



**Prescott Valley
Parks and Recreation Department
2013-2014
Annual Report
Executive Summary**





Chairperson Message

One of the key pillars of community building, demanded by our citizens and affirmed through their dedicated support, is the services and programs provided through our Parks and Recreation Department. As a community, our investments in a strong municipal parks and recreation system reap many benefits by:

- Developing our parks as personal neighborhood sanctuaries that work toward feelings of happiness, creating oases to escape the rigors of everyday life and through the physical environment, promote health and wellness.

This effort showed itself with \$268,155 of capital improvements at Tonto South Park, Viewpoint Park, Old Town Park and the mid-year project at Antelope Park.

- Enhancing social cohesion through events and services, such as Movies Under the Stars, sport leagues, Healing Fields of Northern Arizona, Battle of the Bands and Adopt-A-Park which bring together children, families, and adults, acting as a unifying force in the community.
- Providing economic benefit for the broader community by hosting high level special events and tournaments that generate local revenues. Working to sustain, through park development and expansion, the improvement of residential values.
- Creating legacy through investment in programs such as Tree City USA, Tree City Growth Award, and Playful City USA. Participation in programs like these demonstrates to the community government's commitment to protecting ecosystems and creating an atmosphere of worth.

I think of myself and others who've made connections beyond our normal social circles through our parks and recreation programs. I'm grateful for the relationships that have been forged through sports and leisure activities, oftentimes developing into life-long friendships. I'm proud of our Parks and Recreation Department, its staff and thankful for your support!

Sincerely,

Buzz Gummer

Chairman, FY 2013-14
Parks and Recreation Commission
October 14, 2014

Administration

Administrative staff consists of the Parks and Recreation Director, Parks and Recreation Manager, Administrative Assistant, and part-time Administrative Aide. Administrative staff answers questions from the public, assists customer accounts with activity and town facility reservations, oversees the departments fiscal operations, coordinates volunteer services, and facilitates the departments marketing and promotions. Staff also serves as liaison support to the Parks and Recreation Commission, Arts and Culture Commission, Humboldt Unified School District, Central Arizona Senior Association and Boys and Girls Clubs of Central Arizona.



Administration by the numbers

- 144 Ramada reservations (+12%) with 6,470 in attendance (+58%)
- 2,641 athletic field reservations (+19%) with 112,460 in attendance (+29%)
- 1,187 Civic Center reservations (+2%) with 21,626 in attendance (-10%)
- 162 auditorium reservations (+5%) with 12,910 in attendance (+10%)
- 286 Crystal Room reservations (+4%) with 10,608 in attendance (+14%)
- 3 Viewing Terrace reservations (-57%) with 60 in attendance (-57%)
- Program enrollment of 230,442 (+17%) with a total income of \$205,391 (+1%)

Highlights

- Secured bid to host the 2014 NJCAA Men’s Soccer National Championship tournament in partnership with Yavapai Community College
- Successfully led volunteer assembly and installation efforts to complete the Prescott Valley Healing Fields of Northern Arizona
- Facilitated upgrade of the department workstations
- Transitioned department services from the 1st floor to its permanent home on the 3rd floor



Volunteering

Staff coordinated volunteer efforts in the following categories for a value of benefit totaling \$34,561.48.

- Adopt-A-Park : \$10,755.21
- Arts and Culture: \$5,472.09
- Special Events: \$10,235.52
- Parks (general): \$8,108.64

National Comparison

	Benchmark Ratios				
	2010 Median	2011 Median	2012 Median	2013 Median	Prescott Valley
Expenditures per capita	\$82	\$74	\$85	\$77	\$41
Expenses per FTE	\$94,797	\$95,851	\$95,237	\$84,859	\$146,451

	Total Expenditures				
	2010	2011	2012	2013	Prescott Valley
Lower Quartile	\$1,178,134	\$1,090,848	\$1,410,188	\$1,034,033	\$1,610,965
Median	\$5,076,683	\$3,652,900	\$4,197,927	\$3,575,026	
Upper Quartile	\$17,833,720	\$9,515,617	\$10,056,771	\$8,830,587	



