



2024 WILLARD PARKS REVENUE SUMMARY

A Brief Overview

AT A GLANCE

- Programs (when coupled with tax allocation) are generally revenue positive
- Largest net revenue generating programs are Youth Sports and Youth Camp
- Smallest revenue generating program is Concessions
- Largest expense line losses are
 - Facilities and Fitness*
 - Maintenance, Grounds, and Administration
 - Swimming Pool*

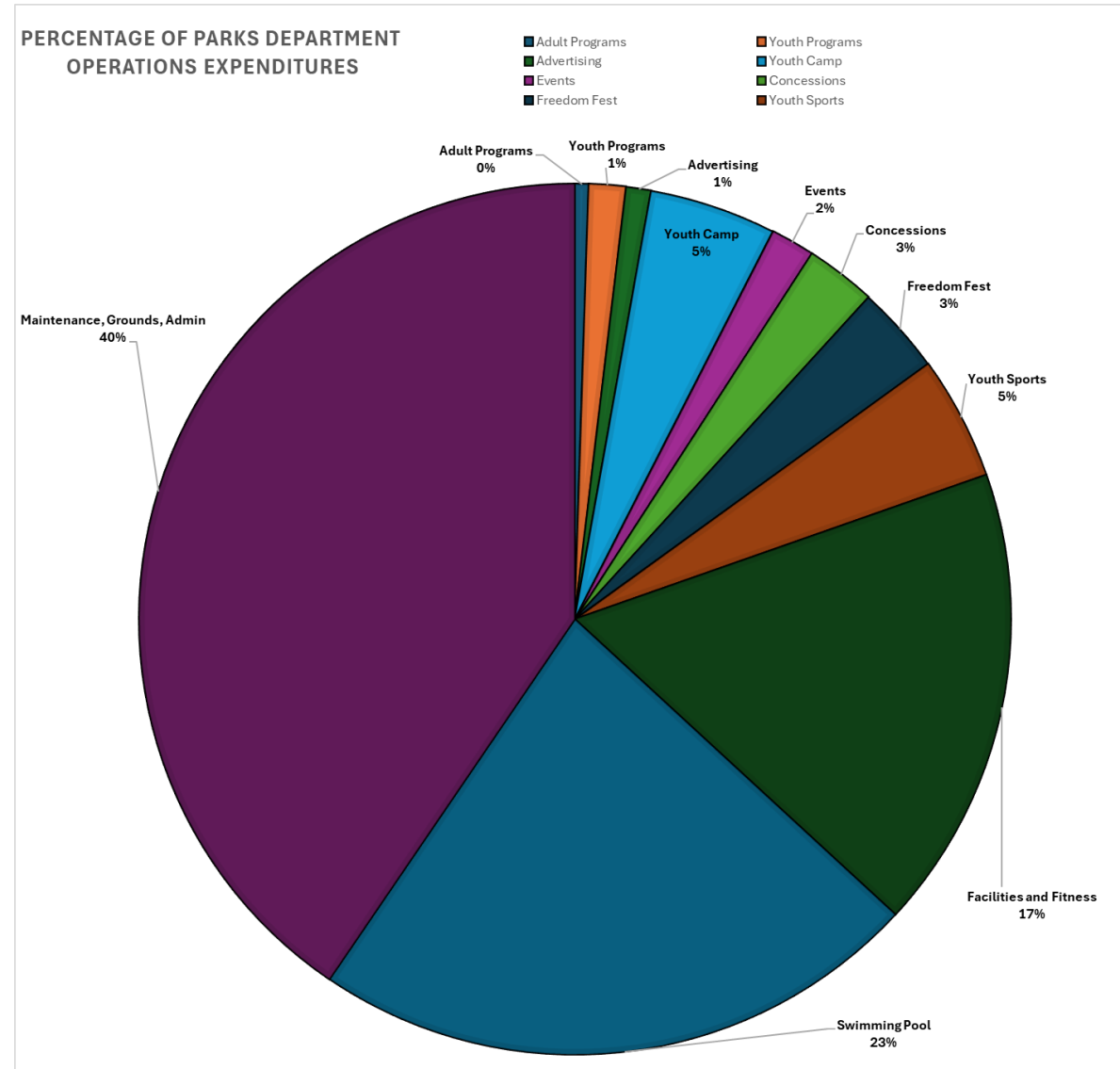
*debt service contributes significantly to these expense line losses

