

Our annual report is a great way for us in the Wentzville Parks and Recreation Department to show our impact on the community. The "By the Numbers" infographic illustrates not only the quantity of parks, programs and services we provide but also the diversity of these offerings. From 16,720 visitors at The Splash Station Aquatic Center to 24,694 Fun Times page views and everything else in between, the information on the following pages shows the community is engaged with us and vice versa!

On that note, a recent report by the National Recreation and Park Association provided the following data:

- 90 percent of Americans agree that parks and recreation are an important local government service.
- 3 in 4 Americans agree that Conservation, Health and Wellness and Social Equity represent what they view as priorities for their community.

The last bullet is especially relevant as we will be opening Jake's Field of Dreams Playground this year, a project encompassing all three of these priorities. Located at Heartland Park, one of our newest parks, the playground provides all youth of the community, regardless of ability, a place to be active in both mind and body. This exciting new play opportunity is completely free, making it equitable for all residents.

As always, thanks to our employees who assist in carrying out our mission of providing versatile leisure opportunities through enriching programs, quality facilities and environmental stewardship. We couldn't accomplish what we do without each of you fulfilling your vital role.

Thanks also to our Parks and Recreation Board members who bring and share their own perspective, passion and time. Your guidance is appreciated.

We hope all our residents and guests are able to find time for fun throughout the year!

Sincerely,

Mike Lueck, CPRE

Wentzville Parks and Recreation Director





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Mission Statement:

"Our mission is to enhance community unity, health and open-space preservation through people, parks and programs."

Vision Statement:

"To create and maintain unparalleled recreational opportunities and high quality parks or public spaces enhancing our quality of life, with exceptional service, programs and facilities for all who live, work and play in our community."

Wentzville Park and Recreation Department Values

Trust

We care deeply about our agency, who we serve and what we do

- Show pride in the Wentzville brand.
- Delight residents with the quality of our programs and services.
- Promote a positive, energetic, optimistic and fun environment.
- Make our residents/customers feel valued and appreciated.
- Seek to continually improve our product and how it is delivered.
- · Maintain a reputation of reliability.
- Face challenges as opportunities for innovation.
- · Commit to across-the-board operational standards that promote sustainability.
- Preserve open space and natural areas.
- Promote programs that enhance personal wellness.

Teamwork

Great parts making a great whole

- Work across organizational/departmental boundaries.
- Build collaborative relationships with community members.
- Promote and implement creative and innovative ideas and solutions.
- Work together to successfully achieve common goals.
- · Achieve results and celebrate when we do.
- Have a positive attitude.
- Learn from mistakes and successes.

Respect

We are accountable and ethical

- Demonstrate honesty, trust, integrity and transparency.
- Be open to change and continuous improvement.
- Respect individuals for their diverse backgrounds, experiences, styles, approaches and ideas.
- Focus on finding solutions.
- · Responsible for our work and results.

Service

We exceed expectations

- Deliver excellent customer service by responding to and anticipating needs.
- Make our programs and facilities the best in parks and recreation.
- Commit to providing an unparalleled experience for our residents.
- Proactive in making change for progress.
- Go above and beyond to deliver more than expected.



2017 Mayor & Board of Aldermen

Bryan Harr, *Ward 1* Robert Hussey, *Ward 1*

Richard Porterfield

Jeremy Prichett

Corey Tucker

Nick Guccione, *Mayor* Brittany Gillett, *Ward 2* Michael Rhoades, *Ward 2*

Matt Swanson, Ward 3 Linda Wright, Ward 3

2017 Parks and Recreation Advisory Board

Gloria Ehll, President Holly Van Gundy, Vice President

> Peggy Meyer Scott Mathys Eric Mathews

Maureen Murray-Barthelme Matt Swanson, (Aldermanic Liaison)