Community and Outdoor Education

Implementation of REC1

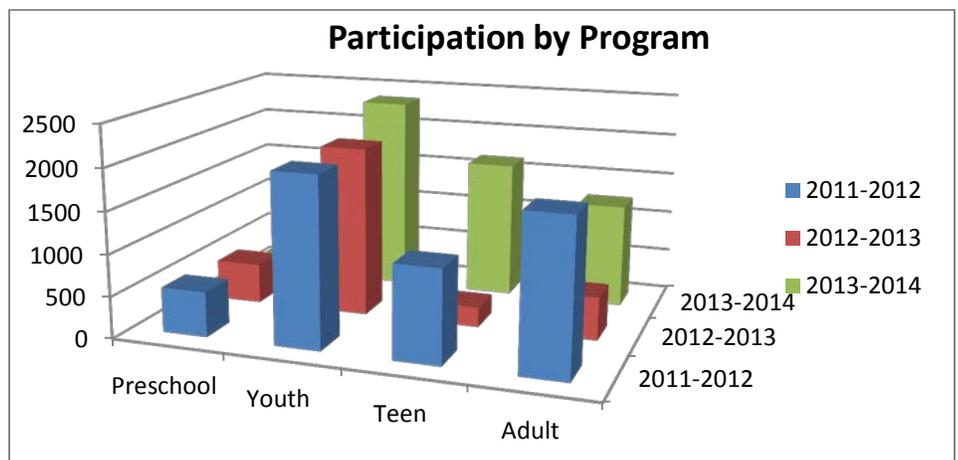
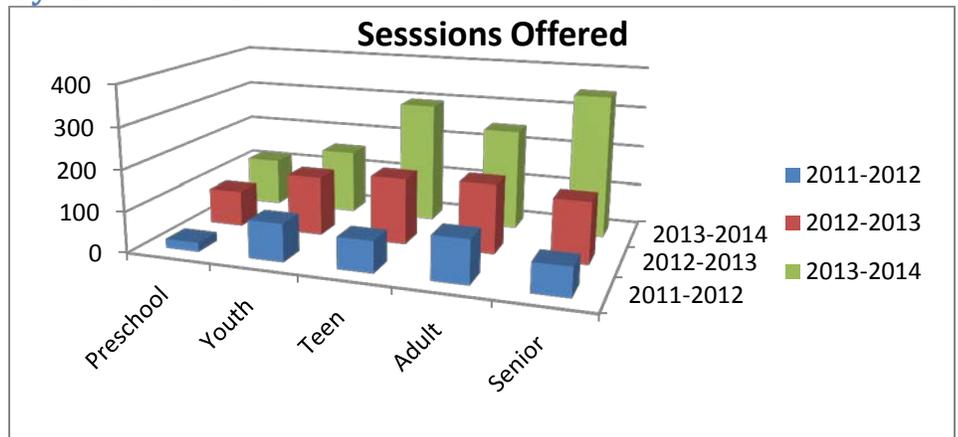
New in FY13/14 was the department's implementation of the online registration system known as REC1. The system has been successful in benefitting the customer with 24/7 access and multiple payment options and streamlining department operations with a well-needed communication and accounting tool. In addition to REC1 the department has also implemented an online survey tool for gathering feedback from its program participants and facility users.

Playful City USA

Playful City USA is a national recognition program sponsored by the Humana Foundation honoring cities and towns that champion efforts to make play a priority through establishing policy initiatives, infrastructure investments and innovative programming. The program strives to recognize communities that demonstrate a commitment to ensuring all kids get the balance of active play they need to thrive.

The Town of Prescott Valley was one of 33 municipalities across the country to be designated a Playful City USA community in FY13/14. Joining Prescott Valley as honorees were notable communities like our very own Tempe, AZ; Anaheim, CA; Washington, D.C.; Nashville, TN; and Salem, OR. Prescott Valley is now one of 12 communities in the state and the only in northern Arizona with this accolade.

