



Park & Recreation Department Survey (as of December 1, 2006)

Large Population Size (25,000+)

GENERAL COMMUNITY INFORMATION

1. Town: Community population / Approximate population of entire service area/Form of Government
- Cedar Falls: 37,000/Don't Know/Mayor, City Council Form
 - Bettendorf: 34,000/50,000/Mayor-Council
 - West Des Moines: 52,000/350,000/ Mayor-Council, City Manager
 - Dubuque: 57,000/85,000/City Manager
 - Urbandale: 35,904/350,000/Mayor-Council, City Manager
 - Waterloo: 67,000/126,000/Mayor-Council
 - Marshalltown: 26,000/32,000/City Manager
 - Burlington: 26,500/60,000/City Manager
 - Clinton: 28,000/50,000/Mayor-Council, City Administrator
 - Council Bluffs: 56,000/60,000/Mayor-Council
 - Davenport: 98,000/450,000/Mayor-Council
 - Fort Dodge: 26,000/40,000/City Manager
 - Ankeny: 38,000/42,000/City Manager
 - Des Moines: 200,000/500,000/ Mayor, City Manager
 - Cedar Rapids: 120,758/191,701/City Manager
 - Sioux City: 85,000/120,000/City Manager

ADMINISTRATION

1. Please check ALL that apply under your department's responsibility:

- | | |
|------------------------------------|---|
| 15 - Parks | 16 - Sports Complex |
| 15 - Skate Parks | 2 - Ice Arena |
| 16 - Recreational Programming | 15 - Trails/Greenways |
| 9 - Golf Course | 10 - Forestry |
| 16 - Pools/Aquatics | 14 - Medians/Boulevards |
| 8 - Senior Center/Community Center | 15 - Snow Removal for Public Facilities |
| 8 - Cemetery | 3 - Mosquito Spraying |

6. Parks quantity information (please provide the following data):
- Number of outdoor shelters: **Range: 5-60** **Avg.: 22.5**
 - Number of playgrounds: **Range: 10-75** **Avg.: 27.69**
 - Number of miles of hard surfaced trail: **Range: 2-40** **Avg.: 18.43**
 - Number of miles of natural surfaced trail: **Range: 0-10** **Avg.: 4**

What are your rental fees for shelters?

- \$25/day
- \$10, \$25 with restroom
- Do not rent
- \$15/half day, \$30/day
- \$25/half day, \$50/day
- \$30
- \$25/4 hrs M-F, \$30/4hrs Sat, Sun
- \$50 8AM-4PM, \$75 5:30-10:30PM, \$115/day plus \$100 deposit
- \$65 with heat/AC, \$55 w/o heat/AC, \$25-\$45 for various size shelters
- \$30/5 hrs open air, \$40/5 hrs enclosed
- \$25/day
- \$30-\$60/4-5 hrs
- \$40-\$105
- \$0.65/person
- \$30 plus \$30 deposit

Can your shelters be rented on-line? **14 - Yes** **2 - No**
Cities that rent on-line: Bettendorf, Ankeny

7. Please explain how you incorporate neighborhoods/community in park development and/or redevelopment:

- Neighborhood/Public meetings (7)
- Public meetings with city council (1)
- Ask for input from neighborhood (1)
- Work with neighborhood services coordinator to involve neighborhood in planning (1)
- People in neighborhoods go to the neighborhood liaison with ideas. She brings the ideas to the Parks Dept. Money=Development, No Money=No Development (Cedar Rapids)
- Capital Improvement Plan, Master Park Plan (1)
- Through actions by the City Council that are project related (1)

8. Does your department perform mowing services in-house or is it contracted?

- 9 - In-House** **1 - Contracted** **6 - Both**
 ▪ **Cities that contract: Urbandale**

If both, what is the percentage breakdown?

- 80% contracted, 20% In-house (Waterloo)
- 30% contracted, 70% In-house (Bettendorf, Council Bluffs)
- 10% contracted, 90% In-house (Des Moines)
- Mostly contracted (Marshalltown)
- Parks contracted, sports complex fields are done internally with common areas contracted (Ankeny)

9. Are you familiar with the State of Iowa Resource Enhancement and Protection (REAP) program?

- 16 - Yes** **0 - No**

If yes, when was the last year you applied for a REAP grant/received a REAP grant?