2017 Friends of the Wentzville Parks Executive Board

Jeff Simmons, President
Jan Bunker, Vice President
Peddy Meyer

Joyce Schuette, Treasurer Tina Chaney, Secretary Peggy Meyer Andrew Lasater

Mary House Laura Valendy

Parks and Recreation Department

Recreation Supervisor - Youth and Adult Sports

Recreation Coordinator - Sports and Concessions

Mike Lueck, Director

Recreation

Abigail Heffern

Recreation Coordinator - Youth Enrichment

Connie Johnson

Recreation Services Specialist

Christine Eifert

Special Events and Volunteer Manager

Aquatics

Hannah Logsdon

Recreation Coordinator - Fitness and Aquatics

Administration

Linda Zilko

Administrative Clerk

Shelley Frank
Business Manager

Amy Hays

Patrick Logel

Josh Hoppe

Linnsie McMahan

Recreation Superintendent

Ashalyn Whitaker

Marketing and Communications Supervisor

Recreation Supervisor - Aquatics and Fitness

Billy Roll

Parks Superintendent

Mike Barker

Park Facility Maintenance Supervisor

Parks

Susan Maag

Horticultural Supervisor

Deanna McClintock

Facility Services Coordinator

DEPARTMENT & BOARD MEMBERS



























AWARDS

- Mayor's Award
 - -Amy Hays: For passion and devotion to the City of Wentzville
 - -Billy Roll: For impeccable leadership skills and dedication to the City of Wentzville
- Employee of Second Quarter, Shelley Frank

GRANTS

- Land and Water Conservation Fund: \$250,000
- Missouri Department of Conservation: \$10,472
- Tree Resource Improvement & Maintenance: \$14,000

DONATIONS

• Friends of the Wentzville Parks: \$11,833

- 15th Safest City in Missouri
 - National Council for Home Safety and Security
- Mayors' Monarch Pledge Signatory
- · Tree City USA, member for seven years
- Developmental Disabilities Resource Board: \$100,000
- Catch Twenty-two Foundation: \$25,000

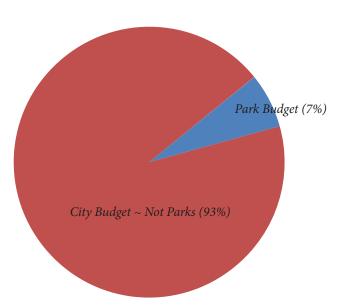
• Angel Moms Over Saint Louis: \$18,184



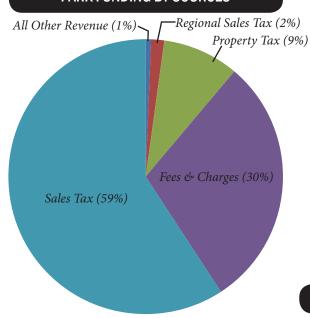
PARKS BUDGET VS CITY BUDGET

City Budget Across All Funds	\$95,981,678
City Budget ~ Not Parks	\$89,674,056
Parks Budget	\$6,307,622

The Parks and Recreation Fund accounted for 7% (\$6,307,622) of the City's total budget in 2017 .



PARK FUNDING BY SOURCES



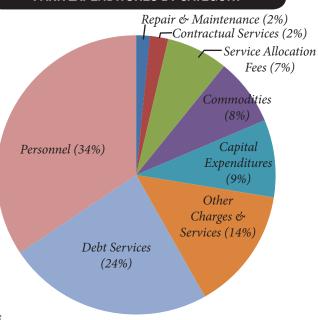
2017 REVENUE

Total Revenue	\$6,567,343
All Other Revenue	\$41,544
Regional Sale Tax	\$102,415
Property Tax	\$588,782
Fees & Charges	\$1,945,272
Sales Tax	\$3,889,330

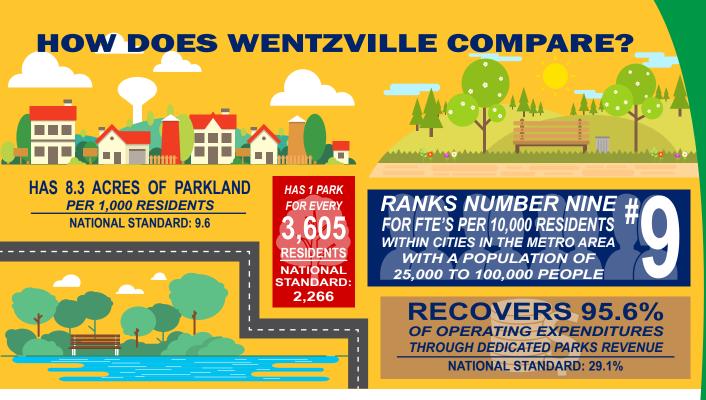
2017 EXPENDITURES

Personnel	\$2,164,111
Debt Service	\$1,498,743
Other Charges & Service	\$894,343
Capital Expenditures	\$565,698
Commodities	\$489,502
Service Allocation Fees	\$448,537
Contractual Services	\$132,683
Repair & Maintenance	\$99,939
Total Expenditures	\$6,293,556