By the Numbers



Arts and Culture

Art at the Center

It has been said that a culture is best studied through its arts because creativity is the essence of existence. Public art, by its nature, is meant to be an integral component of the landscape. Each sculpture created by the artist should be looked at, enjoyed, studied and talked about. In the commissions current selection of 37 outstanding sculptures, you will see a variety of media and approaches to form created by a variety of artisans from around North America.

The goal of the program is twofold. First and foremost, enhance and expand the community's exposure to the arts. Second, market the artist's work with the understanding that each visiting piece on display is for sale and that a portion of their sale proceeds will further the operation of the program.

On July 27th, 2013 the Arts and Culture Commission proudly unveiled the Arizona centennial statue "Not So Gentle Tamer" and officially accepted it into its permanent collection. The twelve foot bronze sculpture, located at the Prescott Valley Civic Center, honors the pioneer women who helped settle this state.

As part of its annual selection process the Art at the Center jurying committee chose a single piece titled "Douglas the Dragon." The bronze is installed on the 2nd floor at the Prescott Valley Public Library's children section and will remain on display for one calendar year.

Public Art Display

The Public Art Display program implemented in FY13/14 utilizes the interior of the Prescott Valley Public Library as the gallery.

The program is open to professional or amateur artists of all ages working in 2D or 3-D media. The Public Art Display offers approximately 160 linear feet of wall space and three display cases with adjustable glass shelves.

A jury process is utilized for the selection of works. Twenty-two artists displayed 134 works of art during the period of January – June 2014.

Eight volunteers have donated 84 hours assisting with the exhibition installation and removals.

Movies Under the Stars

Mix the excitement of the big screen with the thrill of the great outdoors and what do you get - Movies Under the Stars!! This FREE line up of family-friendly, feature length films shown on Thursday evenings during the month of June served 2,200 patrons in 2014. Each of the movies start at dusk and gives everyone enough time to arrive early and have a picnic or visit the affordable on-site concessions serving some of your favorite movie snacks.

The movie series is sponsored by the Arts and Culture Commission with the support of local businesses and organizations. You bring the blanket to the grassy grounds of the Civic Center, we'll bring the stars!



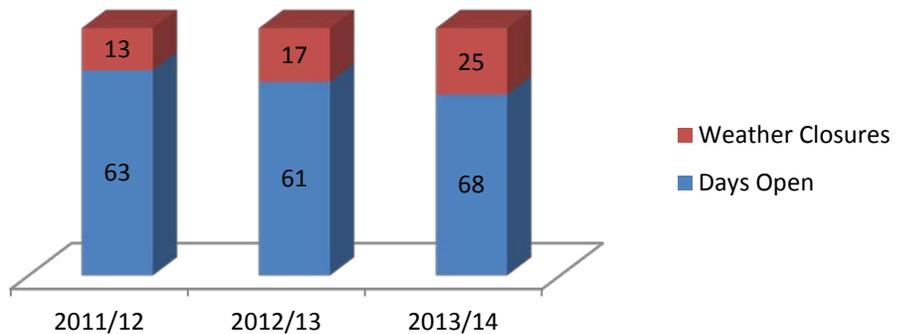
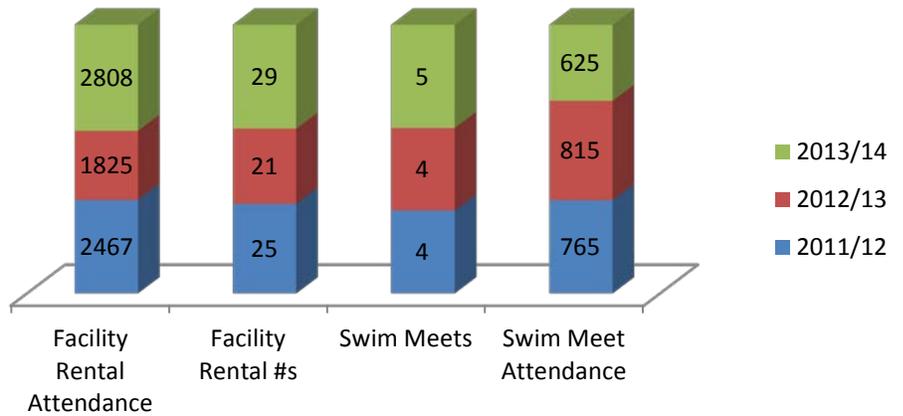
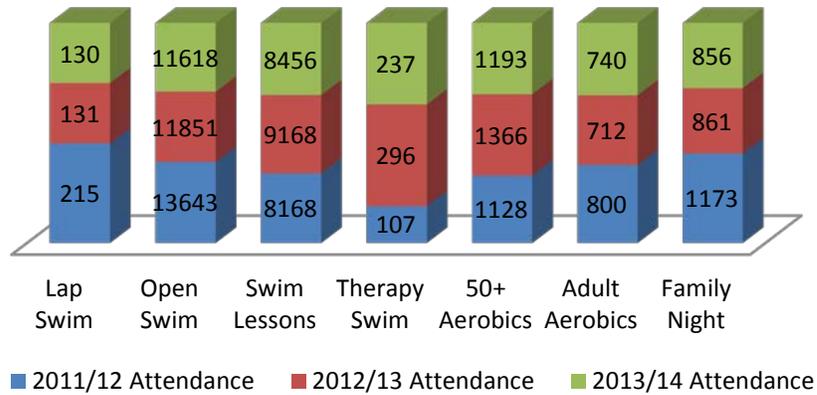


