

Parks Director Report – April

April Quote: "Parks and open spaces are our collective backyard, places where we can come together, escape from daily stresses, and reconnect with nature." – Richard Louv

As we transition into May, our focus shifts to preparing for the busy spring and summer seasons. March saw strong engagement across various programs, facility preparations, and the early stages of hiring for our summer staff.

Youth Sports & Tournaments

Our youth soccer program has reached record registration numbers, with 250 kids signed up. This growth highlights the ongoing demand for quality recreational opportunities, and we're committed to ensuring a smooth season with well-maintained fields, organized schedules, and responsive staff. However, we have noticed a decline in volleyball participation, which we are addressing by exploring new ways to engage the community and boost interest in this sport.

Community Events

The recent Daddy-Daughter Dance was a heartwarming success, bringing families together for a memorable evening. Feedback has been overwhelmingly positive, and we look forward to hosting similar events in the future.

Facility Preparations & Maintenance

With warmer weather approaching, our team has been actively preparing outdoor facilities:

- **Pool Repairs & Upgrades** – Maintenance efforts are underway to ensure the pool is ready for the summer season. This includes addressing necessary repairs, upgrading water heaters, and replacing the main return system. We also needed to replace a backflow prevention valve in addition to the planned repair of the main drain sentry system replacement.
- **Water Fountain Repairs** – We are making repairs to the new water fountain due to an underground leak. This will ensure it is fully operational for the summer.
- **Outdoor Facility Readiness** – Parks and athletic fields are being prepped for upcoming programs. Mowing and landscaping have begun, and we're focusing on enhancing public spaces to provide an inviting experience for residents and visitors.
- **Electrical Service Upgrades** – We are looking at upgrades to the electrical service at Jackson Street Park to improve safety and functionality.

Community Engagement & Program Success

The recent camp at the Community Building was well-attended, reinforcing the value of structured programming during school breaks. This was a new location, and feedback surveys show that the new location has gotten positive reviews. Flyers will be going out to local schools, including Ash Grove, Walnut Grove, and Morrisville, to promote the upcoming summer camp program.

We are also seeing continued strong participation in our fitness programs, a testament to our community's interest in wellness-focused offerings.

Summer Hiring & Staffing

We have officially begun hiring seasonal staff for summer operations. Lifeguards, maintenance workers, and program leaders are key positions we are working to fill to ensure we maintain high-quality services during our busiest months.

Budget Concerns

Budgets continue to be a pain point for the department, especially as costs continue to rise. We are working diligently to balance operational efficiency with fiscal responsibility.

Social Media Engagement

Attached is the Facebook engagement report, which highlights the positive interactions and feedback we've received from the community. This engagement is crucial for keeping our community informed and involved in our activities.

As we progress through spring, our team remains committed to providing top-tier recreational experiences while balancing operational efficiency and fiscal responsibility. We appreciate the continued support from our staff, volunteers, and community members.

March					
Facility	General Attendance	Members	Day Pass	\$2/2 Youth Rate	Total
Recreation Center	7600	2181		183	9964
Better Together Playground	2000				2000
Jackson St Park	5600				5600
Miller Disc Golf Course	1800				1800
Highline Sports Complex					
Community Building	Insufficient Data				0

142 Posts since 3/28/2025



Performance

March 25, 2025 - April 21, 2025

Customize view: Business

Views

Views

177.5K ↑ 207%

From followers 59% ↓ 4.8%

From non-followers 41% ↑ 7.9%

Reach

Facebook reach

28.8K ↑ 125.3%

From followers 4,407 ↑ 82.6%

From non-followers 24,222 ↑ 133%

Interactions

Content interactions

1.9K ↑ 401.3%

From followers 1,381 ↑ 327.6%

From non-followers 494 ↑ 868.6%

Follows

Follows

48 ↑ 41.2%

Unfollows 14 ↑ 55.6%

Net follows 34 ↑ 36%