- 2003/Dec 2003
- Aug 2004/2006
- Don't Know
- Jul 2005/Nov 2005
- Aug 2004/Mar 2005
- Never Applied
- Aug 2006/2005
- Sept 2006/Oct 2006
- Jul 2005/Sept 2004
- Aug 2006/Oct 2006
- Aug 2006/Sept 2004 (2 Cities)
- Aug 2006/2004
- Aug 2004/Oct 2004
- Every Year/2005

10. Please list the primary type of playground surface used in your parks?

- Mulch (3)
- Engineered Wood Fiber (1)
- Wood Chips (2)
- Pea Nock (1)
- Rubber Safety Surface (1)

11. Do you currently have a park master plan in place?

12 - Yes 4 - No

- Yes: Des Moines, West Des Moines, Bettendorf, Ankeny, Urbandale, Cedar Rapids, Cedar Falls, Sioux City, Burlington, Davenport, Council Bluffs, Clinton

12. Do you accept reservations for park rentals?

15 - Yes 1 - No

13. Please list innovative park programs (i.e. adopt a park):

- “Parks for Kids” pesticide reduction program, TEAS trails emergency access program
- Trees Forever
- Adopt A Park (3)
- Paw Park, Skate Park
- Community service day
- Adopt A Flower, Conservation design, Youth In Parks
- Park Ambassadors, Adopt A Trail, Park & Rec. Foundation, Trees Are Us, Counselor In Training Program
- Commemorative Tree Programs, Adopt A Tree
- Parkland Adoption
- Happy Trails, PILA
- Partners In Park

TRAILS

1. How many total miles of trails do you have in your community?

- Range: 1.5-45
- Avg.: 20.39

2. What is your primary trail surface (i.e. gravel, concrete, etc.)?

- Asphalt (14)
- Concrete (9)
- Gravel (1)
- Limestone (1)

3. Does your community have an ordinance or policy for trail construction?

5 - Yes 11 - No

If yes, please explain the policy:

- Master Trails Plan (Council Bluffs)
- Construct a minimum of 8' trails to provide safe school routes and to connect neighborhoods, greenbelt areas and neighboring communities. Regional trail development is a goal as well (Urbandale)
- Shared with developer when possible-city pays for 4' of trails and developer pays for 4' of trail (Ankeny)
- Unwritten policy: developers are responsible for 40% of cost of trails located along streets adjacent to their development (West Des Moines)
- Engineering design policies for construction (Des Moines)

18. What year was construction completed?
 ▪1970 ▪1956 ▪1979 ▪1993 and 2005
19. Does your community share operations with another entity? 1 - Yes 6 - No
 If yes, please explain the partnership:
 ▪28 e agreement with Polk county and share space with other Des Moines community services (Des Moines)
20. Does your department operate a sports complex? 14 - Yes 2 - No
 If yes, how many fields do you have?
- | | | | | | |
|-----------|--------------------|-------------------|-----------|--------------------|-------------------|
| Soccer: | Range: 2-14 | Avg.: 9.11 | Baseball: | Range: 1-15 | Avg.: 6.2 |
| Football: | Range: 0-9 | Avg.: 3 | Softball: | Range: 3-11 | Avg.: 6.36 |
21. How many lighted fields do you have?
 ▪Range: 0-18 ▪Avg.: 5.92
22. If you have lighted fields, what company did your field lighting?
 ▪Musco (9) ▪Unlimited Lighting (1) ▪Quality Lighting (1)
23. Does your department operate concessions at the sports complex? 8 - Yes 8 - No
24. Do you have any partnerships/contracts in place for your concessions operations? 9 – Yes 7 - No
 If yes, please explain below:
 ▪Sports Association operates facility and concessions (Sioux City)
 ▪Contract out the concession stand at the softball complex (Marshalltown)
 ▪Concessionaire pays weekly rental and we receive a percentage of sales (Davenport)
 ▪Contract concessions and we receive a percentage of gross profits (Council Bluffs)
 ▪Contract concessions at Aquatic Facility (Bettendorf)
 ▪All 4 concession stands are run by Ankeny sports clubs (Ankeny)
 ▪Contracted out based on a percentage back to the city (Des Moines)
 ▪Private contract-city receives 18% of gross (West Des Moines)
 ▪Lease to private vendor. City gets 30% of gross sales with a minimum amount guaranteed (Cedar Falls)
25. What is the amount your complex spent on maintenance and labor in the most recently completed fiscal year?
 ▪Range: \$8,000-\$530,000 ▪Avg.: \$148,328
26. What percentage of that cost is off-set by revenues?
 ▪Range: 0%-100% ▪Avg.: 56.2%
27. Please describe the relationship your complex has with local sports groups (AAU, ASA, etc):
 ▪Marriage with ASA, rental for AAU/tournament teams
 ▪Rent to all groups, no exclusive use agreements with any group
 ▪Agency agreements in place, after costs agency receives a percent of gate admission
 ▪In-house programs receive top priority, with other groups secondary
 ▪City leases facilities to separate sports associations (annual lease approved by P & R)
 ▪ASA and local softball association have a great relationship. Have hosted many tournaments
 ▪High school and clubs use field. Cooperative agreement with city