Aquatics

The Mountain Valley Splash Aquatic Center is a popular destination for our open swim, lap swim, therapy swim and various aerobic programs. In the fiscal year, 12 new lifeguards were certified and they helped to lead 1,057 youth through the American Red Cross Learn to Swim program.

A full operating schedule was restored allowing Mountain Valley Splash to conduct Open Swim on Sundays for the first time in four years.

Attendance by Service Line

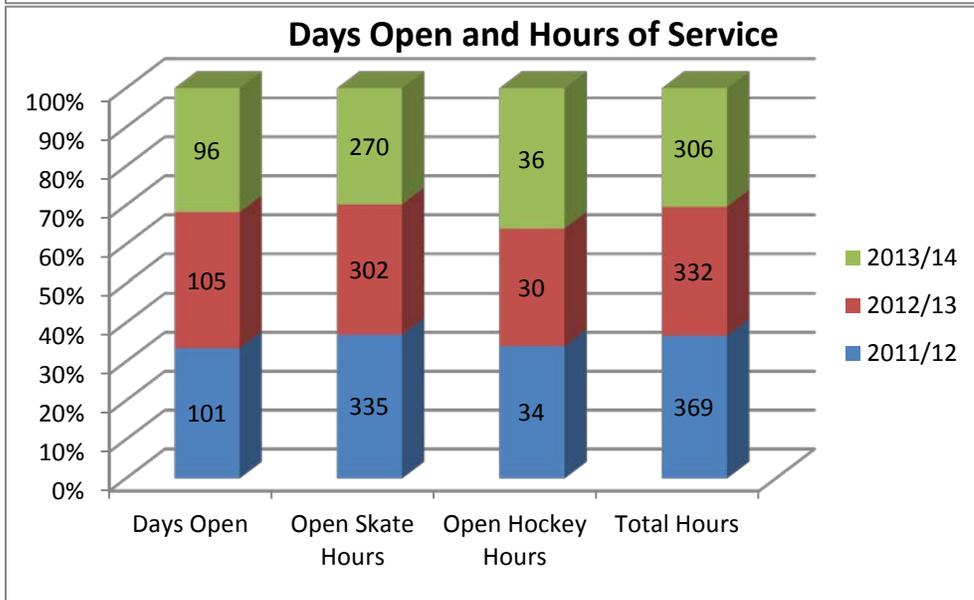
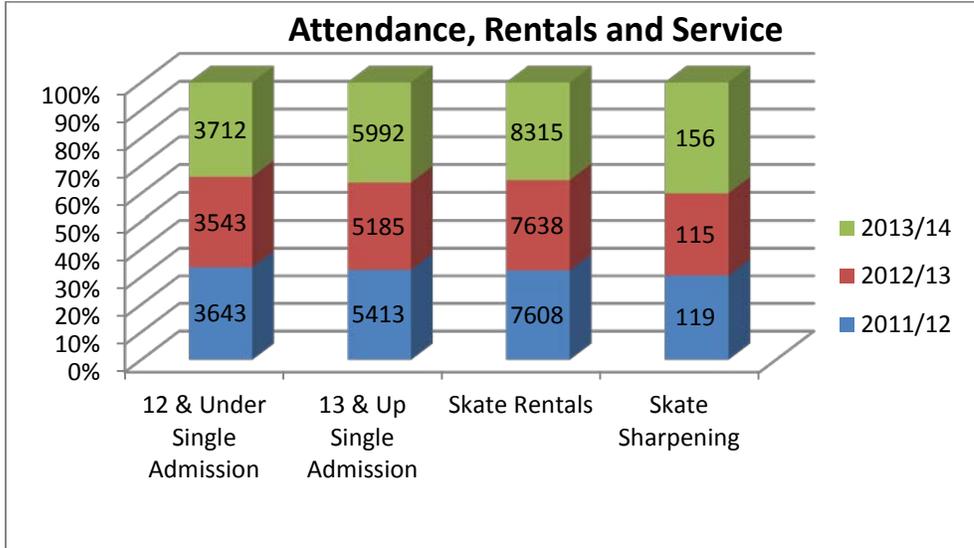