REVENUE/EXPENSE BY PROGRAM

Program/Expense Line	Total Expense	Net Revenue
Advertising	\$17,297	\$21,748
Concessions	\$49,662	\$5,811
Facilities and Fitness	\$326,948	\$(179,474)
Swimming Pool	\$429,771	\$(256,511)
Adult Programs	\$9,619	\$9,584
Youth Programs	\$25,987	\$9,241
Youth Camp	\$89,110	\$44,213
Youth Sports	\$87,140	\$58,289
Freedom Fest	\$62,145	\$21,529
Events	\$31,039	\$22,311
Maintenance, Grounds, Admin	\$767,978	\$(438,110)

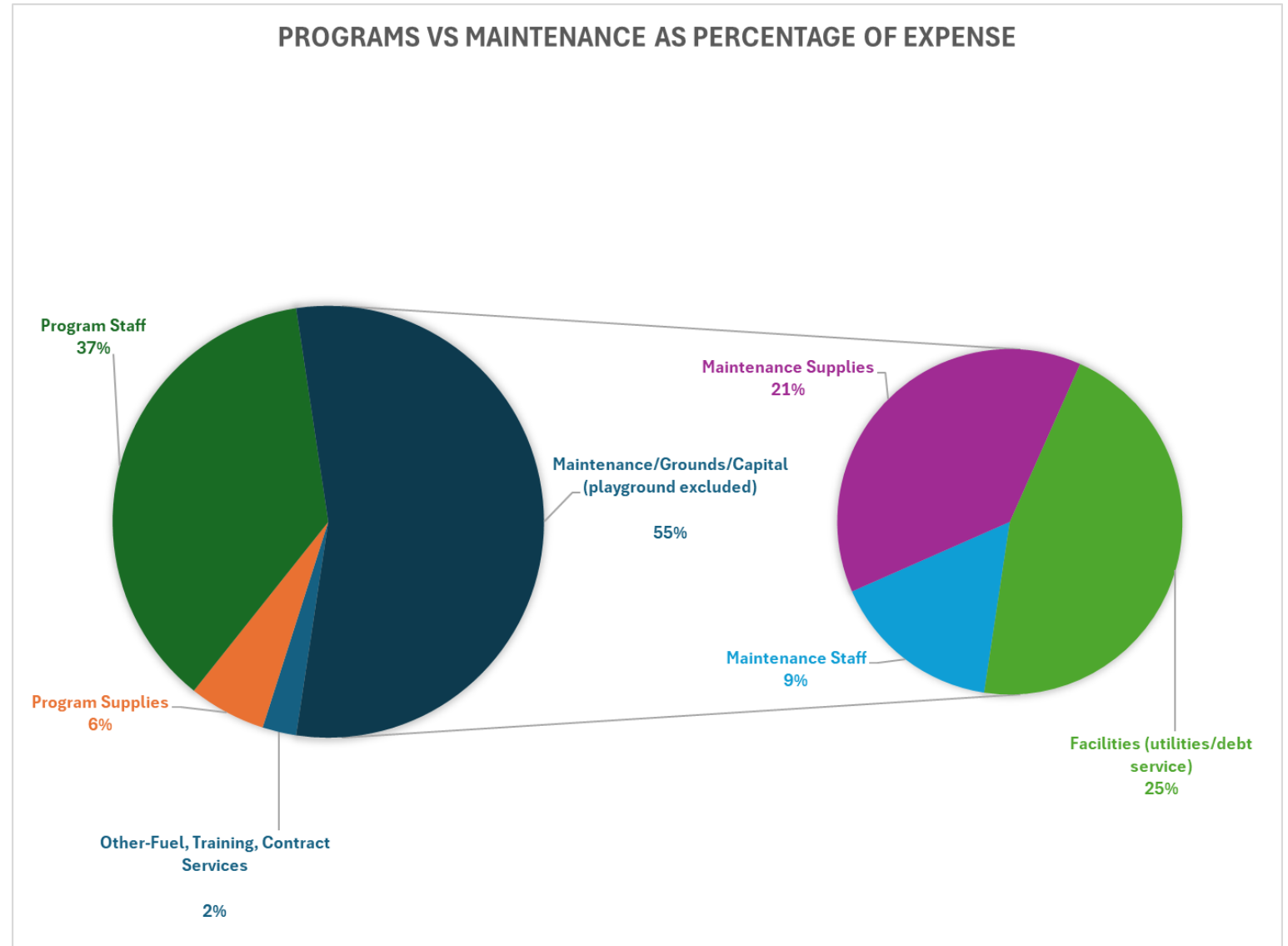
HOW ARE PARKS DEPARTMENT FUNDS SPENT?

