World Shooting & Recreational Complex  
Public Information Session  
June 27, 2019

**Strategic Planning Activity**

The World Shooting & Recreational Complex has seen a number of fiscal, operational and natural challenges the past several years. As a result, Illinois State Senator Paul Schimpf coordinated a Memorandum of Understanding between the Illinois Department of Natural Resources and Southern Illinois University Carbondale. The Memorandum was signed May 7, 2018 by both parties and allows SIUC to prepare a strategic plan for the Department of Natural Resources to be delivered by December 2019.

In June 2018 SIUC assembled a task force of key stakeholders from the region and beyond. Task force members included leaders from the public and private sectors. The sole purpose of the task force was to create a strategic plan prior to the end of the calendar year. The only requirements of task force was that they had to be a proponent of the World Shooting and Recreational Complex and willing to donate time in preparing the plan.

Initial task force meetings lead to the creation of a vision statement, mission statement and strategic goals. Previously, WSRC did not have vision or mission statements. While a mission statement is the reason for the World Shooting and Recreational Complex’s existence, a vision statement is forward thinking – perhaps 5-10 years into the future.

**Vision Statement**

To provide an international destination that offers an accessible world-class experience for shooting enthusiasts while integrating year-round recreation, education, and entertainment opportunities

**Mission Statement**

Deliver world-class shooting and recreational opportunities and special events for local, regional, national and international guests

**Strategic Goals**

**Strategic Goal # 1:** Adopt a business strategy for management and operations

**Strategic Goal # 2:** Create and diversify year-round full-time shooting opportunities

**Strategic Goal # 3:** Develop non-shooting recreational interests

**Strategic Goal # 4:** Provide additional education experiences

**Strategic Goal # 5:** Expand entertainment and event activities