# Wentzville Parks & Recreation



# ANNUAL REPORT 2019

### **Parks and Recreation**

#### **ADVISORY BOARD**

Gloria Ehll, President Holly VanGundy, Vice President Eric Mathews Scott Mathys Peggy Meyer Craig Murray Maureen Murray-Barthelme Steven Nephew Jeremy Wolfmeyer Matt Swanson, Aldermanic Liaison

#### MANAGEMENT TEAM

**Director** Mike Lueck

#### Administration

Marketing Communications Supervisor Hannah Logsdon Business & Technology Superintendent Shelley Fischer Administrative Support Supervisor Meaghan French Administrative Support Coordinator Devin McGavran Recreation Services Specialist Justin Mennerich

#### Park Operations

Park Operations Superintendent Billy Roll Park Maintenance Manager Mike Barker Facility Services Coordinator Deanna McClintock Horticulture Manager Robert McDaniel

#### Recreation

Recreation Superintendent Amy Hays Aquatics and Fitness Supervisor Josh Hoppe Fitness and Aquatics Coordinator Ashley Pitzer Special Events and Volunteer Supervisor **Beth Kelley** Sports Supervisor Patrick Logel Sports and Concessions Coordinator Jordan Stankoven Youth Programming and Camp Coordinator Abigail Ayers Ice Arena Supervisor **Rick Pratt** Ice Arena Coordinator Jeremy Opfer



Dear Wentzville Residents,

It is my honor to recognize the progress made by our Department throughout 2019. I feel privileged to lead a department that promotes physical and mental well-being, encourages outdoor experiences and builds community by fostering friendships.

Many thanks to our employees who work tirelessly to provide diverse sports and enrichment programs, maintain quality facilities and implement our mission to enhance community, sustainability, unity, health and open-space preservation. Without you, we wouldn't be able to care for our community at the level it deserves. Each of you plays an important part.

The acquisition and renovation of the Wentzville Ice Arena this past year is something I am particularly proud of. Nearly \$180,000 in renovations, equipment upgrades and deferred maintenance projects were completed all in an effort to provide an enhanced experience to its users and the community. Not only has the addition of this facility enabled our Department to provide and host new programs and special events, it also allowed us to welcome approximately 15 new staff members.

As we look ahead, it is my great pleasure to report that on-site grading for the new Wentzville Community Center began in late fall 2019 and is projected to be operational in 2022. This new multigenerational facility will help meet the growing needs of Wentzville's growing community by allowing for new, exciting and progresseive offerings where residents and nonresidents alike will want to come spend their leisure time.

I would also like to give a special thanks to our Parks and Recreation Advisory Board members. Your shared perspectives, passion, time and guidance is thoroughly appreciated.

Please enjoy reading about the many accomplishments achieved this past year. It is my hope that each and every resident and guest of our wonderful community makes time for fun and recreation in 2020 and takes advantage of all the Wentzville Parks and Recreation Department has to offer!

Sincerely,

Mike Lueck, CPRE Wentzville Parks and Recreation Director

# Wentzville Parks & Recreation

340 ACRES OF PARKLAND 13 MULTIPURPOSE SPORTS FIELDS

3,19

500 PAIRS OF ICE SKATES

FISHING PONDS

WATER SLIDES

5 PLAYGROUNDS

PARK PAVILIONS

32 FULL-TIME EMPLOYEES 142 SEASONAL EMPLOYEES 47 PART-TIME EMPLOYEES



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

For 47 years, the Wentzville Parks and Recreation Department has been pleased to provide our growing community with new facilities, parks, playgrounds and pools; providing places to exercise, create, play or simply relax. We consist of three primary divisions working together to accomplish goals and make everything possible.

| "The mission of the <b>Administration Division</b> is to maintain a link between the Department<br>and the community by providing professional administrative support services. This team is<br>responsible for the management of the human capital process; providing internal financial and<br>information technology support; delivering internal and external advertising, marketing, and<br>data analysis to support quality, sustainable programs, services and facilities; and ensuring<br>professional planning, design, and project management services to enhance the quality of life<br>for all citizens." | MARKETING<br>FRONT DESK<br>PARK PLANNING<br>PROJECT MANAGEMENT                            |
|---|---|
| "The mission of the <b>Recreation Division</b> is to create sustainable recreational opportunities<br>for growth and enhancement of individuals by developing an array of diverse, affordable<br>programs and multicultural events that promote community service, improved quality of life<br>and environmental awareness while meeting the physical, mental, social, and psychological<br>needs of our community."  | AQUATICS<br>CONCESSIONS<br>ENRICHMENT<br>FITNESS<br>ICE ARENA<br>SPECIAL EVENTS<br>SPORTS |
| "The mission of the <b>Park Operations Division</b> is to maintain and provide internal support for the sustainable delivery of parks, facilities, and public spaces that reflect the diverse needs of our community and protects the public investment in these assets."   | HORTICULTURE<br>AND FORESTRY<br>PARKS FACILITY<br>MAINTENANCE                             |

