

OUR MISSION

Creating a sense of well-being through play.

OUR VISION

Play will become essential regardless of age or ability.

BIG PLAYS



CONTINUOUS IMPROVEMENT

1. Achieve CAPRA Re-Accreditation
2. Develop Our Employees



ENCOURAGING PLAY

1. Cultivate Community Relationships
2. Play Your Way



BUILDING AWARENESS

1. Increase Community Outreach
2. Play Frisco 2.0



PRESERVATION & CONSERVATION

1. Create a Cultural Arts Roadmap
2. Proactively Care for Play Frisco Assets

Play
FRISCO

2021 - 2022



IMAGINATION

1. Build a LEAN Culture
2. Create Unique Experiences