

## Parks, Recreation and Cultural Arts

### Program Description

The City's Parks, Recreation and Cultural Arts (PR&CA) Program includes Administration, Recreation, Golf, Miller Park Zoo, Parks, and the Bloomington Center for Performing Arts (BCPA).

### Quick Facts

- The City's FY2015 PR&CA Budget is **\$10,926,180** or 11% of the City's General Fund expenditures.
- The Parks, Recreation and Cultural Arts Department include **65 full time employees** and hires up to 300 seasonal employees per year.
- The average cost of one Park Utility Worker is **\$87,800 annually** to the City. The average cost of one BCPA employee is **\$80,722 annually**. The Average cost of one Zookeeper is **\$82,547 annually**. These figures include salaries, benefits, training, equipment, and pensions.
- The City's current park system contains **38 parks**, 5 public buildings, 3 spray parks, 2 swimming pools, 4 lakes, and 30 miles of trail. The City also has a 60 acre soccer complex, a skate park, a public ice skating rink, 3 golf courses and a zoo.
- The City maintains **1,097 acres** of park area.
- The Miller Park Zoo's annual budget is **\$1.2 million**, of which \$624,000 or 52% is raised in fees and donations. Revenues in FY2016 are projected to **increase 7% to \$677,544** due to the opening of the Flamingo Exhibit as well as increased admission and education program fees.
- Miller Park Zoo is one of the smallest Association of Zoos and Aquariums (AZA) accredited zoos in the country; only about **10% of all zoos** and aquariums in the country are so accredited.

### Special Considerations

- Well maintained parks have been recognized in studies to have a positive impact on property values. Utilizing Distinguished Professor at Texas A&M Dr. John Crompton's method of "The Proximate Principal" the City's existing parks systems increase the City's **property tax base \$1,787,160** resulting in **\$295,484** in **property tax revenue**.
- According to a report from DCI International, studying which factors are most important for companies making relocation decisions, **quality of life** is scored highly at a **3.5 out of 5** in the rankings. Conducted using input from 3,591 US companies with annual revenues of \$25 million or more.
- **19,555** people attended recreation programs in FY2014. Such programs include soccer, sporty munchkins, day camp, dance, schools out programs, zumba, etc.
- **85,643** people attended BCPA events in FY2014.
- The Pepsi Ice Center has run an operating **profit of over \$100,000** since FY2011.
- The City's Special Opportunities Available in Recreation (S.O.A.R.) program provides special needs
- The Town of Normal pays 40% of the program costs for the City's Special Opportunities Available in Recreation (S.O.A.R.) program. In FY2015 Normal paid the City \$90,000 (40% of program costs) for the S.O.A.R. program.

### Group Questions

- It has been identified through a recent city-wide facilities assessment that the City's recreational facilities is in **need of \$3 million** in building infrastructure and building systems upgrades. These facilities include the Lincoln Leisure Center, Miller Park Pavilion, O'Neil Park Pool, US Cellular Coliseum, and the Constitution Trail. How would you address this budget issue?

- The Recreation Division of Bloomington Parks, Recreation, and Cultural Arts Department encompasses recreation programs, the Special Opportunities Available in Recreation (S.O.A.R.) program, aquatics, and the Pepsi Ice Center. The recreation programs portion of this division provides recreational programs for the Lincoln Leisure Center, the Miller Park Adult Center, and the Miniature Golf Course in Miller Park. The City's **general fund subsidy** to these **recreation programs is \$581,593 or 62.75%** of the cost for operations. Should the City reduce this subsidy? If so, would you like to see these recreation programs raise new revenues or reduce programs and services?
- The City's general fund subsidy to the Miller Park Zoo is \$576,000 or **48%** of the cost for the zoo operations. Should the City reduce this subsidy? If so, would you like to see the zoo raise new revenues or reduce programs and services?
- The City's general fund subsidy to the BCPA is \$1,795,547 or **56.5%** of the cost for operations. Should the City reduce this subsidy? If so, would you like to see the BCPA raise new revenues or reduce programs and services?

**Additional Information**

<b>Percent Funded*</b>	<b>36.66%</b>
Parks Administration	13.56%
Parks Maintenance	5.18%
Recreation	37.25%
Aquatics	47.49%
BCPA	43.50%
Zoo	52.00%
Pepsi Ice Center	106.65%
Special Opportunities	97.72%
Golf	93.32%

\*Percent Funded means the amount of revenue raised by the program through fees, donations, etc. which offset the costs needed to be provided through the general fund for operations.

<b>Total Cost</b>	<b>\$10,926,180</b>
Parks Administration	\$570,613
Parks Maintenance	\$3,574,060
Recreation	\$926,840
Aquatics	\$251,643
BCPA	\$3,177,960
BCPA Community	\$5,082
Zoo	\$1,220,969
Pepsi Ice Center	\$910,359
Special Opportunities	\$288,651
Golf	\$2,847,115