### Vision

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











City of Wentzville Parks and Recreation Department

### **Department Goals**



#### **Goal #1: Quality Parks & Facilities**

Develop and maintain recreational facilities and park areas to meet the current and future needs of the Wentzville community.

#### **Goal #2: Excellent Recreation Programs & Services**

Provide excellent recreation programs/services and customer support that will enhance the quality of life for all citizens affected by the Parks and Recreation Department.

#### Goal #3: Sustainable Practices & Programs

Administer sustainable environmentally friendly policies/programs to improve operations, enhance/expand parks, facilities or open space and conserve natural resources for present and future populations of the community.

#### **Goal #4: Knowledgeable and Professional Staff**

Provide staff with a working environment that fosters personal and professional growth.

#### Goal #5: Fiscal Responsibility

Effectively administer the revenues and expenditures of the Parks and Recreation Department to maximize programs, facilities and parks.

#### Goal #6: Effective Marketing & Community Outreach

Develop and implement department-wide marketing initiatives and community outreach efforts that will enhance participation and revenue generation.



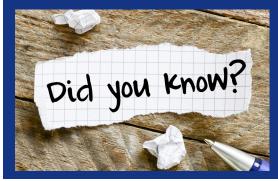
#### Wentzville Community Center

The Wentzville Board of Aldermen approved a Development Agreement for the Wentzville Bend project in June 2019. This development encompasses approximately 60 acres of property located south and east of Wentzville Parkway, and north of William Dierberg Drive and consists of two major elements – a 140,000 square-foot retail shopping center and an **80,000** square-foot multigenerational recreation facility. Along with input from residents, the new facility was formally named the Wentzville Community Center. On-site grading began in late fall 2019 and the Wentzville Community Center is projected to be operational in 2022.

The new facility is expected to include:

| √ | Leisure Pool           | √ | Kids Area                    |
|---|------------------------|---|------------------------------|
| √ | Fitness Center         | √ | Multiple Gymnasium Spaces    |
| √ | Dedicated Senior Space | √ | Indoor walking/jogging track |
| √ | Party Rooms            | √ | and More!                    |

"We are very excited to provide this new amenity to our residents. The Board of Aldermen and I are committed to providing resources for our residents and the community as a whole. This project falls in line with our strategic goals and recognizes the distinct needs of our residents – varying from indoor recreational opportunities to amenities for senior citizens. This facility solidifies Wentzville's position as a strong supporter of parks and recreation and only adds to our wide variety of facilities from Splash Station Aquatic Center and the tournament-level Peruque Valley Park baseball fields to the recently purchased Wentzville Ice Arena. Wentzville truly offers something for everyone," said Mayor Nick Guccione.



What value do I receive from my annual tax dollars that help support the Parks and Recreation Department's operations?

On a house valued at \$200,000, the average household pays \$24 annually in property tax to support parks and recreation in the community. However, the Parks and Recreation Fund relies more heavily on the Half-Cent Parks Sales Tax passed in 2010. Calculating that impact on an individual family is much more challenging. But, if one assumes a family spends \$200 a week shopping in Wentzville, that household will pay \$52 per year in sales tax to support parks and recreation, making \$76 the total taxes paid in this scenario.