PARK EXPENDITURES BY CATEGORY







All employees (full-time, part-time and seasonal) equal 65 full-time equivalent (FTE) employees. National Standard: 35

24 Full-Time Employees (11%)

*The Parks and Recreation Department makes up 9.8% of the total 235 full time employees working for the City of Wentzville. **Average Tenure**

Age Brackets

16-24:3 25-34:5

35-49:11

50+:4

7.1 years

35 Part-Time Employees (17%)

Age Brackets

16-24: 17

25-34:5

35-49:4

50+:8

Average Tenure **1.52** years

150 Seasonal Employees (72%)

Age Brackets

16-24: 143 25-34:1 35-49:1 50+:5



lifeguards hired

61



camp staff hired

CITY OF WENTZVILLE
Parks & Recreation





The City of Wentzville Parks and Recreation Department prides itself in keeping each park safe and beautiful for everyone to enjoy. The mission of the Parks and Recreation Department is threefold: enhance and protect Wentzville's natural beauty through a vibrant system of parks, open spaces and trails; provide citizens of all ages with efficient and wholesome recreational and cultural opportunities in clean, safe, and accessible facilities; and promote an appreciation of our environmental resources while preserving a quality living environment for future generations. The benefits of parks and recreation opportunities span every age and demographic component. Their positive influences are immediate, long-lasting and affect the individual, the community, the economy, and the environment.

The Parks and Recreation Department has five divisions that work together to accomplish this mission and make everything possible:

Recreation Aquatics Administration

Park Facility Maintenance and Construction Horticulture and Forestry

Each division contributes to the overall mission of enhancing community unity, health and open space preservation through people, parks and programs.







244.7%

Wentzville grew a staggering 244.7% between the years 2000 and 2008 and was declared the fastest growing city in Missouri by the Missouri Economic Research and Information Center (MERIC) in their February 2009 newsletter.







