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

IMAGINATION
1. Build a LEAN Culture
2. Create Unique Experiences

Play Frisco
2021 - 2022