

BIG PLAYS

2024-2026



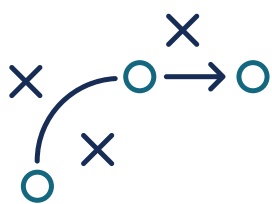
OUR MISSION

Creating a sense of well-being through play.



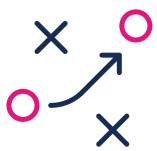
OUR VISION

Play will become essential regardless of age or ability



CONTINUOUS IMPROVEMENT

Implement a “now and next” training philosophy
LEAN into improvement



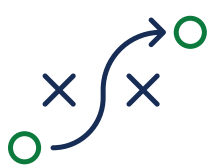
ENCOURAGING PLAY

Build Parks, Trails, and Facilities
Prioritize City Council Top 10



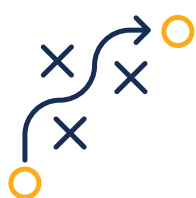
BUILDING AWARENESS

Elevate the Play Frisco brand
Integrate CAPRA accreditation into our culture



PRESERVATION & CONSERVATION

Transition from maintenance to management
Amend ordinances, agreements, and bylaws



IMAGINATION

Create unique experiences
Efficient use of natural resources

RIGHT HERE



RIGHT NOW