

MISSION:

Blaine County Recreation District provides healthy, active, and diverse recreational opportunities for our community.

VISION:

Equal access to recreational opportunities creates a healthy and thriving community.

PURPOSE:

BCRD enriches our community by creating exceptional recreational opportunities for all.

CORE VALUES:

INCLUSION:

BCRD believes in recreational programs and facilities that are accessible and affordable to and inclusive of everyone in our community.

IMPACT:

BCRD believes that recreation can positively impact everyone in our community.

HEALTH:

BCRD believes that the benefits of recreation leads to a fulfilling life.

GROWTH:

BCRD believes that recreation provides personal growth to build a thriving community.



PHOTO CREDITS: DEV KHALSA

BCRD recognizes that our work depends on the abundant natural resources of the Wood River Valley. As such, BCRD is exploring ways to reduce the organization's carbon footprint, adapt to the changing climate, and protect the precious natural resources of our community.



Blaine County Recreation District
1050 Fox Acres Rd., Room 107
Hailey, Idaho 83333
208-578-BCRD • bcrd.org



2022-2025 STRATEGIC PLAN



SARA SHEEHY

SARA SHEEHY

BCRD has prioritized infrastructure to support the growth of our programs and facilities. We will:

- Complete the buildout of Quigley Trails Park, which has quickly become one of the most popular trailheads in Blaine County.
- Continue to maintain and improve Galena Lodge and the surrounding trails.
- Build a centralized maintenance facility to maintain and store our equipment and vehicles.
- Explore snowmaking to extend the season at Quigley Nordic.
- Update, standardize, and create bilingual signage for all trails and facilities.



BCRD has prioritized staff professional and personal development to ensure longevity and effectiveness of staff. We will:

- Build reliable networks for recruiting staff, create consistent onboarding for new staff, and create professional development opportunities for staff.
- Implement incentive programs that inspire staff to reach beyond their existing roles at BCRD.
- Embrace Diversity, Equity, and Inclusion through hiring, leadership training, mentoring programs, and program enrollment.



BCRD has prioritized improving and focusing our programming while serving long-time users and welcoming new groups. We will:

- Offer high school and adult recreational programming to serve the need for non-specialized recreational opportunities.
- Develop functional workout space for specialized training.
- Offer programming to middle school students to fill the void in non-specialized recreational opportunities.
- Develop outdoor recreational programming and educational opportunities to facilitate inclusive, accessible, and responsible outdoor engagement.
- Meet the demands of the community by expanding HUB After School, Recess from School, and Summer Day Camp capacity.

