

STRATEGIC PLAN

2024-2028

ROOSEVELT CAMPOBELLO INTERNATIONAL PARK COMMISSION



Roosevelt Campobello International Park
Campobello Island, New Brunswick, Canada

Approved by the RCIP Commission on April 27th, 2024



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OUR MISSION

The mission of Roosevelt Campobello International Park Commission is to establish a park open to the general public as a memorial to President Franklin Delano Roosevelt, to symbolize the close and neighbourly relations, unity and friendship between the peoples of Canada and the United States of America, and to recognize the many cherished associations of President Roosevelt, Eleanor Roosevelt and their family with Campobello Island and the surrounding region.

OUR VISION

The vision of the Roosevelt Campobello International Park Commission is to inspire unity, understanding, respect and dignity of all peoples through the authentic and immersive beloved island experience of recreation, peaceful retreat and stimulating conversation.

- **Honouring** the legacies and ideals of Franklin Delano Roosevelt and Eleanor Roosevelt through experiential engagement
- **Preserving** the buildings, grounds, Natural Area and unique beauty of Campobello Island.
- **Celebrating** the shared heritage and friendship of the two nations



CORE VALUES

TEAM WORK



We foster a culture of collaborative teamwork with a strong governance foundation. We support each other and work together to provide the best possible experience for the visiting public and to preserve this special place.

INTEGRITY



We make an unwavering commitment to honesty, transparency, and ethical conduct in all that we do. Our work and communication styles are thoughtful, accurate, and sincere.

STEWARDSHIP



Our commitment to stewardship extends to fostering diversity, equity, and inclusion for current and future generations, ensuring responsible management and preservation of our natural, historical and financial resources.

SERVICE



We are proud public servants, preserving and sharing Roosevelt Campobello International Park for the benefit of the public and future generations. We welcome all to experience our unique Island Hospitality.

EXCELLENCE



We commit to excellence in preserving and sharing the history and natural beauty of the Park, providing exceptional visitor experiences, and maintaining the highest standards of authenticity and environmental stewardship.



1. Preserving the historic Roosevelt Cottage, its contents, grounds, and other Park facilities to reflect the Roosevelt Family’s visits to Campobello Island in the early 1900s.

2. Administering Roosevelt Campobello International Park as a memorial by:

- a) Ensuring strong financial and environmental stewardship, accountability and oversight, and implementing best management practices.
- b) Offering quality interpretive and educational programs at the historic Roosevelt Cottage, Muskie Visitor Center, and nearby cottages.
- c) Making the Park’s Natural Areas accessible to the public through interpretive programs and educational activities.
- d) Providing Park facilities for accommodations, food services, and educational meetings that interpret the Roosevelts’ legacies.
- e) Promoting experiential learning about Franklin and Eleanor Roosevelt's values during the Depression and World War II.

3. Attract public visitors and groups to the Park while keeping its messaging relevant for current and future generations.

4. Cooperate with other institutions, surrounding communities, and First Nations to:

- a) Foster mutual friendship and collaboration.
- b) Deliver engaging programming that educates visitors about historic challenges such as the Great Depression and WWII.
- c) Strive to ensure that every visitor departs with a deep appreciation for the region and a profound understanding of the significance of the Roosevelts’ “Beloved Island Experience.”



GOALS

GOAL 1 | MAXIMIZE THE VISITOR EXPERIENCE

Roosevelt Campobello International Park (RCIP) will maximize the visitor experience through experiential programming, improvements to the Visitor Center, and other visitor service and educational initiatives.



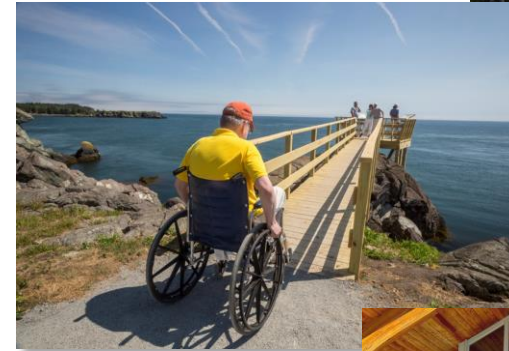
GOAL 2 | MAXIMIZE AWARENESS OF RCIP

RCIP will develop, and promote its unique identity and offerings.



GOAL 3 | ENSURE RESPONSIBLE STEWARDSHIP

RCIP will expand Natural Area improvements and manage conservation of the Historic Core, utilizing best management practices for recreational accessibility, ecological conservation and historic preservation.



GOAL 4 | ENSURE A STRONG & COMMITTED TEAM

RCIP will ensure a healthy workplace, encouraging collaboration and productivity among all team members (Staff, Management, and Commission).



GOAL 5 | DEVELOP QUALITY, INNOVATIVE AND EXPERIENTIAL PROGRAMS & EVENTS

RCIP will Deliver high-quality and engaging Educational Programs and Events.

