

# 2017 Year in Review & 2018 Preview

Department of Parks & Recreation

September 20, 2017

# Parks Bureau



# 2017 Parks Accomplishments

- ▶ Completed Stevens Park renovation;
- ▶ Completed full restoration of West Park fountain and restored brick base of the park's Ignatz Gresser monument;
- ▶ Installed new picnic pavilions at the Rose Garden and Jordan Park;
- ▶ Began building the City's first off-leash dog park;
- ▶ Began converting park lighting and park buildings to LED lighting;

# Stevens Park



*Dave Snyder Photography*



# Stevens Park



# 2017 Parks Accomplishments

- ▶ Replaced all tee boxes at Lehigh Parkway disc golf course;
- ▶ Installed new open air dugouts at Keck Park;
- ▶ Began design process for Jordan Park skatepark;
- ▶ Began design process for Jordan Creek Greenway Trail;



# Disc Golf Course Tee Box



# 2018 Parks Goals

- ▶ Focus on park maintenance and infrastructure;
- ▶ Continue to reduce energy costs by converting to LED lights wherever feasible;
- ▶ Continue tree work throughout the park system;
- ▶ Complete accessibility upgrades to Cedar Poolhouse.



# 2018 Parks Goals

## ► Park Planning:

- In addition to completing design and construction documents for the Jordan Park skatepark and the Jordan Creek Greenway Trail;
- Complete Auburn Cross Trails Master Plan;
- Complete park master plans for Valania and Irving-Andre Reed Parks;

# Recreation Bureau



# 2017 Recreation Accomplishments

- ▶ Basketball league participation continued to increase:
  - ▶ Summer basketball league participation up to 52 Boys teams and 28 Girls teams;
  - ▶ Increased collaboration with high school coaches from Allen, Dieruff and Lincoln Leadership;
  - ▶ Winter basketball league participation up to 32 Boys teams;



# 2017 Recreation Accomplishments

- ▶ Revenue producing *Learn to Swim* program reached capacity;
- ▶ Partnered with Allentown Police Department to conduct inaugural Fitness Challenge at 18 playground sites;
- ▶ Doubled number of *Lively Lunches* in the Park performances and introduced new *Saturday in the Park* series featuring local bands;
- ▶ Re-introduced Lights in the Parkway, with payment available via credit cards- generated \$197,223 in revenue- highest amount on record;

# 2018 Recreation Goals

- ▶ Conduct Coach / Parent clinics to lay the groundwork to improve the City's youth sports opportunities;
- ▶ Increase sponsorships for programs and special events;
- ▶ Improve program and special event marketing;
- ▶ Generate additional revenue through a variety of Aquatic programming opportunities.

# Wibit Wiggle Bridge





# Special Events



# 2017 Special Events Accomplishments

- ▶ Coordinated and ran 94 city events and concerts;
- ▶ Managed permitting of approximately 210 non-City special events and block parties;
- ▶ Assisted with coordination and provided support to 25 city-sponsored events with partner organizations;
- ▶ Increased event revenue by \$3,000 so far in 2017; anticipate another \$1,500 in revenue prior to December 31.

# 2018 Special Event Goals

- ▶ Examine fee schedule and establish policies to ensure that the fees charged are consistent with the size and impact of the event, and comparable with cities of similar size;
- ▶ Conduct outreach workshops in the community to explain block party and event planning process;
- ▶ Increase event revenue by following up promptly and setting deadlines with events;



# Allentown Municipal Golf Course



# 2017 Golf Course Accomplishments

- ▶ Replaced and upgraded golf cart fleet;
- ▶ Replaced irrigation pump and installed new software;
- ▶ Constructed new maintenance building to protect irrigation pump and to add storage;
- ▶ Removed 80+ trees from the course to achieve better quality turf at tees and greens by improving sunlight and air circulation;

# New Maintenance Building





# 2017 Golf Course Accomplishments

- ▶ Began the process to secure Audubon Cooperative Sanctuary Golf Program Certification;
  - ▶ Focus on enhancing the valuable natural areas and wildlife habitats that golf courses provide, improves efficiency, and minimizes potentially harmful impacts of golf course operations;
  - ▶ Added more native areas to reduce maintenance costs and chemical usage;
- ▶ Installed new lighting near clubhouse and parking lot;

# 2018 Golf Course Goals

- ▶ Improve marketing by better utilizing AMGC website and app to introduce juniors, women and men to the game;
- ▶ Continue to improve upon reducing water usage and turf quality via new software and ongoing irrigation improvements;
- ▶ Continue turf quality improvements through ongoing tree management program;

# 2017 Parks & Recreation Department Challenges

- ▶ Cedar Beach Pool delays;
- ▶ Use of parks reaching a critical point in terms of increased conflicts involving park users that require Police;
- ▶ Continued growth of non-City sponsored special events monopolizing staff time;
- ▶ Wet, rainy summer impacted rounds played at golf course and resulted in numerous cancelled / postponed movies and concerts ;

**Thank you! Questions?**