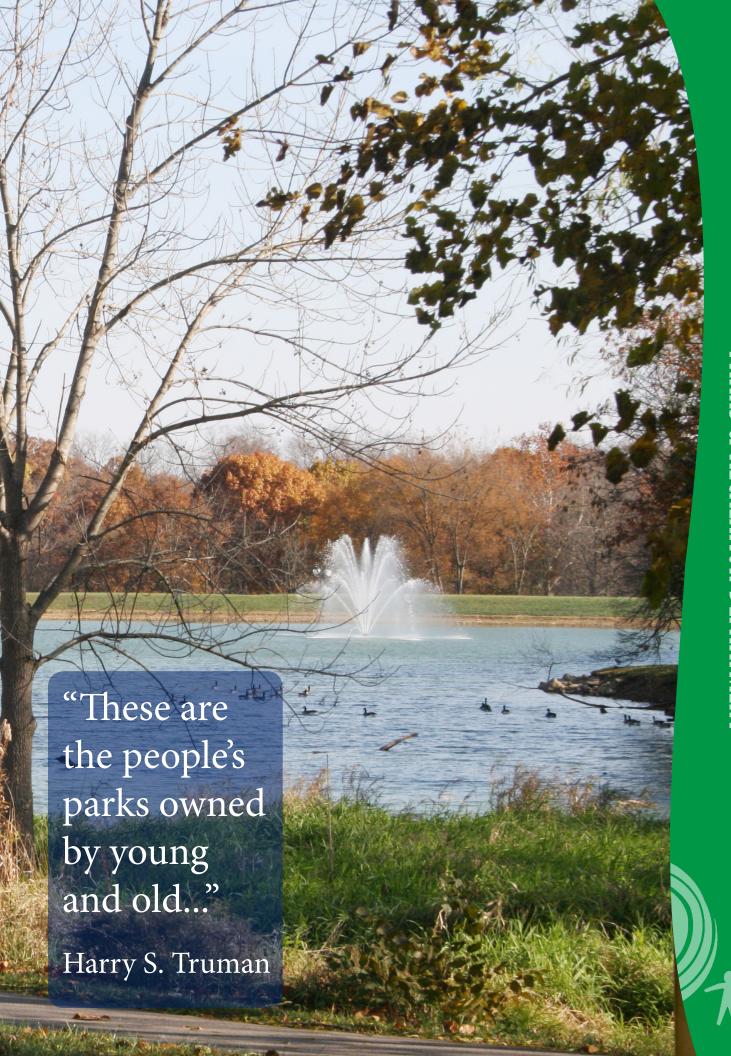
2005-2010 2010-2015

Wentzville's Growth Rate %

Missouri's Growth Rate %









ADMINISTRATION FINANCIAL INFORMATION				
	Personnel	Operating	Total Expenses	Revenue
2015 Actual	\$357,427	\$2,873,246	\$3,230,673	\$4,527,520
2016 Actual	\$404,498	\$2,828,680	\$3,233,178	\$4,910,754
2017 Actual	\$483,190	\$2,758,199	\$3,241,389	\$5,228,206

ADMINISTRATION PERSONNEL				
Title	Full-Time Emp	Part-Time Emp	Seasonal Emp	Total FTE
Parks & Recreation Director	1	0	0	1.00
Marketing & Communications Supv	1	0	0	0.50
Business Manager	1	0	0	1.00
Park Ranger	1	2	0	2.00
Clerk I	1	2	0	1.78
Administrative Assistant	0	1	0	0.44
Total	5	5	0	6.72

CORE PERFORMANCE MEASURES & STATISTICS	
	2017
Gym Rentals	30
Pavilion Rentals	51
Progress Park Center Banquet Hall Rentals	102
Total Facility Rentals (Pools, Pavilions, Gym and Banquet Hall)	300
Field Facility Rentals	3,476
Number of Grants Submitted	2
Number of CIP Projects Managed	5
Total Advertising Income	\$1,338
Green Lantern Senior Meals	24,988
WE P.L.A.Y. Scholarships Awarded	36
Special Event Permits Processed	3
New Parks Opened	1
Gift Cards Issued	236
Coupons Redeemed	292
Credit Card Transactions	19,712
Total Income Processed On Credit Cards	\$782.042.47



The Administration Division handles budget preparation, operations reporting, fee collections, field, facility and park reservations and front desk operations to name a few, but this Division also includes marketing and communications. The marketing and communications side creates fliers and other publications, generates advertising revenue, and manages our social media platforms to make sure our patrons are aware of what is available to them. In the end, the two sides of the Division come together to ensure our guests have a great experience from start to finish; from the notification of events and programs, to registration, to participation.



FACEBOOK Likes

2017 5,343

- 1.100 new likes
- Average organic post reach was 1,800
- 6,450 Page views



TWITTER Impressions

2017 70.600

- 560 link clicks
- 118 retweets
- 71 likes
- 1.45% average engagement rate

PRINT, ARTICLES & PRESS RELEASES

Three Fun Times Magazines

Two School Folder Ads

Five Press Releases

- Peruque Valley Park Grand Opening
- Liberty Fest
- Partnership with Arbor Pro Inc. (Tree Inventory)
- Solar Eclipse
- Holiday Happenings

Five Newstime Articles*

42 Vision Articles*

25 Noteworthy Articles*

Including one full page for Wentzville Days and one full page for Holiday Happenings

Conducted two large scale marketing projects

- Solar Eclipse
- Promotion of the Friends of the Wentzville Parks

Special Events

- Annual events include Wentzville Days, Liberty Fest, Eggstravaganza and Holiday Night Lights and more
- Peruque Valley Park Grand Opening and Ribbon Cutting

^{*}Articles mentioning Parks related information



The Recreation Services Division offers a large variety of year-round recreational and educational programming for all ages in fun, safe, and enriching environments. The Division oversees a variety of large community-wide special events, specialty classes, nature and outdoor recreation activities, and recreation programming. Staff is also responsible for mobilizing volunteers and developing partnerships with other community recreation providers, supporters and publicizing services.