- June's 1st Sat-Start of School
- Coincides with Schools
- May 27-Aug 22
- June 17-Aug 14
- May 28-Aug 21
- June 4-Aug 27
- Indoor Year Round
- 12-8 M, 12-7 T-Th, 12-6 F-Sun
- 12-8:30 M-F, 12-6 Sat and Sun
- 11-7 M-F, 12-6 Sat and Sun
- 1:30-5, 6-8
- 12-8:45 M-Sat, 1-8:45 Sun
- 12-6, 6:30-8
- 11:30-6
- 5:30AM-10PM Depending on the Season
- 8AM-10:30PM

5. Do run your concessions internally or contract it out (please check one)?

- 9 - Internally 5 - Contract Out 1 - Don't Have Concessions**
▪Contract Out: West Des Moines, Council Bluffs, Dubuque, Des Moines, Bettendorf

If you run concessions internally, please list below your yearly concessions revenue and expenses from the most recently completed fiscal year:

- Revenue: **Range: \$9,579-\$92,000** **Avg.: \$36,251**
 ▪Expenses: **Range: \$8,104-\$75,000** **Avg.: \$27,259**

6. Please list the total gallons of water at your aquatic center:

- Range: 10,995-750,000** ▪**Avg.: 348,355**

7. Please provide a list of amenities in your aquatic:

- Water Slides (12), Zero Depth Entry (6), Spray Pad (5), Diving Board (4), Lazy River (3), Drop Slide (2), Lily Pad Walk (2), Kiddie Slide (2), Raft Slides (1), Swirl Bowl Slide (1), Basketball Hoop (1), Floatable Animals (1), Lap Lanes (1)**

8. Please list your total attendance for each aquatic center you operate for the most recently completed swimming season?

- Range: 10,000-118,000** ▪**Avg.: 46,700**

GOLF COURSE

1. Does your department operate a municipal golf course? **10 - Yes** **6 - No**

2. How many holes?

- 6 - nine hole courses** ▪**19 - eighteen hole courses**

3. In the 2005 golf season, how many rounds were played on your course?

- Range: 22,000-42,853** ▪**Avg.: 33,697**

4. Please list below or attach your categories for membership and fees for each category:

- 18 M-F: \$14-\$18, 18 Weekend: \$15-\$20**
- Family: \$685/yr Adult: \$425/yr Couple: \$575/yr Sr.: \$400/yr**
- Sr. Couple: \$525/yr Junior: \$200/yr**
- Adult: \$600/yr, \$16 (18), \$12 (9) Junior: \$150/yr, \$7/day Sr.: \$550/yr, \$15/day**
- Student: \$400/yr, \$13/day Family: \$850/yr**
- Junior: \$130/yr Senior: \$400/yr Adult: \$450/yr Family: \$700/yr**
- Pay as you go**
- No membership**

14. Opening/Closing Date:
- Year Round Weather Permitting (2 Cities)
 - Mar 15/Dec 1
 - Mid March/Dec 1
 - Mar 15/Nov 15
 - Apr 1/Nov 1
 - Mar 15/Nov 24
 - Mar 15/Nov 21
 - Apr 15/Nov 11

