

Manheim Township Parks & Recreation Strategic Plan & Master Plan Draft Update

June 9, 2025



Getting to a Complete community



FEBRUARY 2024

Project kickoff with biweekly meetings to build background knowledge and to outline challenges and opportunities.

FALL 2024

Advisory group virtual meetings to continue review of park facilities and recreation programs.



SUMMER 2024

Stakeholder Forum meetings and public survey conducted to seek input and ideas from the community.

SPRING 2025

Biweekly meetings with Project Management Team through May 2025. Draft Strategic Plan and Parks Master Plan Completed.

PARK MASTER PLAN & STRATEGIC PLAN TIMELINE

5-YEAR CYCLE

STRATEGIC PLAN

- Mission, Vision, and Core Values
- SWOT Analysis
- Goals, Objectives, and Actions
- Customers
- Financial
- Operations
- Workforce



10-YEAR CYCLE

MASTER PLAN

- Programs and Facilities Inventory
- Service Area and Demographics
- Needs Identification and Capacity Analysis
- Environmental Constraints
- Concepts and Alternatives
- Priority Improvements and Capital Budgeting
- Goals, Objectives, and Actions

POLICY GOALS AND ACTION ITEMS

POLICY AREA	GOAL
PARK FACILITIES	PROVIDE PARK AND RECREATION FACILITIES THAT MEET A HIGH LEVEL OF SERVICE FOR ALL RESIDENTS NOW AND OVER THE NEXT 10 YEARS
RECREATION PROGRAMS	PROVIDE RECREATIONAL PROGRAMS RESPONSIVE TO THE NEEDS OF RESIDENTS OF ALL AGES AND ARE DESIGNED TO CREATE A LIFETIME CONSUMER
FINANCIAL	ENHANCE THE FINANCIAL SUSTAINABILITY OF PARKS AND RECREATION
PARTNERSHIPS	DEVELOP AND STRENGTHEN PARTNERSHIPS THROUGHOUT THE COMMUNITY TO SUPPORT PARK AND RECREATION ACTIVITIES

PARK FACILITIES PLANNING

3-YEAR ACTION PLAN PRIORITIES

Park Facility	Program Year	Action(s)
Perelman Park	2025-2026	<ul style="list-style-type: none">• 2025 Design & Permitting, 2026 Construction
Overlook & Skyline Pools	2026	<ul style="list-style-type: none">• Complete Pool Audit & Feasibility Study
Overlook Community Campus	2027	<ul style="list-style-type: none">• Complete Campus Master Plan
MTAC/Weaver & Community Park	2026	<ul style="list-style-type: none">• Complete combined Park Master Plan
Reidenbaugh Park	2027	<ul style="list-style-type: none">• Work with MTSD to develop cooperative agreement & design Park Master Plan
Stoner Park	2028	<ul style="list-style-type: none">• Complete Park Master Plan

RECREATION PROGRAMMING

RECREATION PROGRAM LIFECYCLE ANALYSIS



RECREATION PROGRAM SUMMARIES

- *GREEN. Strong programs on upward trajectory*
- *ORANGE. Program meets mission, vision and value.*
- *YELLOW. Recreational in nature with lower participation.*
- *WHITE. Low priority and participation and might be best to sunset program.*

Program Title	(5 & Under)	(6-12)	(13-18)	(19 - 34)	(55 - 64)	(65+)	Location	2023 Participation
Open Gym Pickleball				◆	◆	◆	Overlook Activities Center	3,515
Manheim Township Masters Swim Team				◆	◆	◆	Skyline Pool	39
Landis Woods Nature Preschool (participation numbers in summer semester)	◆						Landis Woods	451
Nature Day Camp		◆	◆				Boettcher House	303
Overlook Day Camp		◆	◆				Overlook Activities Center	600
High School Ski Club			◆	◆			N/A	82
Middle School Ski Club		◆	◆				N/A	51
High School Rec Basketball League			◆				Spooky Nook	100
Youth Recreational Basketball		◆	◆				MTSD Elementary Schools	545

RECREATION PROGRAM DEVELOPMEN T IDEAS

Recreation Program Surveys

Comprehensive Recreational Surveys

Assessment of Community Traditions and Preferences

Annual Staff Program Retreats

Continuing Routine Advisory Group Meetings

Developing Program/Event Focus Groups

Revenue, Expenses and Cost Analysis of Each Program

Developing a Marketing Plan

Offering Diverse Programs



QUESTIONS

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