

Parks and Recreation Department 2020 Year End Report

Parks and Recreation Advisory Board

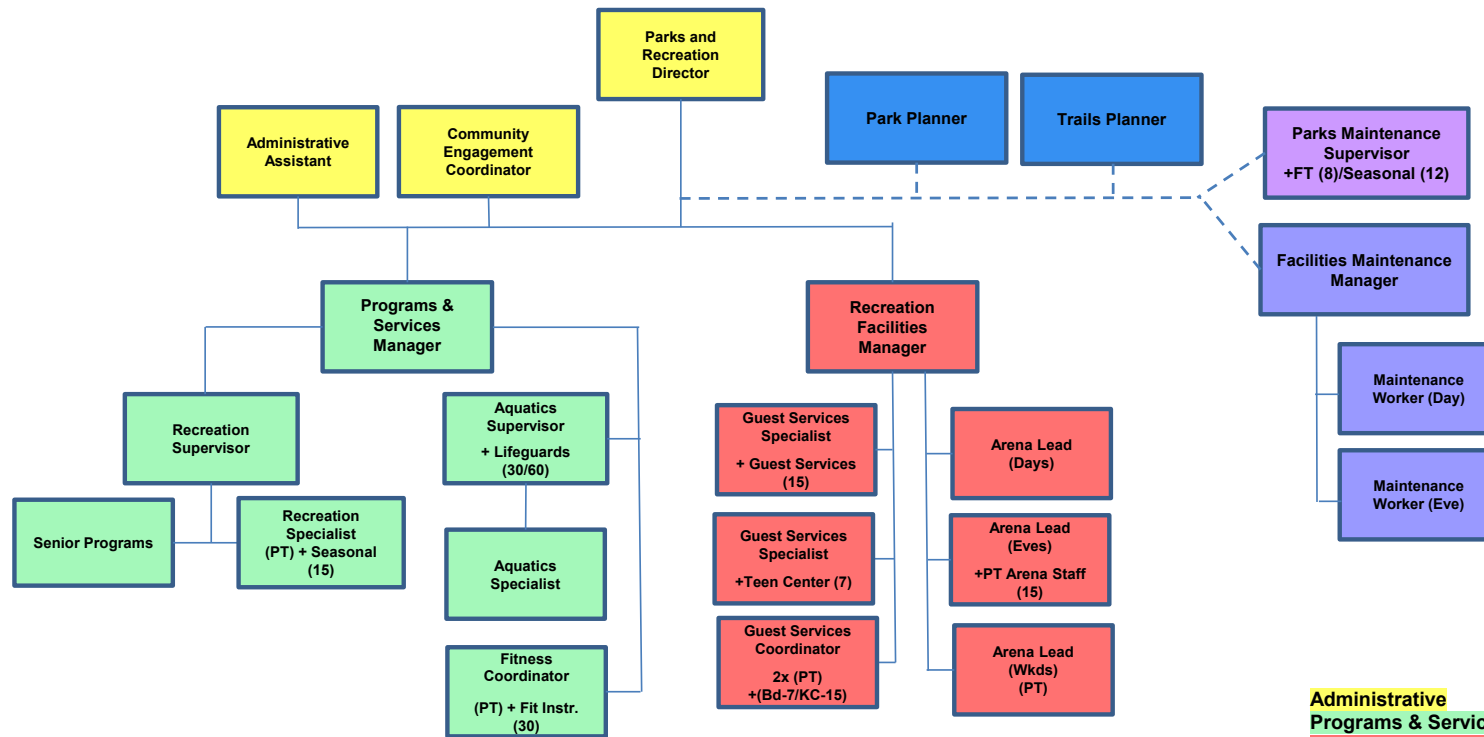
January 11, 2021



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Department Organization



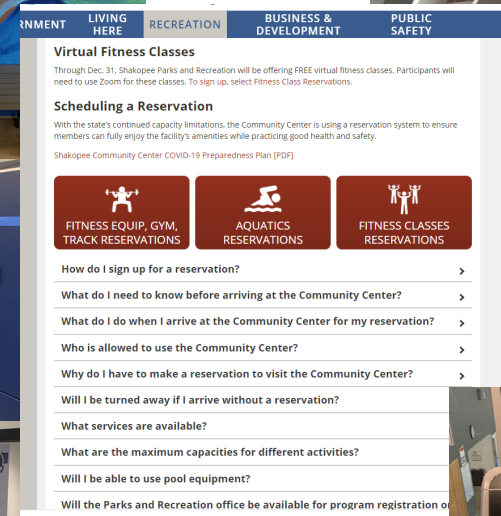
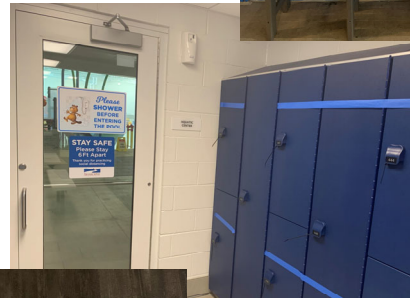
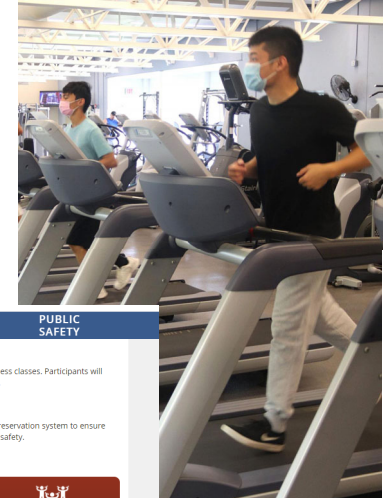
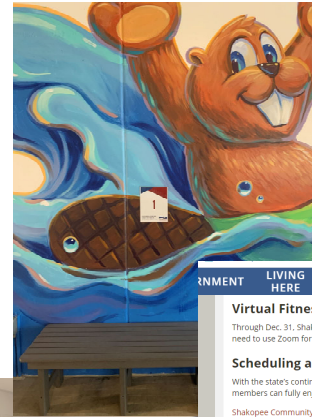
Administrative
Programs & Services
Recreation Facilities
Planning (Planning Dept)
Parks Maintenance (Public Works Dept)
Facilities Maintenance (Facilities Dept)



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Protocols & Procedures

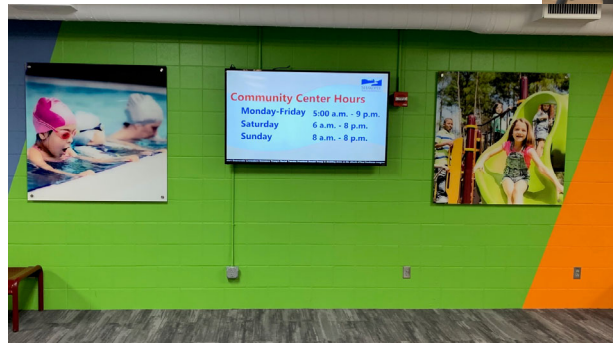
- Communication of Changes
 - Website/Facebook/Gov Delivery
 - Email updates to members
- Registration (GroupEx PRO)
 - Predictable access
 - Manage Volume
- Sanitizing/Limited Access
- Clear signage:
 - Reminders/Cues
 - Flow Clarification