WELLNESS

1. Please list all wellness programs, fees and age offerings your department offers:
- Water exercise: \$3.50/class/adults
 - Yoga
 - Water Walking, Fitness Class
 - Tae Kwon Do: \$60, Adult Body Sculpting: \$30, Hokito: \$60, Lighten Up Iowa
 - Jazzercise, Jazzercise light for Seniors, Water Exercise, Walking
 - Yoga: \$42, Pilates: \$56, Cardio Kickboxing: \$40, Slim N Trim: \$38, Jazzercise: \$26, Tai Chi: \$30, Walking for Fitness: \$12---All 18 years or older
2. Does your department implement the city’s employee wellness program? 6 – Yes 9 - No
3. Are your instructors/trainers employed by the city or are they contracted? (Please circle one)
- 3 - Employed by City 4 - Contracted 2 - Both
4. What type of certifications do your instructors/trainers have?
- A variety
 - National Fitness Certification
 - Lifeguard
 - AFFA, American Fitness and Aerobic Assoc., ACE
 - Experience
5. What do you pay per hour to your wellness instructors on average?
- | | | | |
|---------------------|---------------|----------|--------------------|
| ▪\$6-\$8.50/hr | ▪\$12-\$20/hr | ▪\$18/hr | ▪\$17/hr |
| ▪\$11.50-\$12.50/hr | ▪\$12-\$18/hr | ▪\$8/hr | ▪75% of class fees |
6. Where are your wellness programs held?
- Community Center, Schools, Park and Recreation Office
 - Senior Center, Schools, Park Shelter Houses
 - Fitness Center
 - WDM Community Center, Aquatic Centers, Valley High School
 - Bender Pool
 - Recreation Center
 - Community Center

PROGRAMMING

1. Please list fee information for the following programs.

▪ **Youth Basketball**

▪ Cost:	Range: \$20-\$65	Avg. \$24.36
▪ Season Length:	Range: 3-12 weeks	Avg.: 7.72 weeks

▪ **Youth Softball**

▪ Cost:	Range: \$15-\$50	Avg.: \$25.44
▪ Season Length:	Range: 4-12 weeks	Avg.: 7.69 weeks

▪ **Youth Soccer**

▪ Cost:	Range: \$15-\$50	Avg.: \$28.86
▪ Season Length:	Range: 4-14 weeks	Avg.: 7.26 weeks

▪ **Youth Baseball**

▪ Cost:	Range: \$15-\$50	Avg.: \$26.70
▪ Season Length:	Range: 4-12 weeks	Avg.: 7.78 weeks

▪ **Youth Flag Football**

▪ Cost:	Range: \$15-\$60	Avg.: \$26.40
▪ Season Length:	Range: 6-8 weeks	Avg.: 7.28 weeks

▪ **Youth Tennis Lessons**

▪ Cost:	Range: \$15-\$55	Avg.: \$33.92
▪ Season Length:	Range: 2-8 weeks	Avg.: 3.80 weeks

▪ **Youth Golf Lessons**

▪ Cost:	Range: \$23-\$47	Avg.: \$34.98
▪ Season Length:	Range: 1-16 weeks	Avg.: 4.22 weeks

▪ **Adult SB (per team)**

▪ Cost:	Range: \$205-\$370	Avg.: \$258.63
▪ Season Length:	Range: 5-18 weeks	Avg.: 11.29 weeks

▪ **Adult VB (per team)**

▪ Cost:	Range: \$40-\$200	Avg.: \$148.74
▪ Season Length:	Range: 8-16 weeks	Avg.: 13.2 weeks

2. Please list your top five non-traditional sports programs:

▪ **Dodgeball, Whiffleball, T-Ball, Kick Ball, Youth Wrestling, Day Camp, Tot Lot, Climbing Wall Class, Arts and Crafts Class, All Around Athlete, Classes for those with special needs**

3. Are any of your youth sports programs run by other sports associations? (ie soccer clubs, little league, etc)

11 - Yes

4 - No

If yes, please list which organization your department works with:

- **Little League (8)**
- **Soccer Association/Club (7)**
- **YMCA (2)**
- **Youth Athletic League**

- Youth Football Association
- Dad's Club
- Youth Swim Club
- Pony League
- Greater Des Moines Soccer Association

4. Does your department offer on-line registration for programs? 7 - Yes 6 - No

If yes, list the company or brand of software used for on-line registrations and the cost:

- Peak Software: \$1800/yr (Ankeny)
- Rec Ware (Dubuque)
- Rec Ware/Safari (Bettendorf)
- Class: \$30,000? (West Des Moines, Cedar Falls)
- Gov. Partner (Urbandale)
- Also Yes: Clinton

5. Is there a convenience charged to on-line customers? 1 - Yes 5 - No

- Dubuque does charge a fee

6. Do you provide training for your coaches/officials? 11- Yes 3 - No

If yes, what type of training program do you use? (i.e. NYSCA)

- NYSCA (6)
- In house training (3)
- Job Shadowing (1)
- City wide program with YMCA and CB Soccer Association

7. For your typical program, what type of program deliverables does your department provide? (i.e. t-shirts, awards, etc.)