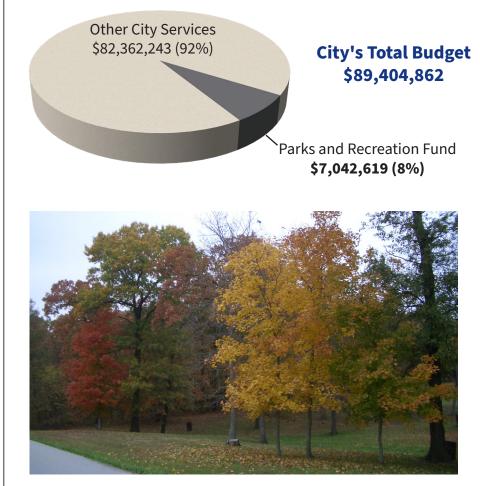
#### 2019 PARKS AND RECREATION FINANCIAL RESULTS

| Total Revenue      | \$7,758,031 |
|--------------------|-------------|
| All Other Revenue  | \$116,040   |
| Regional Sales Tax | \$110,033   |
| Property Tax       | \$626,111   |
| Fees and Charges   | \$2,581,570 |
| Sales Tax          | \$4,324,278 |
| Revenue            |             |

#### Expenditures

| Personnel                  | \$2,801,272 |
|----------------------------|-------------|
| Debt Service               | \$501,289   |
| Other Charges and Services | \$589,551   |
| Capital Expenditures       | \$386,969   |
| Commodities                | \$517,508   |
| Service Allocation Fees    | \$353,876   |
| Contractual Services       | \$168,432   |
| Repair and Maintenance     | \$140,746   |
| Bond Payment               | \$1,546,706 |
| Total Expenditures         | \$7,006,349 |

#### PARK BUDGET VS CITY BUDGET



#### **2019 FINANCIAL RESULTS BY DIVISION**

|                | Administration | Aquatics  | Ice Arena  | Recreation  | Maintenance | Horticulture<br>and Forestry |
|----------------|----------------|-----------|------------|-------------|-------------|------------------------------|
| Personnel      | \$786,420      | \$284,075 | \$151,379* | \$576,466   | \$446,821   | \$556,111                    |
| Operating      | \$2,807,918    | \$184,558 | \$165,797* | \$339,737   | \$140,842   | \$179,256                    |
| Capital        | \$35,855       | \$29,847  | \$0*       | \$169,472   | \$151,794   | \$0                          |
| Total Expenses | \$3,630,193    | \$498,480 | \$317,177* | \$1,085,676 | \$739,457   | \$735,367                    |
| Revenue        | \$5,773,087    | \$481,642 | \$434,752* | \$1,061,046 | \$7,503     | \$0                          |

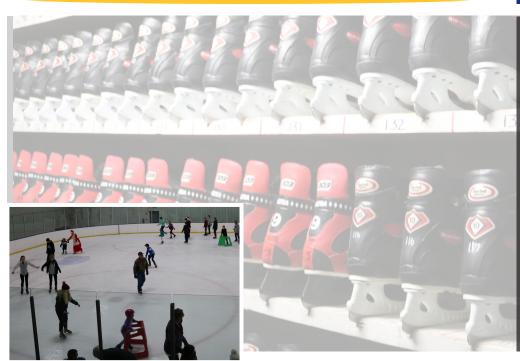
\* Half-year figures.

All figures subject to completion of audit.



### Wentzville Ice Arena

### 2019 Accomplishments



In June 2019, the City of Wentzville purchased a **70,000** square-foot ice arena complex. Featuring two NHL-size ice rinks, heated seating for **750** spectators, eight locker rooms with showers, party/group amenities and full-service concessions, this addition gives residents another way to interact and connect as a community for years to come.



\*Half-year figures.

### **Completed Projects**

Without our **Park Operations Division**, our parks would cease to function. From overseeing and implementing the Department's project management and capital improvement plan to conducting routine park maintenance, they provide a variety of services that keep our parks clean, safe and beautifully landscaped. Take a look at a few of the projects they worked on in 2019!





#### Jake's Field of Dreams Playground Project:

- Constructed two new metal pavilions in Heartland Park which included 5,600 square feet of concrete, 350 linear feet of ornamental fencing, additional security lighting and a new 3 foot by 50 foot retaining wall
- Installed 600 linear feet of new irrigation and controllers, 1,000 square feet of sod, 75 cubic yards of mulch and 250 new trees, shrubs and plants

#### Kolb Building Renovations:

• Parking lot and landscaping improvements

#### Holiday Night Light Upgrades:

Converted 10,000 bulbs to LED

#### **Tree City USA:**

 Planted approximately 300 new trees throughout City parks as part of the Department's role in conservation and the Tree City USA program

#### **Pavilion at Peruque Valley Park:**

• Constructed a new 30 foot by 50 foot timber frame pavilion at the Dockler 4-Plex in Peruque Valley Park

#### **Entry Sign Renovation:**

• Renovated the entry sign landscaping bed at the intersection of Wentzville Parkway and Luetkenhaus Boulvard

## MARKETING

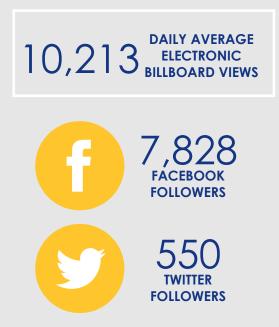




Wentzville residents received copies of our Fun Times publication, which includes information on all our upcoming programs and events, through the mail three times in 2019.