Recreation Facilities

Community Center

- Administration Office
- South Entrance
- Cycle Studio
- Painting

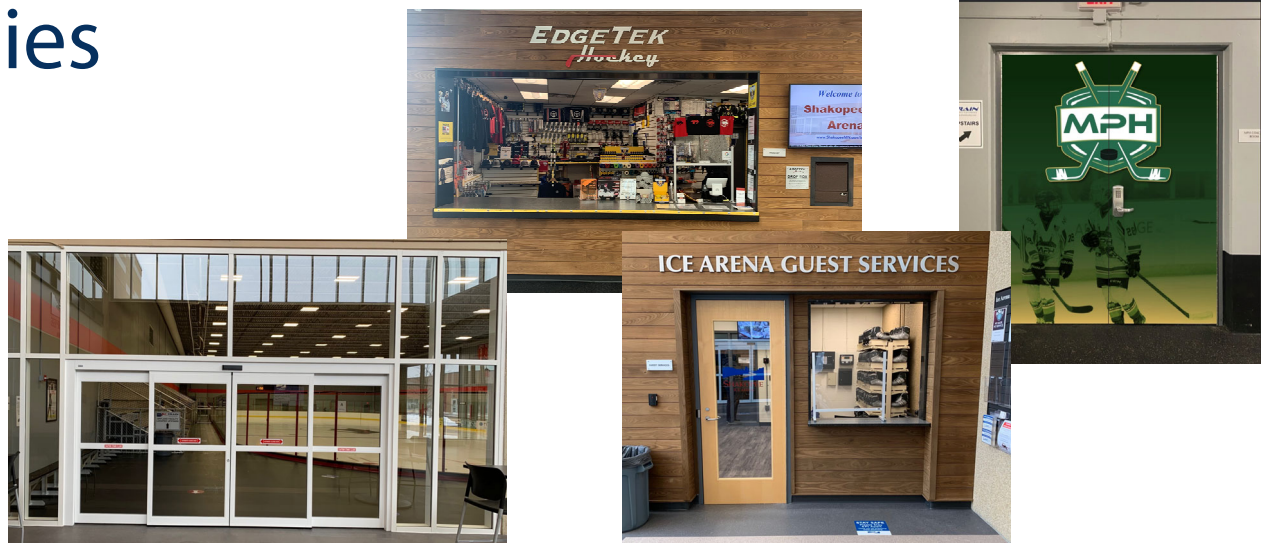


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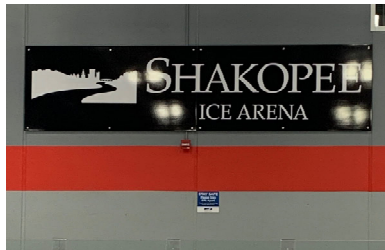
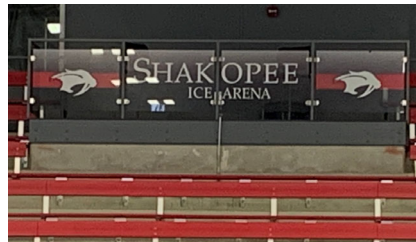
Recreation Facilities

Ice Arena

- Agreements/Lobby:
 - Rink 2 Sliding Door
 - Edgetek
 - MPH
 - Guest Services



- Ice Arena(s):
 - Banners
 - Flags
 - Branding



Recreation Facilities	2017	2018	2019	2020
Membership Packages				
✓ Annual	1,518	833	924	720
✓ Monthly	358	509	448	494
✓ Staff/Employee	124	143	145	99
✓ Silver Sneaker	108	183	342	438
✓ Silver & Fit	185	217	160	39
✓ Healthcare Reimbursements	- - -	500	540	254
Room Use/Rentals (Community Center/Ice Arena)				
✓ Hours of Paid Rentals	678	1,306	1,478	481
✓ Hours of In-house/Programs	4,800	4,496	10,668	9,442
✓ Birthday Parties (*only January – March)	145	173	380	104*
Kids Cove				
✓ Attendance (*only January-March)	1,232	3,520	3,722	860*

Recreation Facilities	2017	2018	2019	2020
Ice Arena - Revenues				
✓ General Admission	\$53,748	\$55,030	\$54,080	\$53,585
✓ Lessons	\$24,200	\$23,495	\$24,732	\$3,384
✓ Prime Ice Rentals	\$145,579	\$163,113	\$163,503	\$160,072
✓ Exempt Ice Rentals	\$462,789	\$479,290	\$482,808	\$423,657
✓ Leases	\$1,667	\$19,999	\$20,500	\$58,593
✓ Skate Sharpening/Pro Shop	\$9,895	\$9,920	\$10,300	\$10,818
✓ Concessions	\$5,113	\$6,144	\$6,059	\$5,307
Ice Arena – City Programs				
✓ Open Skate & Open/Developmental Hockey	4,367	3,989	3,827	2,134
Enigma Teen Center				
✓ Open Days (*January-March)	104	351	336	91*
✓ Student Participants (*January-February)	4,395	11,180	10,683	1,341*

