

Duxbury Beach Reservation Strategic Plan FY23-FY28

Mission

The Reservation's mission is to PRESERVE Duxbury Beach to safeguard the adjacent bays and mainland, PROTECT wildlife and vegetation while welcoming the public to ENJOY.

Vision

We envision a future where the beach is constantly maintained and nurtured so that the ecosystem may be enjoyed by future generations.

Values

We believe...

- *We are stewards of the beach, protecting and preserving its natural resources*
- *A strong financial foundation is essential to our mission*
- *Investing in the preservation of the landform will help the beach adapt to the effects of climate impact*
- *We must balance the need to protect the coastal ecology while supporting public access and enjoyment of the beach*

Duxbury Beach Reservation Action Plan FY23-FY28

Pillars

Foundation of our work. These strategic pillars build upon the mission and vision of Duxbury Beach Reservation. They represent the foundational principles that drive all of our planning and action. These pillars remain constant, while the drivers and deliverables under each may change to ensure we achieve our mission.

Drivers

3-5 year goals. The major factors that allow us to achieve our mission. These may change slightly as priorities or factors change, but they stay pretty consistent – we should ask ourselves what we are doing about THIS this year.

A. Preserve the structural integrity of the beach

1. Improve the integrity of the beach to proactively sustain the impact of natural events and climate change.
2. Strengthen relationships with federal, state and local agencies in order to achieve grant success and the highest level of collaboration to achieve shared objectives.

B. Protect Duxbury Beach as a naturally functioning coastal habitat

1. Present an ecological management plan that focuses on the existing health of the ecosystems on the barrier beach while enhancing the diversity of native flora and fauna.
2. Continue to develop the Endangered Species Program with a focus on exemplary data collection, seasonal staff satisfaction, public engagement, and current best practices.

C. Maintain beach access so the public can enjoy and learn about the beach

1. Determine long-term strategy for beach management that ensures continued access.
2. Champion efforts and explore opportunities to expand beach access.
3. Ensure DBR's mission is understood by the Town of Duxbury, residents & other stakeholders.
4. Promote service excellence in beach management.
5. Maintain beach access while adhering to regulatory guidelines.
6. Develop a plan for the care and maintenance of Duxbury Beach Park that includes contingencies for the Pavilion (Blakeman's building).

D. Foster strong *working* relationships to further our mission

1. Engage surrounding towns to promote cooperation and engagement that results in support and action as needed.

E. Create a financial framework that *achieves* stability, growth and succession

1. Build additional financial infrastructure that supports seamless workflow between the finance committee and staff.
2. Diversify revenue streams to decrease risk.
3. Build reserves that ensure financial stability.

F. Build a robust Development program *that increases both number of supporters and financial resources*

1. Offer an annual schedule of events that results in increased donor and volunteer engagement.
2. Meet targets for annual fund gifts through appeals and other forms of donor engagement.
3. Ensure annual pledge goals are met and that major gifts increase annually.
 4. Foster relationships with constituents that result in increased volunteerism, support of DBR efforts and financial engagement.

G. Strive for excellence in leadership and operations

1. Evaluate and adjust governance structure to ensure integrity, fiduciary responsibility and support for DBR mission.
2. Support staff activities and professional growth and ensure a safe and positive work environment.
3. Provide technology and organizational systems appropriate to meet DBR's goals and increase staff effectiveness.