

# Prospect Park Alliance Strategic Plan



## Mission

### What does the Alliance do?

Prospect Park Alliance sustains, restores and advances Prospect Park to benefit the diverse communities we serve, in partnership with the City of New York.

## Vision

### What does the Alliance aspire to achieve?

Prospect Park Alliance will ensure Brooklyn's Backyard is a vital, public green space for all to enjoy. By providing the highest level of care and most innovative practices, the Alliance will lead Prospect Park to a sustainable future.

## Goals

**Achieve Operational Excellence:** Effectively and efficiently utilize resources to drive the long-term financial, social and environmental health of the organization and Park.

**Engage the Community:** Focus the Alliance's expertise to enhance the visitor experience and involve diverse communities in the stewardship of the Park.

**Advance the Park:** Ensure the Park is an open, accessible urban oasis that evolves to meet the community's changing needs, while honoring its stature as a national landmark.

## Values

**Community:** We collaborate with one another, the City and the community in the stewardship of Prospect Park so it can be sustained as a vital and accessible public amenity.

**Inclusiveness:** We serve Park users of all socio-economic and cultural backgrounds, and strive to reflect this diversity in our leadership, staff and supporters.

**Innovation:** We evolve to meet the challenges and opportunities of a changing city, and to advance the Park so that it remains a treasured green space for generations to come.

**Leadership:** We seek the highest professional standards in our work, and serve as an advocate for the Park as well as parks across the city and beyond.

**Sustainability:** We work to ensure the Park's long-term economic, environmental and social well being to keep the Park an enduring natural resource that contributes to Brooklyn's quality of life.