

**GOAL 1: Preservation of the cultural history, geological and environmental resources of Lost River Cave for future generations.**

Strategy 1: Adopt a Resource Management Plan (RMP) to enhance and protect the natural features of the park.

Action 1: Establish a hierarchy of needs for restoration of natural ecosystems and wildlife.

- a. Integrate the visitor experience and educational programs in the prioritization of RMP projects.
- b. Outline projects to be undertaken in 5-year increments.
- c. Establish year-by-year plan for invasive removal at specific locations.
  - i. Develop equipment needs list for prairie management. Work with the Development Dept. to acquire funding for equipment.

Action 2: Empower staff to incorporate recognized conservation practices in prairie and forest management.

- a. Support training and certification courses for staff.

Strategy 2: Create a detailed Site Plan that will (a) serve the need of the community for access to nature and (b) protect the natural resources (see RMP).

Action 1: Develop a year-to-year strategy to accomplish the maintenance and new project goals of the Site Plan.

- a. Establish an annual list of maintenance projects required to sustain and/or improve existing buildings and amenities.
- b. Prioritize staff time and budget based on the identified needs.

Strategy 3: Identify links between the human history of the park and its geological features.

Action 1: Create an outline of stories that connect visitors to our cultural history.

Action 2: Develop a series of interpretative signs that link the human stories to the natural features of the cave and park.

**GOAL 2: Expand Lost River Cave to become a recognized center for nature education and conservation.**

Strategy 1: Complete the capital campaign to support the construction of the Nature Education Center and exhibits.

Action 1: Establish a core group of leaders to serve on the Capital Campaign Committee.

Action 2: Engage existing major donors and board members to introduce new major gift prospects to the campaign.

## **GOAL 2 continued:**

Action 3: Connect the public to the project through fundraising events and awareness campaigns.

Strategy 2: Improve the public's perception of the Park by establishing unified design standards.

Action 1: Conduct research to identify suppliers that can meet the unified design standards for all amenities (i.e., benches, waste receptacles, containers for bedding plants, etc.) and signage.

Action 2: Refurbish existing icons that represent the cultural history of the site: the water wheel; the historic arch, and historic buildings; as well as repair the bridge underpinnings.

Action 3: Work with Development Department and Board to identify and cultivate sponsors for benches, interpretative signs, etc.

## **GOAL 3: Build on educational programs utilizing Lost River Cave's diverse and vibrant ecosystems and 72-acre Park.**

Strategy 1: Investigate the effectiveness of our place-based learning experiences to ensure that educators value our services.

Action 1: Align programs to match grade level requirements by subject, i.e., geology for 3<sup>rd</sup> grade, history for 4<sup>th</sup> grade, etc.

Strategy 2: Formulate a series of programs designed to progressively build students' understanding of science through the elementary years and that support the goal of three visits per child, between grades K-6.

Action 1: Modify existing programs to serve as building blocks of knowledge for K-6 students.

Action 2: Develop marketing for educators that illustrates the benefits of the building block approach.

Strategy 3: Develop on-site programs that align with the goals of other non-profits, and their constituents.

Action 1: Dedicate staff time to meet with area non-profits to build relationships.

Action 2: Develop messages that illustrate our willingness to serve/assist.

Strategy 4: Develop citizen science programs that relate the flora and fauna of the park.

Action 1: Utilize online platforms to record progress of projects, i.e., Chronolog.

Action 2: Utilize our website to report results of citizen science programs.

Strategy 5: Investigate the possibility of a high-school internship that will encourage students to study land management for conservation purposes.

## **GOAL 4: Enrich the community's connections to nature through volunteer opportunities.**

Strategy 1: Utilize the Resource Management Plan (RMP) to identify volunteer opportunities.

Action 1: Incorporate the tasks outlined in the RMP in marketing to volunteers.

Action 2: Set RMP goals for volunteers and celebrate successes.

Action 3: Engage community groups to 'adopt a part of the park.'

Action 4: Establish standards for immediate and on-going recognition of volunteer successes, i.e., blog posts and trail signs.

## **GOAL 5: Ensure the financial stability and growth of the organization.**

Strategy 1: Offset the loss of revenue caused by the year-over-year increase in the number of flood days.

Action 1: Design a boat that will have a higher carrying capacity and navigate strong current.

- a. Acquire the motor, battery systems and equipment required to provide power to the boat and provide on-board sound and lighting.

Action 2: Install a dock inside the cave beyond the low rock that will permit tours to be conducted on days when the water level prevents our existing boats from entering the cave.

Action 3: Fabricate and install a watertight walkway that provides visitor access to the new dock.

Action 4: Upgrade cave electrical systems to light the walkway and provide power for the boats' battery management system.

Action 4: Upgrade the lift hoist and trailer to accommodate the increased weight and size of the larger boat.

Strategy 2: Improve the value of the visitor experience to command higher fees.

Action 1: Investigate the possibility of expanding/improving the visitor experience to include the scenic upper passageway as part of the cave tour.

- a. Investigate construction of a staircase inside the cave. Utilize the new boat tour walkway to provide visitor access to the staircase.

Strategy 3: Monitor ancillary revenue sources to ensure that they receive adequate funding to grow, and that resources expended are justified.

Action 1: Develop a marketing plan to improve local traffic in gift shop.

Action 2: Upgrade amenities for the Cavern Nite Club and meeting space.

Action 3: Experiment with new zipline activities to increase visitor engagement.

Strategy 4: Engage donors to support the sustainability of the Park and the Mission.

Action 1: Establish giving strategies that engage donors to make multi-year commitments.

- a. Develop a roadmap to increase donor retention.
- b. Develop and implement stewardship matrix to ensure all donors receive the best care at designated giving levels.
- c. Develop and apply recognition matrix to provide proper recognition and increase giving while making fewer requests of major donors.

## **GOAL 5 continued:**

Action 2: Create a donor culture that supports the preservation of the 72-acres and connecting our community to nature.

- a. Develop consistent 'user-centered' messaging that instills a sense of ownership and pride of place for local residents.
- b. Promote park and society memberships as ways to sustain the park now and into the future, supporting the continued improvement of the quality of life within our community.
- c. Expand opportunities for interactions with members, volunteers, board and staff to build social ties and networks of support.

Strategy 5: Engage with local government agencies to create a public/private partnership supporting the vital resource Lost River Cave provides to the community.

Action 1: Promote a public/private partnership that will provide the city and county with an opportunity to increase the livability and economic desirability of the region.