58,061 61,002 DIGITAL FUN TIMES COPIES OF THE FUN **PAGE VIEWS** 

**TIMES PRINTED** 



By combining traditional marketing methods with digital methods, we strive to reach everyone in our community. Whether you like to hike on one of our trails, play sports or are interested in attending one of our special events, we want to ensure you have access to the most up-to-date information about our programs.



# ADMINISTRATION



#### WE P.L.A.Y. Scholarships -(Wentzville Providing Leisure Assistance for Youth)

To help ensure the children of our community always have access to recreation and leisure activities, the Friends of the Wentzville Parks' (FOTWP) scholarship program is designed to provide supplemental financial assistance to Wentzville families who are experiencing a financial difficulty or unique hardship due to unforeseen and unfortunate circumstances. In 2019, FOTWP awarded **25** families with varying scholarship amounts totaling **\$5,598**!

Scholarships can be applied towards preregistered programs, Camp Wentzville and passes. An all facility pass is also available because we believe all family members should have their recreational needs met regardless of the ability to pay.



If you're having a birthday party or conducting a soccer practice, you will work with the **Administration Division** to reserve a field, facility or park. In addition, they handle front desk procedures, budget preparation, operations reporting and fee collections.

| 2019 FACILITY RENTALS                   |       |
|---|-------|
| Gym Rentals                             | 67    |
| Pavilion Rentals                        | 142   |
| Progress Park Banquet Hall Rentals      | 119   |
| Splash Station Pool Rentals (off hours) | 17    |
| Progress Park Pool Rentals (off hours)  | 66    |
| Field Rentals                           | 3,306 |
| Ice Rentals                             | 1,535 |
| Total Facility Rentals                  | 5,252 |

"I love working for the Parks and Recreation Department because every day is different. There are plenty of opportunities for growth and working for a rapidly growing community really opens doors for new experiences!"

- Liz Harris; Lead Front Desk Attendant

TOTAL 791

NEW

FACILITY

**OPENED** 

**PROGRAMS** 

**GIFT CARDS** 

ISSUED 32

**SAFETY TRAININGS** 

SPECIAL EVENT

**PERMITS PROCESSED** 

7,305

**ACTIVE PASS HOLDERS** 

HELD 72

GRANT RECEIVED

# **SPORTS & FITNESS**



#### **2019 SPORTS RESULTS**

|              | Revenue   | Participants | Programs Offered |
|--------------|-----------|--------------|------------------|
| Youth Sports | \$310,848 | 3,951        | 140              |
| Adult Sports | \$39,784  | 921          | 30               |



|               | Revenue  | Participants | Programs Offered |
|---------------|----------|--------------|------------------|
| Youth Fitness | \$37,674 | 237          | 39               |
| Adult Fitness |          | 677          | 65               |



In addition to Progress Park Recreation Center, which includes a gymnasium, fitness center and elevated indoor track, Wentzville Parks and Recreation offers a variety of youth, adult and senior fitness programs. Whether you like to dance, practice yoga, lift weights or participate in choreographed classes, such as Zumba® and POUND®, we strive to provide recreation for every age and skill level.

City of Wentzville Parks and Recreation Department

**CLASSES** 

OFFERED

155

SILVER SNEAKER/

**RENEW ACTIVE** 

**PASSES SOLD** 

**MACHINES** 

302

TOTAL

**5K/FUN RUN** 

**PARTICIPANTS** 

# **AQUATICS**





#### **2019 AQUATIC PROGRAM RESULTS**

| Program      |  |
|--------------|--|
| Participants |  |
|              |  |

**Programs** Offered

1,030

256

Splash Station Aquatic Center is equipped with a 400-foot lazy river, 24-foot tall water flume, threemeter diving platform, children's splash playground, zero-depth entry pool, wet deck spray ground, water basketball, water shade structure, therapy seat and 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 the Pooch Plunge!