RECREATION FINANCIAL INFORMATION				
	Personnel	Operating	Total Expenses	Revenue
2015 Actual	\$643,190	\$270,816	\$914,006	\$629,661
2016 Actual	\$637,315	\$257,165	\$894,480	\$732,035
2017 Actual	\$642,845	\$378,730	\$1,021,575	\$836,546

RECREATION PERSONNEL				
Title	Full-Time Emp	Part-Time Emp	Seasonal Emp	Total FTE
Recreation Superintendent	1	0	0	1.00
Volunteer & Special Events Manager	1	0	0	1.00
Recreation Services Specialist	1	0	0	1.00
Recreation Supervisor, Sports	1	0	0	1.00
Recreation Coordinator, Concessions	1	0	0	1.00
Recreation Coordinator, Youth Enrichment	1	0	0	1.00
Recreation Supervisor, Aquatics & Fitness	0.50	0	0	0.50
Recreation Coordinator, Fitness & Aquatics	0.50	0	0	0.50
Front Desk Attendant	0	6	4	1.98
Recreation Aid I	0	10	6	4.23
Intern - Parks & Recreation	0	0	1	0.31
Camp Director	0	0	1	0.32
Assistant Camp Director	0	0	3	0.67
Head Camp Counselor	0	0	2	1.11
Camp Counselor	0	0	29	6.71
Lead Concession Worker	0	0	3	1.00
Concession Worker	0	0	5	1.63
Inclusion Assistant	0	0	1	0.62
Total	7	16	55	25.58

CORE PERFORMANCE MEASURES & STATISTICS	
	2017
Participants In Revenue Programs	11,103
Classes Offered	729
Success Rate Of Classes Offered	62.25%
People Who Attended Special Events	45,398
Volunteers	313
Volunteer Hours	4,244
Daily Admission	46,010
Pass Holder Visits	36,193
Recreation Center Passes Sold	180
Trio Passes Sold	87
Silver Sneakers Passes Sold	98
Total Card Holders	5,191





Youth Enrichment offers a wide variety of classes that expand children's learning experiences and allow them to participate in activities they love and/or may not have the opportunity to do otherwise. Adult Enrichment not only includes classes for adults, but also organizes day trips to share unique experiences and make memories with other adults over 40.

ENRICHMENT

AGE	EXPENSE	REVENUE	PARTICIPANTS
Adult	\$3,446	\$11,013	56
Youth	\$8,728	\$14,409	1,015





Wentzville's Parks and Recreation athletic programs offer a variety of recreational sports and activities for our patrons of all ages to enjoy. Whether they are looking for a challenge or a way to relax, all will find programs to suit their needs. In 2017 we increased our baseball league participation and diamond field rentals with the completion and grand opening of the Dockler Four-Plex ball fields at Peruque Valley Park.



SPORTS

AGE	EXPENSE	REVENUE	PARTICIPANTS
Adult	\$13,644	\$41,631	1,336
Youth	\$105,529	\$204,270	2,764

Peruque Valley Park held it's ribbon cutting April 10, 2017





Fitness is extremely important for overall health. Many fitness classes are available for both youth and adults through the Recreation Division. In addition to fitness classes, there are also several 5K and one mile runs that occur annually for both young and old alike.







FITNESS PROGRAMS

EXPENSE	REVENUE	PARTICIPANTS
\$15,683	\$23,986	743





Camps are one of our biggest programs with the largest participation; Camp Wentzville offers a creative and engaging place for younger children, as well as, a Counselor in Training program for 13-15 year olds looking to be future camp counselors. Camps allow children to have a summer of excitement! They provide a safe environment for children to enjoy the summer months making new friends and having fun.

