



BISA - OVERVIEW » POLICIES & DOCUMENTS

MISSION STATEMENT

The Business Intelligence Systems & Analytics (BISA) division exists to foster the best in class Wellbeing opportunities of the Aspen Parks, Recreation, Golf, Special Events and Arts enterprise, by stewarding the use of leading-edge technologies to deliver those opportunities, guided by best business practices and real-time financial analysis.

STRATEGIC OBJECTIVES

The APR BISA Group has the following fundamental, strategic and conscious objectives:

To provide innovative and best practice, private sector business disciplines to a city government department which heretofore did without them, including (but not limited to) structures found in a Department of Innovation, Department of Revenue Control and Office of Enforcement and Compliance.

To test, model, analyze and continuously inform Aspen Parks & Rec (APR) Department's five operating divisions (Parks, Rec, Golf, Arts, and Marketing & Special Events) regarding the development, duration, completion and delivery stages of their various projects, products, programs, events and/or promotions. BISA shall fastidiously track industry evolution, in order that APR may continue to innovate and remain a leader in these various spaces.

To standardize and, where necessary, formalize communication and reporting across APR service groups, while ensuring that all members of the BISA team remain fully engaged with the content of said reports, to interpret them and advise accordingly.

To source, implement and fully manage the most appropriate and user-friendly technologies for the internal users and external customers of the APR Divisions.

To protect User data and monitor adherence to current and emerging personal and financial data protections and the governing rules relating, but not limited, to credit card transactions, data access and data storage. BISA shall be responsible for ensuring staff compliance to PCI, GDPR and similar governance and oversight bodies.

To embrace 3rd party (non-self hosted), cloud-based, Software as a Service (SaaS) solution

providers, therein causing transference of server hardware, software and any associated PCI and GDPR and similar requirements, from APR to said provider. BISA shall be responsible for the associated monitoring of said vendor/provider compliance thereto; and

To co-create with Division Directors the best-practice Policies & Procedures for each Division to facilitate departmental integrity and continuous consciousness for staff.

To provide oversight and governance of said Policies & Procedures through consistent review, reporting and publishing in the Policy and Document (PAD) system, and regularly scheduled reporting to staff responsible for maintaining and implementing same.

To investigate the postulation that APR's local patron is best accommodated and served when APR services are considered as a part of a valley-wide affiliation of similar providers.

To investigate the postulation that APR's visitor patron is best accommodated and served when APR services are offered in advance of their arrival, as a packaged component within their selected travel product (ski, summer, etc).

To facilitate technological systems for use by the APR Marketing division in attracting visitor patrons via awareness about APR services upon arrival in Aspen, when APR inclusion within a packaged travel product has not occurred.

To investigate the postulation that APR's services are best represented within the discussion of the Wellbeing of the Whole Human, promoting and advancing the Physical, Mental, Social, Spiritual, Career, Financial and Community Wellbeing of all patrons.

EXPANSION OF INCLUSIVENESS

The City of Aspen has historically focused on providing recreation amenities, facilities and programming for those that live in the incorporated city and pay taxes, as well as out of town visitors that come to visit our local environs. But to truly affect our local community, we must expand beyond the incorporated boundaries to include those that work here but live elsewhere. To have measurable impact on the vitality of this community through recreation we must broaden our reach and further our inclusiveness. This requires the cooperative efforts of the entire valley's recreation service providers and centers. It is our intent to explore rallying those entities as potential partners with which to share in this vision and cause, investigating the related benefits from doing so.

EXPANSION OF CONSCIOUSNESS

Recreation historically affects One's physical wellbeing. In this regard, we serve our current patrons well. It is our intent to explore the other components of wellbeing which come together with recreation to benefit the Whole Human. These wellbeing components include Physical Wellbeing (heretofore "recreation"), Mental Wellbeing, Social Wellbeing, Spiritual Wellbeing, Career Wellbeing, Financial Wellbeing, and Community Wellbeing. We intend to expand our programming and/or partner with other valley providers, to better serve the needs of our patrons.

The **Roaring Fork Valley Wellbeing Calendar** is a prototype of the BISA efforts at work.

EXPANSION OF EFFECTIVENESS

Unique opportunities exist where unique people exist. Witness the Roaring Fork Transit Authority, governing transportation throughout the valley. Our mission is to explore the potential of co-facilitating the creation and development of the Roaring Fork Valley Wellbeing Authority (RFVWA) or similar, a valley-wide recreation district made up of the valley-wide providers of all facets of Wellbeing for the Whole Human. This will take a collaboration of governments, non-profits and private industry, along with considerable exploration amongst these players. Several efficiencies will present themselves in the process. Most notably, a significant economy of scale occurs around shared systems for integrating activity and event calendaring, web and electronic distribution, product pass interchangeability, and even scheduling and point of sale functionality. We intend to explore, develop and present these systems as options as a foundational underpinning for the proposed RFVWA (or similar).

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