Progress Park Pool is equipped with a baby pool, deep diving well, drop slide, spiraling water slide, lap lanes, a locker room, concession stand and birthday party pavilion. Progress Park Pool offers swim lessons, (including the World's Largest Swim Lesson) SUP Yoga, Aqua Aerobics, Scuba Diving Camp and Fourth of July Swim.

| 2010 40 | ILATIC D | ECHITC |
|---------|----------|--------|
| 2019 AQ | UALIC R  |        |
|         |          |        |

| Total Admission Income     | \$177,518 |
|----------------------------|-----------|
| Splash Station Revenue     | \$142,657 |
| Progress Park Pool Revenue | \$35,017  |

















\*Sodas are "dropped" into Progress Park Pool and patrons retrieve the floating cans!

# ENRICHMENT



No matter your age, Wentzville Parks and Recreation offers a wide variety of classes to expand and enhance learning experiences and provides residents the oppurtunity to participate in activities they already know they love or to try new ones.





"At Camp Wentzville, I feel at home. I know each day when I come to work I can leave behind the problems of the real world and I can become a kid again." -Nolan Briegel; Day Camp Head Counselor



#### **2019 ENRICHMENT RESULTS**

|                  | Revenue   | Participants | Programs Offered |
|------------------|-----------|--------------|------------------|
| Camp             | \$269,965 | 2,132        | 95               |
| Adult Enrichment | \$19,426  | 269          | 22               |
| Youth Enrichment | \$13,044  | 466          | 102              |

Our youth programs are created with each learning stage in mind to create environments preschoolers, grade schoolers, tweens and teens can experience enrichment in.

156



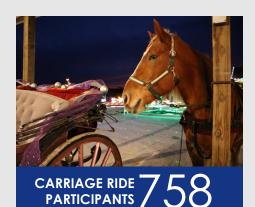


Adults can also join organized day trips that encourage shared, unique experiences with others over the age of 40!



# SPECIAL EVENTS





there is always something fun and exciting happening in Wentzville! They strive to offer new and unique experiences for the residents of our community. From the live entertainment, food and art found at Wentzville Days to the thousands of candy and prize filled eggs the Easter Bunny hides at EGGstravaganza, there are a variety of year-round activities for the entire family to enjoy.

Our Special Events team ensures

The special addition of live reindeer to the 2019 Holiday Night Lights Walk-Thru event proved to be a huge hit with both kids and adults alike!





#### **2019 SPECIAL EVENTS RESULTS**

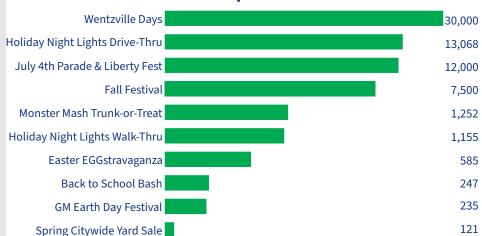
| Revenue  | Participants | Programs<br>Offered |
|----------|--------------|---------------------|
| \$96,117 | 58,762       | 37                  |







#### **Top 10 Most Attended Events**



### **TOGETHER WE CAN!** Special Thanks to Our Volunteers





We are extremely grateful to the many volunteers who help enhance and maintain the parks throughout Wentzville as well as assist with our Special Events. From picking up trash and driving shuttle buses to event setups and teardowns, we simply can not do it without you. Thank you for your time, dedication and continued support to Wentzville Parks and Recreation!

To learn more about volunteer opportunities, please contact **Volunteer@wentzvillemo.org**.



### **OUR PARTNERS**

**Arts and Programs Committee** 

**Crossroads Art Council** 

**Parks and Recreation Advisory Board** 

#### **Tree Committee**







Rachel Bergsieker, President Joyce Schuette, Treasurer Laura Valendy, Secretary Andrea Lasater Linda Rupp Jeff Simmons



Since 2008, the Friends of the Wentzville Parks has donated time, labor and funding for projects within the City of Wentzville's parks such as batting cages, steps, a basketball court, tree plantings, beautification projects, Storybook Walk and Jake's Field of Dreams Playground. Their commitment and support is sincerely appreciated as they continue to support Wentzville Parks and Recreation in making Wentzville a great place to live.

