



Parks, Recreation & Cultural Arts

 **CITY OF Bloomington** ILLINOIS
PARKS, RECREATION & CULTURAL ARTS



OVERVIEW



YEAR OF CHANGE

New Director and
Recreation Superintendent



WHAT DO OUR WELL MAINTAINED PARKS OFFER?



Well maintained parks increase property value.

Land 2,500 ft. from a park is worth \$1,000/acre.

The same land 40 ft. from a park is worth \$11,500/acre.

Numbers based on Philadelphia study.

ECONOMIC DEVELOPMENT



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.

OUR REACH

Programming FY13-14:

- 4,800 participated in Health and Wellness programs
- 129,355 participated in Recreation programs and events
- 10,135 total participated in Adults 55+ programs
- 13,011 participated in SOAR programs and events

Accessible Family Facilities Attendance in FY13-14:

- Swimming Pools – 53,929
- Miller Park Zoo – 103,502
- Pepsi Ice Center – 19,189 open skate
- BCPA Events - 85,855
- Golf Courses - 62,250 rounds played
- Spray Parks - ? (seems like millions 😊)





**Constitution Trail
Bloomington-Normal's most
utilized recreation amenity**

FY16 BUDGET

Fiscal Year	Budget
FY 2015	\$14.7 Million
FY 2016	\$15.3 Million

Operations and Golf
2.7% increase

“

I am so happy to say thank you for the wonderful concerts at Franklin Park on Thursday evenings. The music is excellent, the park is beautiful and the special Ice Cream socials are extra added joys... It's a real joy to spend time at Franklin Park.”

Donna S. and John T.
via email



Parks

- Highlights of FY 2016
 - Sunnyside Park development--\$200,000--grant funded
 - Miller Park Pavilion renovations and upgrades--\$125,000--grant
 - Continued Emerald Ash borer treatments of 177 trees
- Not in Budget
 - No Equipment Replacement—more repair \$
 - Down 2 full time staff from FY 2015
 - No capital projects to maintain infrastructure

“

I love that the folks who work at the zoo always take time to answer your questions and tell you more about the zoo and the animals there, as well as the programs such as the Junior Zookeeper Program, and the zoo's species survival participation.”

Customer Service
Survey, 2014



Miller Park Zoo

- Highlights of FY 2016
 - Flamingo Exhibit construction
 - DeBrazza Plaza—grant funded 100%
 - Concession stand, additional parking, monkey exhibit
 - More revenue for FY17
 - Decrease in City subsidy %
- Not in budget
 - Repairs and renovations delayed

“

I love to get my small children involved. These are the times I can give them a taste of many different activities that are affordable and fun.”

Customer Service
Survey, 2014



Recreation

- Highlights of FY 2016
 - Health and wellness programs as well as other programs (dance, day camp, school day off)
 - After School Sports which provides an affordable, introductory program to youth
- Not in budget
 - Lincoln Leisure Center's parking lot resurfacing

“

I'd like to take a minute to thank you for all you do for our kids and families here in Bloomington. We are blessed to have hockey in Bloomington and double blessed to have you (Joe Olsen) here..."

Pam W. via email



Pepsi Ice Center

- Highlights of FY 2016
 - Learn to Skate and Learn to Play programs
 - Hockey leagues
 - Maintaining building open and running on average 18 hours per day
 - Operational Profit



...It (O'Neil Pool) isn't close to my home, but is well worth the drive. I regard it as a previously undiscovered gem that I have really been enjoying utilizing!"

Beth M. via email



Aquatics

- Highlights of FY 2016
 - Seasonal staff for lifeguards and swim instructors
 - Swimming lessons
 - Decreased expenses from FY 2015
- Not in budget
 - O'Neil Pool---40 years old.
 - Mechanical Room—archaic & hard to maintain

“

S.O.A.R. programming is what provides meaning to Payten's life. He looks forward to participating with his friends and I look forward to connecting with other parents as we cheer on our S.O.A.R. athletes...Keep up the amazing job. We are very thankful for S.O.A.R....”

S.O.A.R. Survey, 2015



S.O.A.R.

- Highlights of FY 2016
 - Special Olympics programs
 - Fitness programs which keep those with disabilities active
 - Seasonal staff salaries to maintain safe 1:4 ratio at programs



Friendly staff and the acts that are brought in have been entertaining and a great value since its 5 minutes to home and there is no overnight stay and travel. Keep up the great work !!!!!”

Customer Service Survey, 2014



BCPA

- Highlights of FY 2016
 - Sold out “Weird Al” show and adding second show
 - Increased usage of the Creativity Center
 - Addition of a BCPA Gift Shop
- Not in budget
 - Capital budget to preserve historic facility
 - Addition of a second full-time staff member in the Ticket Office



"You folks are absolutely wonderful. The reason I travel from East Peoria to play (mostly Prairie Vista) in Bloomington is because of the wonderful courses, the reasonable prices and mostly because of the customer service..."

Customer Service
Survey, 2014



Golf Courses

- Highlights of FY 2016
 - Addition of FootGolf at Highland Park
 - Revenue generation through increased promotion of 9 Hole Rounds. Time for 9 Campaign.
- Not in budget
 - Prairie Vista Cart Paths –hard on carts and golfer satisfaction
 - No Equipment Replacement—more repair \$

LOOKING FORWARD



\$5 Million in facility repairs identified in Faithful+Gould Facility Assessment.

Several million dollars needed for 15 year capital improvement budget items.

BEING PROACTIVE



Grants

Raising Private Funds and Revenue

- Miller Park Zoological Society
 - Continue to raise funds for Zoo operations and master plan
- Friends of the BCPA have established a 501c3
 - As a means to privately raise funds to support renovation and running of the Creativity Center
- Selling advertising space in Pepsi Ice Center, in program guides, at golf courses and in BCPA playbills

Sponsorships

- BCPA
- Zoo
- Recreation events and Programs

HOW WE COMPARE



National Recreation and Park Association
(NRPA) Report on Cost Recovery:

National lower quartile:	15.5%
National median quartile:	29.6%
National upper quartile:	48.9%

Bloomington PR&CA: 44.9%

Source: Parks & Recreation 2014 Community Standards Report



THANK YOU

QUESTIONS?

