



STRATEGIC PLAN

LAVA HOT SPRINGS FOUNDATION

FY 24-27

LAVA HOT SPRINGS FOUNDATION

MISSION STATEMENT

To ensure that the public has access to healthful, clean and inviting facilities for recreation and healing purposes.

VISION STATEMENT

We foresee an ever-expanding role of tourism in the economy of southeastern Idaho. We realize that although the Foundation facilities are a main attraction of the region, we must coordinate our activities and efforts with those of neighboring attractions to be effective. We will strive to improve and maintain relationships with the citizens and businesses of Lava Hot Springs, the surrounding communities, and the other attractions in the area.

We envision the development of properties under the control of the Foundation that will enhance the overall operation and sustainability of the facilities. We will strive to maximize the usefulness of the facilities while being cognizant of the issues of being a self-supporting entity.

PHILOSOPHY OF THE LAVA HOT SPRINGS FOUNDATION

We believe that the Foundation is responsible for operating the public grounds, facilities and improvements for the benefit of all the public. We believe in operating in an open, honest, ethical and responsive manner to ensure that the Foundation is accountable and worthy of the public trust.

We value our employees and encourage them through training and teamwork to seek and use new technologies to be as effective and efficient as possible. We will strive to assist the employees to deliver more services at lower costs to the individual consumer.

As trustees charged with maintaining the area for public use, rates charged to the public are based on the following factors:

1. Rates high enough so that the Foundation will not undercut similar private facilities located in Southeastern Idaho.
2. Rates high enough to cover operating expenses.
3. Rates low enough that the public can use the facilities without suffering economic hardship.
4. Rates set to allow the Foundation to fund improvements to the facilities and still cover operating expenses and fixed asset replacement costs.

KEY EXTERNAL FACTORS

- ◆ Weather;
- ◆ Road construction and condition of transportation system
- ◆ Economy of Southeastern Idaho and the Wasatch Front
- ◆ National economy
- ◆ World economy
- ◆ Fuel costs
- ◆ Package tour industry
- ◆ Competition
- ◆ Potential regulations regarding environmental/health issues
- ◆ Employee retention

GOAL 1

Maintain existing facilities in good repair.

OBJECTIVES

1. Improve the condition of walkways and pool decks.
2. Minimize the amount of time the facilities are closed due to equipment failures.

PERFORMANCE MEASURES

1. Decking around the pools and/or sidewalks and public paths will be replaced or repaired.
Benchmark: 1,000 square feet per year.¹
2. All equipment failures will be repaired and functioning the same day as the outage.
Benchmark: 4 hours of downtime for emergency repair of equipment necessary to the functioning of the pools.²

¹ Based on internal assessment establishing this rate to keep abreast of repairs and to pave unserved areas.

² Performance measure presumes that parts and equipment needed for repair are in inventory and appropriate for use.

GOAL 2

Maintain facilities to accommodate our current and future customer base.

OBJECTIVES

1. Provide and maintain peak demand parking capacity at the Hot Pool facility.
2. Provide additional capacity within the current footprint of the Hot Pool facility.

PERFORMANCE MEASURES

1. Maintain or exceed attendance at the current baseline figure.
Benchmark: Hot Pools 305,000; Swimming Pool 175,000

GOAL 3

Expand facilities to attract new / additional customers.

OBJECTIVES

1. Expand and renovate the offerings at the Olympic Swimming Complex and Waterpark.
2. Expand and renovate the parking and a second ticket office.

PERFORMANCE MEASURES

1. Increase attendance by independently funding and constructing new attractions at the Swimming Pool and Waterpark.
2. To increase parking and reduce the time patrons spend in the ticket lines.

Benchmark: 150,000 summer attendance at the Olympic Swimming Complex.