

NNC Strategic Plan 2021-2026

Vision: Inspire appreciation and respect for nature.

Mission: The Ney Nature Center manages and protects the Ney Wildlife Preserve through education and interaction with the natural world.



Strategic Direction 2015-2020:

To realize the vision of appreciation and respect for nature by significantly increasing the capacity and impact of the Ney Nature Center, inspiring an ever-growing number of people to connect with Minnesota history and the natural world.

NNC commits to the following principles:

- ◆ Provide leadership in place based cultural and natural history learning.
- ◆ Foster greenway connections with surrounding public lands.
- ◆ Collaborate with others to build capacity in programs and services.
- ◆ Insure strong stewardship in caring for Ney Nature Center resources.

NNC Strategic Focus Areas:

- ◆ **Building and Land Preservation** –dedicated to a 10-year plan of building & natural surrounding restoration, preservation, and development.
- ◆ **Programs and Education** –high quality innovative and traditional place-based program expansion drawing & inspiring a broad base of participants with self-guided and staff lead experiences.
- ◆ **Organizational Development** – increase capacity by doubling operational capacity through effective staffing, partner collaborations, and volunteerism.
- ◆ **Financial Sustainability** - build financial sustainability through diversity of funding sources, maximizing regional park status, and implementation of a net revenue business model for growth.

NEY NATURE CENTER

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NNC Strategic Plan 2015-2020

Focus Area Strategies

Building & Land Preservation: NNC is dedicated to a 10-year plan of building & natural surrounding restoration, preservation, and development.

Strategic Initiatives & Actions:

- Review and define NNC future use of each area of natural surrounding sites and buildings – June 2021.
- Refresh analysis and plan for each building and natural site restoration, preservation, program utilization, and new facilities with associated cost estimates with potential funding sources – December 2021.
- Set up a prioritized ten-year plan (2021-2031) for progressive fund development restoration, preservation, and development – March 2022.
- Secure funding and initiate work for new construction restoration, preservation, and development as resources are made available – beginning July 2021 through June 2031.

Programs & Education: high quality innovative and traditional place-based program expansion drawing & inspiring a broad base of staff and self-guided participation

Strategic Initiatives & Actions:

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Organizational Development: double operational capacity through effective planning, staffing, partner collaborations, and volunteerism. [RECRUIT | DEVELOP | RETAIN]

Strategic Initiatives & Actions:

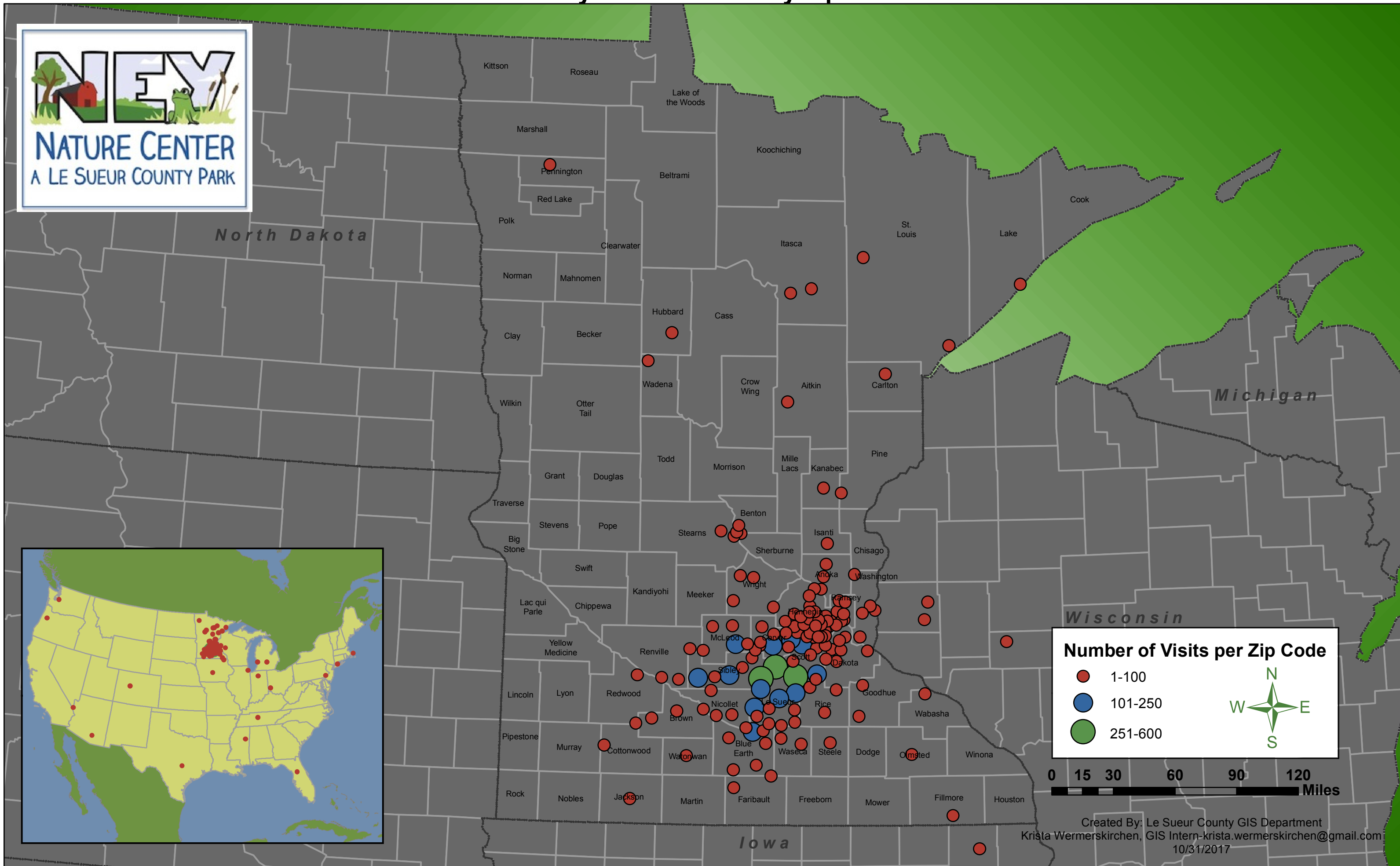
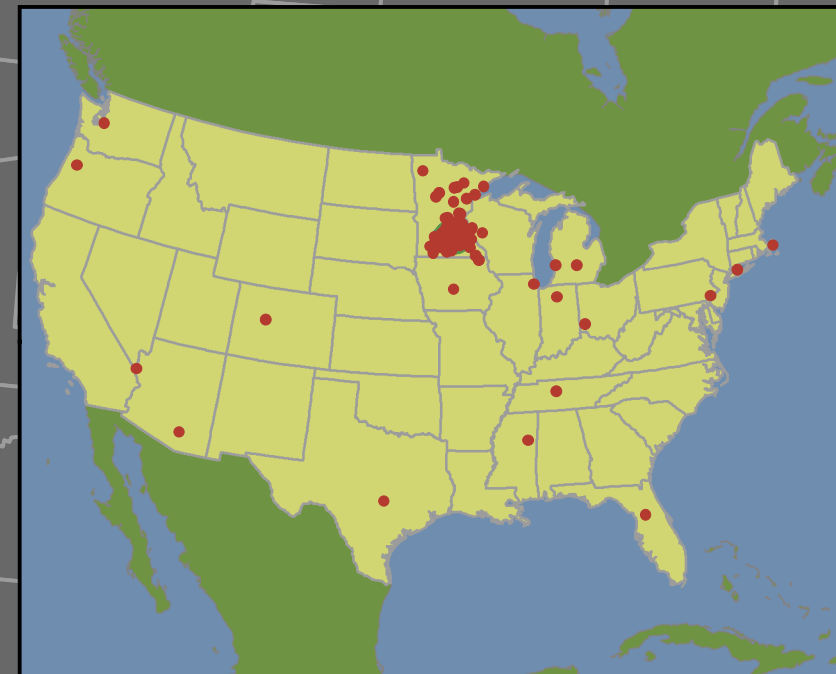
- Determine current organizational capacity and develop a quantitative analysis of year over year growth needs of staff, partners, and volunteers to support growing participation – January
- Complete a refreshed annual framework with actions that guide the board, committees, volunteers, partners, and staff – June
- Document internal policies, practices, and procedures as presented in the MCN *Principles & Practices for Nonprofit Excellence* – September 2021/ February annual reviews.
- Develop and implement a competitive staff compensation package based on industry benchmarking, and compression studies with a supportive plan for compensation progression – June 2021 / June annually