Event Center/Ice Skating

Event Center/Ice Skating

The department provides the public access to recreational ice skating and open hockey programs in cooperation with Tim's Toyota Center. The skate season consistently attracts over 8,000 patrons per season from all age groups and skill levels. Open Hockey is offered to players (18 years and older) who wish to engage in pick-up games to hone their skills and enjoy time with their friends and family.

Skating by the Numbers





Parks

The Parks Division is responsible for the operation and maintenance of the town's 24 parks, facilities, and special use areas. The six full-time employees and part-time seasonal workers maintain 269 acres of developed park land and support the following amenities:

- Barlow Massick House
- 37 Ramadas
- 19 Soccer fields
- 17 Playgrounds
- 17 Restrooms
- 14 Horseshoe pits
- 12 Baseball/Softball diamonds
- 4 Basketball courts
- 2 Amphitheaters
- 2 year-round off-leash Dog Park use areas
- 1 Pavilion
- 1 Bike/Skate park
- 1 Fishing Lake
- 2 Recharge Lakes
- 2 Fishing Piers
- 7 miles of trails
- Irrigation systems that consist of, but are not limited to: 23 irrigation clocks, 32 RP's, 1800 sprinkler heads (not including CFD's), 240 irrigation valves, 19,000 feet of mainline and 63,000 feet of lateral line.

The passive/open space system includes an additional 171 acres of property that is unmaintained or involves minimal maintenance work. The removal of diseased and hazardous vegetation and periodic boundary checks are the primary maintenance work that is done within these areas.

Capital Equipment

Staff attended the Arizona State Surplus Auction in Phoenix, Arizona to improve its current fleet and procured the following:

- 2001 Dodge ¾ Ton 4x4 R2500, 142,963mi
- 1999 Dodge Utility ¾ Ton 4x2 R2500, 100,553mi
- 2001 Dodge Utility 1 Ton 4x2 R3500, 160,691mi
- 1995 Chevy 1 Ton Dump C3500, 130,032mi

Special Achievements and Recognition

- The department received a secondary grant in the amount of \$22,000 from the Bureau of Reclamation expanding the parks divisions automated irrigation control system. Implementation of this grant helped the Town of Prescott Valley save over 1 million gallons of water.
- The department received the Prescott Valley Chamber of Commerce large project community service award for Tonto South expansion project.

Forestry Highlights

Staff is responsible for the following programs and services: tree disease, tree removal, reforestation, Tree City USA, Tree Growth Award and the annual Arbor Day celebration.

