



Purpose and Values

Our Purpose (*unifies us in a common cause and inspires us to serve*)

The Bay Park Conservancy, Inc. will create and operate a legacy, iconic, sustainable and aspirational Sarasota bayfront park that is open, accessible, free and welcoming to everyone -- now, and for generations to come.

Our Values (*reflect the behaviors that shape and tone how we work; what is important; standards that govern our behavior*)

Integrity

1. We serve the community and mission, first and foremost.
2. We operate within the letter and spirit of the law.
3. We are honest and straightforward.
4. We do our homework. Our work is based on a thorough understanding of the facts.

Trust

1. We believe that our park will be its very best when there is a process founded in trust.
2. We respect and trust our fellow Directors, our staff, our partners, our investors and members of our community and treat them in the same manner we want to be treated.
3. We trust in the intentions and mutual accountability of the City of Sarasota and other governmental partners, including Sarasota County and the State of Florida.

Transparency

1. We operate in accordance with Florida Statutes relating to Open Meetings, Records Retention, and Conflicts of Interest for Officials.
2. We believe that our openness and transparency have earned trust, and will continue to do so.
3. We believe in fostering an open and objective process for civic engagement and informed decision-making.

Community

1. We believe that our Community will be markedly better by our fulfilled purpose.
2. We believe in the importance of the “greater good,” and that the Community’s greater good prevails.
3. We believe that the Community-goers’ experience is our first priority.
4. We believe that our city-owned bayfront property should be enjoyed by all.
5. We respect and honor our history and cultural heritage.
6. We plan and act not just for the citizens of today, but for the community of tomorrow.

Leadership

1. We are committed to excellence.
2. We are committed to be the best at doing what matters most.
3. We serve as a team, with clear understanding of roles.
4. We are creative and aspirational yet practical and pragmatic.

Partnership

1. We believe in the strength of partnerships, especially the three-way partnership with the Conservancy, City of Sarasota and our community.
2. We believe in the value of forming partnerships with other people and entities that strengthen our mission and purpose.
3. We choose partners who share and support our purpose and values.

Sustainability

1. We believe that our park must be environmentally sustainable and improve our environment and its natural assets.
2. We are committed to ensuring our park is financially viable and operationally doable for the long term.

Adopted by The Bay Park Conservancy, Inc. Board of Directors on November 19, 2019.