DAY CAMP

EXPENSE	REVENUE	PARTICIPANTS
\$28,162	\$262,102	4,030







Wentzville's Parks and Recreation Department organizes a number of annual special events to benefit the community in hopes these events will bring people together to better enjoy their city and what it has to offer. Our biggest events are Wentzville Days held in the spring and Holiday Night Lights/Walk Thru occurring in the winter. Also included are:

- Mission Clean Stream
- · Bone Hunt
- Easter Eggstravaganza
- Liberty Fest
- Arbor Day/GM Earth Day
- Spring & Fall Yard Sales

- · Back to School Bash
- . Hills of Thrills Soapbox Race
- Family Ghoulish Party & Movie Spooktacular
- · Friends of the Wentzville Parks Mouse Race
- Friends of the Wentzville Parks Trivia Night

ALL SPECIAL EVENTS

EXPENSE*	REVENUE	PARTICIPANTS
\$45,324	\$84,714	45,398

*Direct Program Expenses











Last year was extra exciting with the 2017 Total Solar Eclipse occurring in August. The Parks and Recreation Department partnered up with the Friends of the Wentzville Parks and sold protective viewing glasses for \$1 each, along with two different viewing experiences at Peruque Valley Park and Progress Park. The money collected was used towards the Friends of the Wentzville Parks donation to build Jake's Field of Dreams all-inclusive playground.







The Aquatics Division is responsible for operating the aquatic facilities at Progress Park and William M. Allen Park (Splash Station Aquatic Center) and all activities and programs offered there. Swimming is a life skill and knowing how to swim makes it possible to enjoy pools, water and the outdoors. The learn to swim program offers a progression of lessons which can take a swimmer from basic level skills to pre-swim team skills. Adult aquatic fitness classes provide active adults a healthy assortment of water exercise programs.



AQUATICS FINANCIAL RESULTS								
	Personnel	Operating	Total Expenses	Revenue				
2015 Actual	\$224,776	\$192,668	\$417,444	\$472,322				
2016 Actual	\$222,152	\$196,866	\$419,018	\$491,701				
2017 Actual	\$230,972	\$195,642	\$426,614	\$497,045				

AQUATICS PERSONNEL				
Title	Full-Time Emp	Part-Time Emp	Seasonal Emp	Total FTE
Recreation Supervisor, Aquatics & Fitness	0.50	0	0	0.50
Recreation Coordinator, Fitness & Aquatics	0.50	0	0	0.50
Pool Manager	0	0	6	0.79
Front Desk Attendant	0	0	1	0.43
Lead Concession Worker	0	0	3	0.62
Concession Worker	0	0	11	0.76
Head Lifeguard	0	0	4	1.00
Lifeguard	0	0	57	8.57
Recreation Aide I	0	0	2	0.43
Total	1	0	84	13.60

CORE PERFORMANCE MEASURES & STATISTICS	
	2017
Free Visits	347
Number of Paid Admissions	31,755
Pass Holder Visits	17,808
Total Pool Usage (Daily Admissions + Pass Holder Visits)	49,563
Total Admission Income	\$210,141
Number of Birthday Parties	27
Number of Off Hour Pool Rentals	90
Aquatic Programs Offered	327
Aquatic Program Success Rate	73%
Half-Day Closures	15
Full-Day Closures	4
Aquatic Passes Sold	517
Resident Passes Sold	442
Non-Resident Passes Sold	75
New Passes Sold	361
Renewals Sold	156
Individual Card Holders	2,782





Splash Station Aquatic Center is equipped with a 400 foot lazy river, 24 foot tall water flume, three meter diving platform, children's splash playground, zero-depth entry pool, wet deck spray ground, water basketball, water shade structure, therapy seat & water benches, concession stand and a birthday party pad. Splash Station Aquatic Center also offers a River Walking exercise class, diving course, swimming lessons, Deep Water Aerobics and Pooch Plunge.

	HALF-DAY CLOSURES	FULL-DAY CLOSURES	BIRTHDAYS	DAILY VISITS	PASS SWIPES	REVENUE
14	9	1	24	23,832	11,481	\$171,386







The Progress Park Pool is equipped with a baby pool, deep diving well, drop slide, spiraling water slide, lap lanes, a locker room and concessions. Along with swim lessons, Progress Pool offers the World's Largest Swim Lesson, SUP Yoga, Aqua Aerobics, Scuba Diving Camp, Fourth of July Swim, and the Cardboard Boat Race.

OFF HOUR RENTALS	HALF-DAY CLOSURES	FULL-DAY CLOSURES	BIRTHDAYS	DAILY VISITS	PASS SWIPES	REVENUE
76	6	3	3	7,923	6,327	\$38,755







The focus of the Parks Facility Maintenance & Construction Division includes a variety of services related to infrastructure, custodial services, design and development, and overseeing the implementation of the Department's project management and capital improvement plan. This Division was able to complete several projects in 2017 which included the construction of the restrooms at the Kolb Building in Rotary Park and the installation of the memorial bricks at the Angel Moms Over Saint Louis monument.