- Awarded 9th annual recertification as a Tree City USA community with commitment to maintaining a forestry budget of no less than \$2 per capita.
- Recertified with a Tree City USA Growth Award and recognized for higher levels of tree care along with innovative programs and projects
- Arbor Day was celebrated April 25 at Tonto South, with 200 in attendance, and 14 new trees planted
- 15 damaged/diseased trees were removed (Fain Park 7, MVP 5, Sunflower 2, Andersen 1)
- 9 trees donated by the Prescott Valley Historical Society for Fain Park
- 26 new trees planted in total for the year



Continuing Education

- Nick Groblewski: Attended Irrigation Workshop on Troubleshooting and Repair of Electric Valves.
- Britt Grubbs, Nick Groblewski, Jose Fonseca, Gilbert Garcia: Attended Turf & Athletic Field Maintenance Workshop.

Improvements

Tonto South Park Expansion

Budget: \$75,000.00

Expended: \$62,818.91

Old Town Park Expansion

Budget: \$25,000.00

Expended: \$23,416.22

Viewpoint Park Expansion

Budget: \$65,000.00

Expended: \$58,970.73

Antelope Park Expansion

Budget: \$127,387.00

Expended: \$122,949.53



Park Property Dedications

In July of 2013 Town Council voted to accept the conveyance of real property from Kitchell's Crossroad commercial development for open space/recreation purposes in lieu of a potential Restated & Amended Development Agreement. Approximately one hundred eighty-one (181) acres on Glassford Hill and near Lynx Creek were conveyed with 171 of those acres dedicated to open space and/or public recreation purposes.

National Comparison

2012 Acres of Parks Maintained per FTE				
Number of Acres	Lower Quartile	Median	Upper Quartile	Prescott Valley
250 or less	2.2	7.6	13.1	22.6*
251 to 1,000	6.3	17.1	33	

*Includes all full time field, recreation, and administrative department staff

National Parks and Recreation maintenance labor standard of 118 staff hours per acre per year equate to 14.7 park maintenance staff members per Prescott Valley's 247 park acres.



Athletics

The Athletics Division provides and facilitates recreation opportunities for adults that live or work in Prescott Valley through programs and leagues.

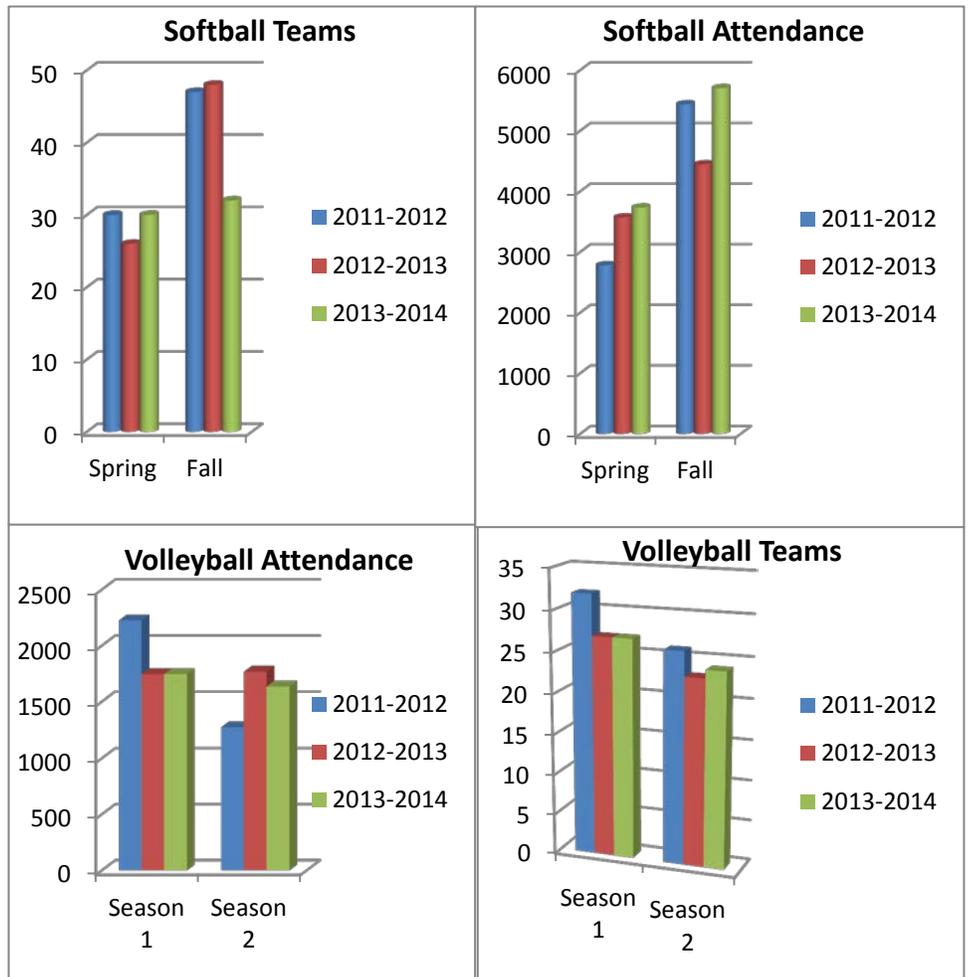
Prescott Valley is home to seven athletic associations or leagues offering a variety of activities for area youth ages five and up. Outdoor athletic facilities are scheduled for practices, games, clinics and tournaments for these groups.