- T-shirts, certificates, ribbons, medals, trophies, plaques, equipment

8. Does your department perform program evaluations? 13 - Yes 1 - No

9. Please list or attach your special event offerings:

- Pooch Paddle, Daddy-Daughter Date Night, Movies in the Park
- Doggie Dip, Kids' Parade, Big Wheel 500
- July 4th Parade, Music in the Junction, Daddy-Daughter Dance
- Breakfast with Santa, Ankeny Unplugged Concert, Free Movies on Friday Nights, Summer Sounds concert Series
- Autumn in the Bluffs, Hershey Track Meet, Mayor's Day Bike Ride
- State/National Softball Tournaments, State Hershey's Track Meet
- Nitefall on the River Concerts, Free movies at Amphitheatre and Grays lake, Mayor's Annual Bike Ride, Father Daughter Dance
- Bunny Bonanza, Halloween Carnival, Christkindlemarket, Blast from the Past, Freedom Festival Kickball Tournament, Skyhoundz Dog Frisbee Tournament
- Pk Band Concerts, Tournaments, St. Patrick's Day Dance
- Chili Golf Open, Special Populations Dances, Fall Festival
- Gingerbread House Contest, Global Gourmet, Home Alone Class, Skateboarding Contests

10. Please list your three most innovative programs:

- Tiny Tots Sports, Breakfast with Santa, Movies in the Park
- Adult Kickball, Adult Dodgeball, Soccer Camps
- Planet 7, Current Walking, Start Smart Sports, 50+ Softball and Drop-In

- Tot Basketball, All Around Athlete, Super Circuit
- CTC Adventure Zone Day Camp
- Buddy Baseball for youth and adults with special needs
- Fall Softball, ASA League, Notes from the North Pole, Mini camps
- Nightfall on the river series, father daughter dance, Sailing Classes at Grays Lake
- It's a Mess, Football Buddies, Hola to Spanish
- Youth in Parks, Junior Detectives, Dog Swim

MARKETING & PROMOTIONS

1. Does your department have a web site? **15 - Yes** **0 - No**

If yes, what is your web site URL address?

- www.urbandale.org
- www.cityofdavenportiowa.com
- www.bettendorf.org
- www.cedar.rapids.org
- www.dmparks.org
- www.fortdodgeiowa.org
- www.ci.marshalltown.ia.us
- www.cbparksandrec.org
- www.ci.clinton.ia.us
- www.ci.ankeny.ia.us (click on Parks and Rec)
- www.wdm-ia.com
- www.50613.com
- www.sioux-city.org
- www.waterlooleisureservices.org

2. Does your department manage your own web site or is it managed by an outside group?
13 - Internally **1 - Outside Group**

3. How many program guides do you send out each distribution cycle?
▪Range: 2,000-50,000 **▪Avg.: 19,123.08**

4. How often is your program guide distributed?
▪Twice Yearly (5)
▪3 Times Yearly (4)
▪Quarterly (2)
▪Annually (1)

5. Do you sell your own advertising in your program guides? **5 - Yes** **9 - No**

6. What are your top mechanisms for program promotion?
▪Brochure, flyers, website, paper, newsletter, TV, radio, resources to schools

7. Do you have an e-mail database to promote your events/activities? **7 - Yes** **7 - No**

8. Do you have access to promote/advertise on your local cable government or public access channel?

11 – Yes

2 - No

If yes, please describe your usage of the local cable government or public access channel:

- **Event Dates**
- **Use it for announcements**
- **To publicize all programs and activities**

9. What are your distribution methods for program/department information

- **Local newspaper, Radio, Cable Access, Flyers/brochures Through the School District, Email, Mailings, News Releases, Posters, Signs, City Newsletter, City Website**

SPECIAL POPULATIONS

1. Does your department offer a slate of special populations programs?

9 - Yes

5 - No

If so, please list below your offerings and fees

- **Summer Camp Program, Spring Formal Dance, \$3 for each of the following: Halloween Costume Party, St. Patrick's Day Dance, Hoe Down, Swim Bash**
- **Summer Day Camp**
- **Monthly Luncheon: \$2, avg. of 20 participants**
- **Contracted with Link Associates to provide programs**
- **Dances, Theatres, Athletic Events, Independent Living Classes**
- **Buddy Baseball: Ages 5-Adult**
- **Special Events: \$3-\$ Admission Cost**