This chart shows the percentage of total operations expense by program expressed as a percentage of total expense.



HOW ARE PARKS DEPARTMENT FUNDS SPENT?

This chart shows what percentage of total operations expense is related to maintenance, grounds, and administration.





RATIONALE FOR TAX REVENUE ALLOCATION

- **Time Allocation:** Staff estimated the percentage of time spent on direct support (revenue programs), indirect support (administration, marketing), and non-revenue areas (Tree City, maintenance).
 - **Salary Costs:** Salaries were divided based on time allocation, summed to estimate total salary costs for each category.
 - **Tax Revenue Allocation:** Tax revenue was divided proportionally based on staff time dedicated to revenue programs, maintenance, and administration.
 - **Cost Distribution:** Costs for multi-program categories were evenly distributed to ensure proportional financial burden across all revenue-generating activities.
-



WHAT ARE THE FINANCIAL CHALLENGES THE PARKS DEPARTMENT IS CURRENTLY FACING?

- **Revenue Generation:**
 - **Tax Revenue:** Real estate and sales taxes have not kept pace with inflation.
 - **Program fees:** Must pace with competing/nearby communities to remain viable
 - **Rapidly Increasing Expenses:**
 - **Staffing Costs:** Driven by minimum wage changes.
 - **Insurance Costs:** Rising premiums.
 - **Building/Grounds Maintenance:** Increasing due to aging facilities and maintaining more property.
 - **Fuel Costs:** Significant increases impacting operational expenses.
-



STEPS SO FAR

Grant Opportunities:

Apply for state and federal grants focused on community development and green spaces.

Public-Private Partnerships:

Collaborate with private companies for funding and development of park facilities and programs.

Enhanced Marketing:

Increase marketing efforts to boost program enrollment and facility rentals.



WHAT IS THE SOLUTION?

- **Potential Solutions:**
 - Increase Commercial/Retail Sales:
 - Encourage local businesses to sponsor events and programs.
 - Develop partnerships with retail stores for mutual promotions.
- **Increase Sales Tax Rate:**
 - Propose a modest increase in the sales tax rate to support park maintenance and development.
- **Growing Community:**
 - Leverage the growing population to increase participation in programs and events.
 - Promote new residential developments to include park funding in their planning.



WHAT IS THE SOLUTION? (CONT.)

Cost Cutting Options

- **Energy Efficiency:**
 - Implement energy-saving measures in facilities to reduce utility costs.
- **Volunteer Programs:**
 - Expand volunteer programs to assist with maintenance and events.
- **Program Review:**
 - Evaluate and streamline programs to focus on the most popular and cost-effective ones.



SUMMARY

- **Challenges:**

- Insufficient Tax Revenue: Real estate and sales taxes lag behind inflation.
- Increasing Expenses: Staffing, insurance, building maintenance, and fuel costs have surged.

- **Solutions:**

- Additional Taxes: Propose a modest sales tax increase to support park maintenance and development.
- Community Growth: Leverage growing population for increased program participation and new residential developments to include park funding.
- Program Fees: Carefully manage fee increases to avoid reduced participation.

- **Conclusion:**

Parks Programs are revenue generating. Cutting programs or services is not a viable solution.

The Parks Department's value is significant, and strategic solutions are needed to ensure continued success and relevance.

QUESTIONS?