### **YOUR SUPPORT MAKES A DIFFERENCE**

Ways You Can Help Today

- 1. VISIT A WENTZVILLE PARK. Have a picnic, walk on a trail, watch wildlife, meditate, dance, paint, play on the swings or just relax.
- 2. **REGISTER FOR A CLASS.** Participate in one of the many enriching and enjoyable class experiences and see what we are all about!
- 3. VOLUNTEER OR JOIN US AT AN EVENT. Bring your family and friends to a Wentzville Parks and Recreation special event. You can take more ownership and volunteer to help or simply enjoy your time having fun. From races to holidays to Wentzville Days, there are so many ways to celebrate living well in Wentzville together. Send us a photo of you or your family enjoying one of our events at parks.media@wentzvillemo.org and you may be featured on our social media accounts and publications!
- 4. **PURCHASE A PASS.** Enjoy the entire year or summer with a pass to the Progress Park Recreation Center and/or pool and/ or Splash Station Aquatic Center. There are always fun events going on for the whole family.
- 5. BUY LOCAL. When you buy in town, not only are you supporting your local businesses, but a portion of the sales tax goes back to support Wentzville Parks and Recreation. Since you are going to shop anyway, give back to your community by helping to develop new parks and amenities and expand and maintain the existing ones.

#### **AWARDS**

Wentzville's 2019 Citizen of the Year **Gloria Ehll** City of Wentzville Employees of the Third Quarter **Ashley Cook, Liz Harris, Jordan Stankoven** Missouri Park and Recreation Association Outstanding New Professional **Patrick Logel** Missouri Park and Recreation Association Public Official Achievement Award **Alderman Matt Swanson** Starguard Elite 3-Star Aquatic Safety Award **Wentzville Parks and Recreation Aguatic Team** 

#### **CERTIFICATIONS ACHIEVED**

Certified Park and Recreation Professional Shelley Fischer, Josh Hoppe

#### **OTHER ACCOLADES**

National Wildlife Federation Mayors' Monarch Pledge Leadership Circle Taking eight or more actions for the monarch butterfly Arbor Day Foundation Tree City USA Community 9 consecutive years St. Louis Post-Dispatch 2019 Top Workplaces St. Louis Business Journal 2019 Best Places to Work Finalist 2019 Best Place in Missouri to Raise a Family OneSTL Green Cities Challenge Finalist

#### DONATIONS

Friends of the Wentzville Parks: \$5,598

- 6. DONATE TO THE WE P.L.A.Y. SCHOLARSHIP PROGRAM. Wentzville Providing Leisure Assistance for Youth is a program offered through Friends of the Wentzville Parks (FOTWP) and is designed so youth have access to recreation activities, regardless of the ability of their family to pay. Any donations allow FOTWP to help more families.
- 7. **PURCHASE A COMMEMORATIVE BENCH OR TREE.** Enhance the look and functionality of our parks, invest in your community and honor your family by purchasing a commemorative bench or tree.
- 8. JOIN A BOARD OR COMMITTEE. Do you want to have more of a voice in your community? Consider joining a board, committee or Friends of the Wentzville Parks to help make decisions on what happens in your home town.
- **9. READ AND SHARE OUR MOST RECENT NEWS.** Our *Fun Times* magazine is delivered to your mailbox three times a year (winter/spring, summer and fall). Make sure to check it out for the latest news and listings of our classes, programs and events. Visit us online at www.wentzvillemo.org.
- **10. FOLLOW US.** Follow us on Facebook, Twitter and Instagram to stay up-to-date with our latest news, initiatives and programs. We love your feedback, so share and invite your friends to engage with us in person and online!





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#### fun@wentzvillemo.org • www.wentzvillemo.org



Debbie Kindschuh is a freelance photographer and artist. She has been taking photos ever since she received her first camera as a teenager. Debbie studied film and cinematography in college as well as Fine Art and now combines the two creative forms into her own style of art. She is always on the go, filming the beauties of the world, and often creating short documentary films for nonprofit humanitarian organizations. She also loves to paint and create mixed media art pieces combining her photos with found objects. She continues to teach art classes and tutor beginning photographers and is very involved in Crossroads Arts Council. Debbie is available for commissioned work for portraits, weddings, videos, commercial work, and workshops.



If you would like the Arts and Programs Committee to consider your artwork for display at City Hall or Progress Park, please visit bit.ly/wentzvillefeaturedartist to fill out an application.