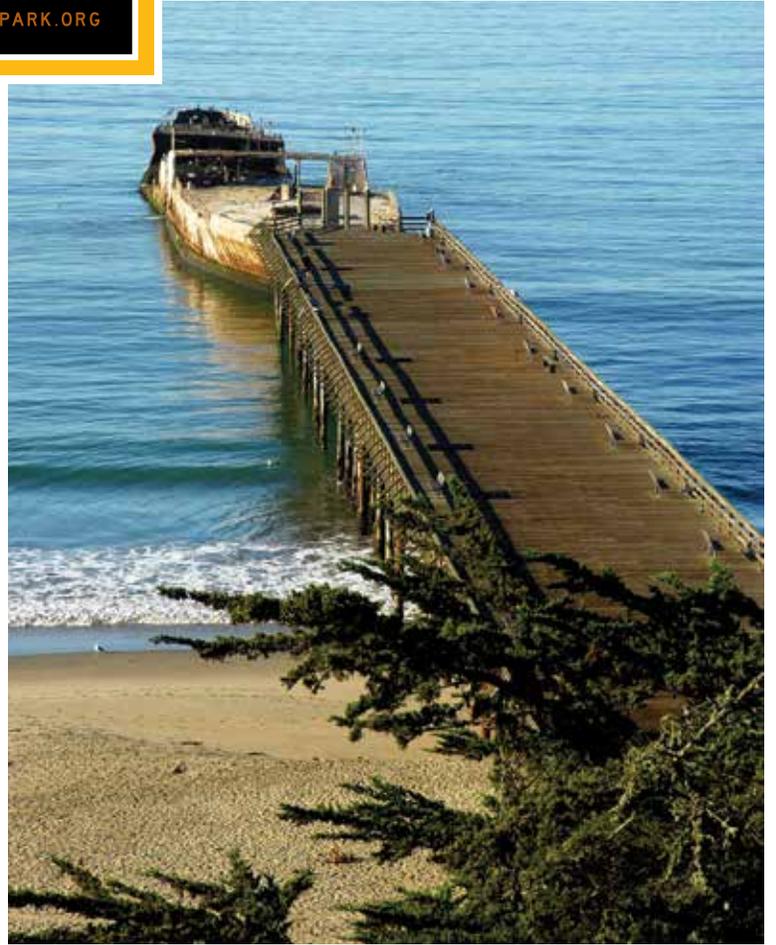




STRATEGIC PLAN

Friends
OF
SantaCruz
STATE PARKS
THATSMYPARK.ORG

2015 - 2018



EXECUTIVE SUMMARY

Friends of Santa Cruz State Parks (Friends) is a non-traditional, entrepreneurial nonprofit organization that is dedicated to working with California State Parks (CSP) to support the preservation, knowledge, and awareness of natural and cultural resources. Friends has written a three-year strategic plan to guide it through the transitional times as CSP envisions a new future following the recommendations of the Parks Forward Commission.

Friends operates kiosks in the Pajaro Coast, Mountains and San Mateo Coast park sectors of the Santa Cruz District, with an annual budget of \$3.5m and field staffing that can be as high as 69 people.

Friends' values through the years have remained solid: Friends is passionate about our parks, and works to ensure that all local state parks are open and accessible. We are committed to providing quality, robust, engaging interpretive programs at local state parks.

In order to continue our important work to support local state parks, Friends will focus on achieving seven goals over the next three years.

By December 31, 2018, Friends will have achieved the following results, consistent with its mission:

1. Plan for funding and construction of The Forest of Nisene Marks parking, visitor center and entrance, while continuing to enhance and improve the park and its facilities.
2. Open the Rancho San Andrés Castro Adobe State Historic Park.
3. Restore and improve Wilder Ranch State Park facilities.
4. Continue to develop the Mission Adobe State Historic Park as a venue for educational enrichment and community gatherings such that it is fully integrated within the life of the community, enjoys increased attendance and visiting and is a well-known site within the community.
5. Expand use of the State Park system by people of all ages, cultural backgrounds and abilities.
6. Increase funding to California State Parks.
7. Establish a process and guidelines for district-wide decisions regarding projects and funding.

Capacity-building to effectively execute on this plan is critical to its success. The board and staff will be working to increase the number of board members, the expertise of staff and the capability to raise necessary funds. The opportunities for Friends in the next few years are nearly endless. Staying innovative and focused will be crucial to success.





MISSION AND GUIDING PRINCIPLES

Sustaining the Legacy of Our State Parks and Beaches

Friends of Santa Cruz State Parks (Friends) is an entrepreneurial nonprofit sustaining the legacy of our state parks and beaches. Through an innovative partnership with California State Parks, and by leveraging local community support, Friends has provided millions of dollars of funding for educational programs, visitor services and capital projects.



Our Values

Friends of Santa Cruz State Parks is a nonprofit California State Parks (CSP) partner that strives to ensure that the history, traditions and natural beauty of state parks are enjoyed today and by future generations.

Friends of Santa Cruz State Parks is passionate about our parks, and works to ensure that all of our local state parks are open and accessible.

In partnership with CSP, Friends is committed to providing quality, robust, engaging interpretive programs at all local state parks with interpretive centers.

Because the voice of the people of Santa Cruz County, and of California, must be heard regarding state park issues, Friends is an educated, informed advocate for state parks on the state and local level.