PARKS FACILITY MAINTENANCE & CONSTRUCTION FINANCIAL RESULTS							
	Personnel	Operating	Total Expenses	Revenue			
2015 Actual	\$619,725	\$428,838	\$1,048,563	\$5,513			
2016 Actual	\$448,186	\$304,175	\$752,361	\$4,101			
2017 Actual	\$427,585	\$652,054	\$1,079,639	\$8,257			

PARKS FACILITY MAINTENANCE & CONSTRUCTION PERSONNEL							
Title	Full-Time Emp	Part-Time Emp	Seasonal Emp	Total FTE			
Parks Superintendent	0.50	0	0	0.50			
Parks Maintenance Supervisor	1	0	0	1			
Parks Maintenance Foreman	1	0	0	1			
Parks Maintenance Worker	1	7	0	2.83			
Custodian	0	3	0	1.10			
Total	3.5	10	0	6.43			

CORE PERFORMANCE MEASURES & STATISTICS					
	2017				
Annual Hours Worked	5,643				
Work Orders Completed	336				
Buildings Maintained	6				
Buildings Maintained SF	88,858				
Parking Lots Maintained SF	1,080,711				
Acres of Developed Park Land	248				





The purpose of the Horticulture & Forestry Division is to conduct routine park maintenance in order to provide the Wentzville community with clean, safe, and well-maintained parks. They provide general care and services related to providing plant, shrub and tree care in the City right-of-ways, parks, and around some public buildings. Additionally, the unit is responsible for care and removal of all public trees. This program provides mowing and vegetative control along thoroughfares and surplus public property and year round care, setup, cleanup and maintenance for the ballfield complexes, recreational athletic fields, playgrounds, trails, public parks, and park facilities.

HORTICULTURE & FORESTRY FINANCIAL RESULTS							
	Personnel	Operating	Total Expenses	Revenue			
2015 Actual*	\$0	\$315	\$315	\$0			
2016 Actual	\$251,193	\$94,201	\$345,394	\$0			
2017 Actual	\$379,519	\$147,091	\$526,610	\$4,912			

^{*}In 2015, Horticulture & Forestry was still part of Parks Facility Maintenance & Construction.

HORTICULTURE & FORESTRY PERSONNEL					
Title	Full-Time Emp	Part-Time Emp	Seasonal Emp	Total FTE	
Parks Superintendent	0.50	0	0	0.50	
Horticulture Manager	1	0	0	1	
Athletic Turf/Irrigation Specialist	2	0	0	2	
Landscape Technician	1	0	0	1	
Maintenance Worker I - Landscaping	1	0	0	1	
Maintenance Worker I - Turf	1	0	0	1	
Maintenance Worker III	1	0	0	1	
Senior Groundskeeper	0	4	11	5.18	
Total	7.5	4	11	12.68	

CORE PERFORMANCE MEASURES & STATISTICS				
	2017			
Memorial Trees Installed	5			
Memorial Benches Installed	3			
Acres of Natural Sports Turf Maintained	218			
Acres of Synthetic Turf Maintained	32			
Acres of Irrigated Park Land	17			
Acres of Native Areas	13			
Bioswales SF	72,200			
Tree Inventory	3,177			
Rectangular Fields/Acres	5/11.1			
Diamond Fields/Acres	8/16.2			

27 Parks & Recreation



City of Wentzville Parks & Recreation Department

968 Meyer Rd, Wentzville, MO 63385 (636) 332-9236

fun@wentzvillemo.org • www.wentzvillemo.org





Since 2008, the Friends of the Wentzville Parks has donated time, labor and/or funding for numerous projects within the City of Wentzville's parks. Some projects include the Progress Park batting cages, steps, basketball court, tree plantings and beautification projects, and their most recent projects; the Storybook Walk and Jake's Field of Dreams Playground at Heartland Park. Their commitment and support are sincerely appreciated as they continue to help make Wentzville a great place to live.