Financial Sustainability: build financial sustainability through diversity of funding sources and implementation of a net revenue business model for growth.

Strategic Initiatives & Actions:

- Exercise the NNC break even financial tool for current programs to determine income, cost levels, number of participants, & fees – February / Ongoing / Quarterly report.
- Develop a 10-year diversified revenue plan leveraging Le Sueur Cty Park support, county park designation grant access, and fundraising initiatives – August 2022.
- Implement fund development practices with supporting technology tools that efficiently optimizes resource development initiatives - September.
- Conduct a detailed financial review and annually adjust financial plans to fully support programs, staffing, preservation, and development - April.

Number of Visits to Ney Nature Center by Zip Code in 2016 and 2017



Number of Visits per Zip Code

- 1-100
- 101-250
- 251-600



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 10/31/2017



NNC Participation Data

Fiscal Year 2018-2019

Program Participants

- Group Programs: 1,611
- Public Programs: 837
- Special Event: 512
- Off-Site Program: 456
- YES! Programs: 188
- Day Camp: 58
- Total Participants: 3,662

NNC Membership Increase: 25.7% (2015 vs 2018)

- 2015: 159 | 2016: 177 | 2017: 196 | 2018: 200 | 2019: TBD

Individual Program Participation Increase: 76% (2016 vs 2019)

- FYE 16: 2095 | FYE 17: 3013 | FYE 18: 5295 | FYE 19: 3692*weather

Group Program Participation Increased: 309% (2018 vs 2019)

- July of 2018: 85 | July of 2019: 348

Lost Opportunity due to lack of Facility or Staffing:

- Unable to Accommodate: **1,047**

2019 School Field Trips: included in spring & summer (17)

Belle Plaine, Mount Olive (Mankato), TCU, Lake Crystal Wellcome Memorial, St Annes (LS), GFW, Cedar Mountain, Glenco Silver Lake, St Peter, Cologne Academy, RiverValley YMCA (Prior Lake), New Prague, Jordan Middle School, ElcoNewMarket, Ridgedale YMCA (Minnetonka), New Ulm, Sibley East

Group Participation:

Girls Scouts – Troop & Council; Boy Scout Troops; YMCA Summer Youth; Summer School Day Care; Church Youth; Assisted Living Communities; Managed Resources Connections Inc; 4H; Future Farmers of America

Trail Data:

- 25 cars per day is average; January 2021 - 36.1 cars per day
- 1.5 bikes per day average on the bike trail

Note: increase in cars per day & trail use during “social distancing” initiative