Division Accomplishments

The Athletic division:

- Successfully implemented the online registration system known as REC1. The system provides the customer with 24/7 access and multiple payment options.
- In support of REC1 a league management system was employed providing 24/7 access to current schedule and standings information.
- Formed a Men's 3 on 3 Basketball League hosting six teams and over 600 attendees
- Created a coed Kickball League hosting four teams and nearly 700 attendees
- Received an informational kiosk donated by the Yavapai Youth Soccer League for utilization at Mtn. Valley Park.

Athletics by the Numbers



Special Events

The Special Events Division provides and/or supports multiple town organized one day and multi-day events. Seventeen special events are operated by the Parks and Recreation Department that range from star gazing, fireworks, concerts, and polar bear swims that serve over 10,000 attendees annually.

The division also provides administrative oversight of the town's special event application process. Staff organizes a multi-department review team assuring that town code and operating policies are adhered to for the applicant to be granted permission to operate on town property or seek sponsorship of town resources.

Community Support

- In support of department organized special events staff has garnered community backing in the following forms:
 - Cash donations from 38 individual businesses totaling \$3,479.00
 - In-Kind support from 29 different organizations and businesses totaling an estimated \$18,081.55
 - 795 volunteer hours aiding in the organization and operation of town special events equating to \$14,120.95

Accomplishments

- Stream lined the special event application process to better serve community requests.
- Secured bid to host the northern Arizona sectional competition for the NFL's Punt, Pass and Kick competition at Mountain Valley Park.
- Sponsored a successful 3-day Gem and Mineral Show in partnership with the Prescott Gem & Mineral Club at Tim's Toyota Event Center.
- Sponsored a 4-day youth hockey tournament in partnership with the Arizona Bobcats at Tim's Toyota Event Center. 11 teams from throughout the state traveled to Prescott Valley utilizing overnight accommodations, restaurants, and other related service industries during their stay.
- Hosted two non-resident adult softball tournaments at Mountain Valley Park
- Inaugural Corn Toss tournament was organized hosting over 30 teams attending from throughout the state. Thirty corn toss boards were built to create a 15 lane tournament playfield.
- Hosted over 1 dozen community organized special events for the public's enjoyment and awareness.

Sponsored Events

- The Church Jesus Christ of Latter Day Saints, 5K Run and Fun Walk – Viewpoint Dr
- Prevent Child Abuse AZ, Pinwheel Garden – Civic Center grounds
- Boys and Girls Club, Tour de PeeVee – Town Multi-use path and Roads
- Prescott Dog, Woofstock, Civic Center grounds
- Yavapai Youth Soccer, Boys Soccer Tournament, various park athletic fields
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- Prescott Valley Rotary Club, Zombie Fun Run, Town Multi-use path and Roads
- Take Back the Night Candlelight Vigil, Civic Center grounds



Live, Work and Play



Whether you choose to live healthy,
live happy, live with adventure or
live in peace, the desire to live well
is inherent among those who choose
to Live, Work, and Play in the
Town of Prescott Valley.

Thank you for choosing

Parks and Recreation!