

Quote of the Month:

“We believe in giving 110% effort—even if we’re only funded at 70%. It’s not magic. It’s municipal math.”-Unknown

Program Highlights

Freedom Fest

Willard Parks delivered a strong Freedom Fest event, with near record-setting attendance and overwhelmingly positive community feedback. Families and residents praised the atmosphere, organization, and the variety of vendors and entertainment. Staff operated at full capacity to ensure the event’s success, and their effort reflected the department’s ongoing commitment to community engagement.

Aquatic Center

Aquatic Center revenue is trending upward compared to prior seasons. Usage has increased substantially, supported by high-quality programming and facility improvements from recent years. Positive word of mouth and responsive staff have created an environment that continues to bring families back throughout the summer.

Camps & Low-Cost Programming

Camps remain at or near capacity, requiring multiple bus runs for each groups. Based on survey feedback, Willard Parks launched a series of low-cost program options to improve accessibility. These pilot offerings have been well received, with strong participation and positive feedback. Plans are in motion to build upon this success in future seasons.

Youth Sports

Baseball season is in full swing, with games continuing throughout the month. Registration for fall soccer opens soon, and early inquiries suggest another strong turnout. Engagement from families, coaches, and volunteers remains a driving force behind the success of our youth sports programs.

Facility & Maintenance Updates

Grounds & Staffing

Groundskeeping services have been stretched thin following Freedom Fest and due to ongoing seasonal staff shortages. While staff have worked hard to prioritize essential maintenance and safety, the impact of reduced personnel is visible in several locations. Recruitment efforts continue, and Willard Parks is actively working to restore coverage levels across all sites.

Recreation Center – HVAC

The HVAC unit serving the Recreation Center’s office spaces and the Murray Room has failed and is currently out to bid. This is a budgeted replacement project and is moving forward according to procurement protocols.

Community Building – Roof

Roofing issues at the Community Building have worsened in recent weeks. Multiple leaks are now active,

and preliminary repair estimates range between \$40,000 and \$60,000. This repair was not anticipated in the current budget and will require additional planning to address the structural and functional concerns.

Organizational Perspective

Willard Parks continues to show resilience and responsiveness in a dynamic operating environment. Staff remain committed to program quality and public service, even as the department navigates staffing shortages and aging infrastructure.

Community survey feedback and ongoing program participation affirm the department's role as a cornerstone of quality of life in Willard. Residents have expressed appreciation for accessible, affordable programming, and have voiced support for continued investment in park and recreation services.

While the department faces fiscal and facility challenges, Willard Parks remains focused on smart adaptation, innovation, and maintaining a standard of service that reflects community values and needs.

Conclusion

July brought both celebration and challenge to Willard Parks. Through it all, staff rose to the occasion, delivering memorable experiences and keeping essential services running. With strong community engagement, growing participation, and continued focus on operational excellence, Willard Parks is positioned to meet the remainder of the summer with confidence and momentum.

June Facility Usage					
Facility	General Attendance	Members	Day Pass	2/\$2 Youth Rate	Total
Recreation Center*	3600	1575	0		3600
Better Together Playground	3500				3500
Jackson St Park	36200				36200
Miller Disc Golf Course	2500				2500
Rec Center Sports Complex	4900				4900
Highline Sports Complex	977				977
Willard Aquatic Center	6700				6700
Community Building	5400				5400
Total Guests					63777

Not a typo

* includes parents of program participants that do not scan in

