue organizational excellence by meeting and exceeding professional standards or accreditation

*Communities aren’t just concrete and steel, asphalt and glass. They also are made up of the common cultural experiences that build a sense of place and create communal identity.*

*(JOHN S. AND JAMES L. KNIGHT FOUNDATION)*