Community Engagement

Adopt-A-Park



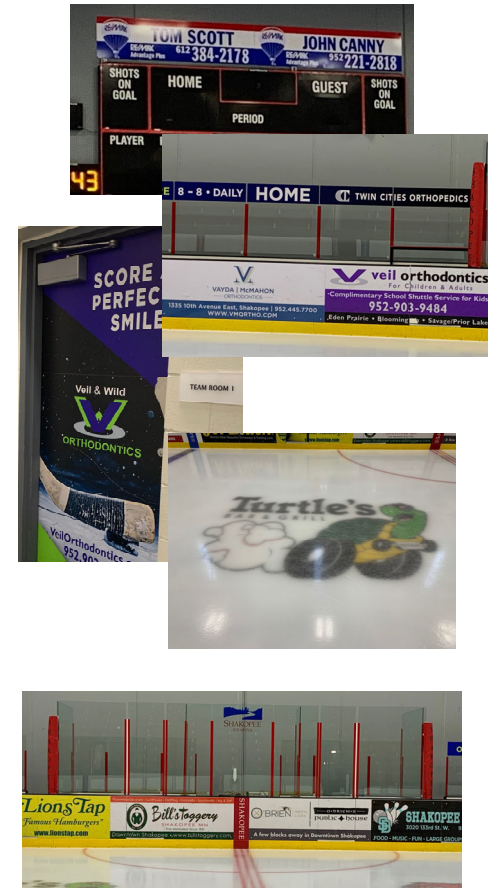
Sponsorships



Donations

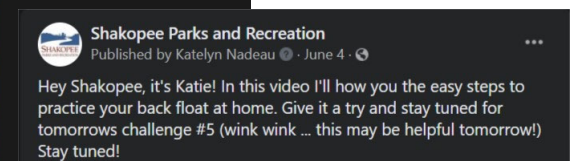
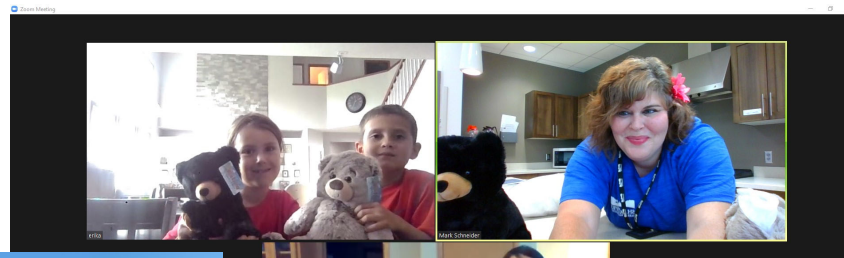


Advertising



Programs & Events

- Adapting
- Connecting
- Caring



Programs & Events

- Adapting
- Connecting
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Programs and Services	2017	2018	2019	2020
Available Programs/Participants				
✓ Preschool (Ages 0-5)	45/547	63/607	65/733	104/324
✓ Youth (Ages 6-12)	46/945	50/793	44/728	85/166
✓ Association Sports (*Baseball/Softball/Soccer)	11/5,205	11/5,531	11/4,723	3/2,001*
✓ Active Older Adults (55+)	59/867	106/1,855	134/2,468	41/385
Aquatics				
✓ Swim Lessons (*transitioned to Private)	980	1,048	1,186	499*
✓ SandVenture Attendance	20,063	20,867	20,913	CLOSED
Fitness				
✓ Water Aerobics	1,476	3,153	4,059	1,660
✓ Group Fitness/*Virtual (started 11/1/2020)	21,330	16,685	26,730	13,206/643*
✓ Personal Training Packages	Unknown	150	206	216
✓ Walking Track (*January-March)	21,425	24,649	23,844	943*

Programs and Services	2017	2018	2019	2020
Park Rentals				
✓ Youth Building (Paid/Comp Hours)	1,833.83/331.75	1,052.5/431.75	1,041.25/285.5	469/288
✓ Park Shelters (Paid/Comp Hours)	1,473/658	1,635/455	1,630/706	396/441.75
✓ Park Rental Revenues	\$43,558	\$42,623	\$45,573	\$16,516.90
Huber Park				
✓ Weddings/Concerts	10	11	9	3
✓ Concerts	14	14	14	5
Special Events				
✓ Events/Attendees (*Parade/Spooky Fun)	23/3,415	8/3,200	8/5,635	2/614*
✓ Sponsorships (Sponsors/Dollars saved)	Unknown	Unknown	Unknown	34/\$6,790
Adopt-A-Park				
✓ Parks Adopted/Volunteer Hours	6/Unknown	6/Unknown	6/Unknown	24/462
✓ Dollars saved	Unknown	Unknown	Unknown	\$11,749

2020 Parks and Trails Planning

- **Initial planning for six parks:**

- Quarry Lake Park + Xcel Energy MTB Park
- Scenic Heights Parks
- Windermere Green Corridor and Community Park
- SandVenture/Lions Park
- Trail Wayfinding and Signage
- Sweeney's Marina (Archeology studies)



- **Completed plans for 5 parks:**

- Ridgecreek Park
- Stagecoach Park
- Jennifer Lane Park
- Timber Trails Playground replacement
- West End Dog Park

2020 Parks and Trails Planning Cont'd

- **Community engagement = new strategy and focus:**
 - 125 residents joined in person or online open houses, even during the COVID-19 pandemic
 - 519 surveys were filled out responding to designs and plans for parks.
- **Parks and Open Space (PO) zoning district:**
 - All parks and open spaces will be moved into this new category in 2021.
 - Preserving parks and open spaces and creating zoning rules which are more tailored to these uses.
- **Tobacco free parks ordinance:**
 - Created through a partnership with Shakopee High School Students who advocated that parks should be a tobacco free zone.



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Questions?



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