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It is the mission of the Urbana Park District to:

- Improve the quality of life of its citizens through a responsive, efficient, and creative park and recreation system,
- Pursue excellence in a variety of programs, parks, and special facilities that contribute to the attractiveness of neighborhoods, conservation of the environment, and the overall health of the community.

**NOTICE AND AGENDA OF MEETING  
URBANA PARK DISTRICT BOARD OF COMMISSIONERS  
BOARD STUDY SESSION  
TUESDAY, FEBRUARY 4, 2025  
7:00 PM  
**EXECUTIVE SESSION**  
PLANNING & OPERATIONS FACILITY  
1011 E. KERR AVENUE  
URBANA, IL 61802**

*Board Study Sessions are designed for the Board to study, review and discuss specific topics. Actions are not typically taken during a Study Session, unless specifically noted on the agenda.*

- I. **Call to Order**
  - A. Remote Attendance  
*The Board may authorize, by a voice vote of the physically present board members, any Commissioner wishing to attend remotely, pursuant to the UPD Remote Attendance Policy (Ord 2017-03).*
- II. **Accept Agenda**
- III. **Public Comment**  
*Any member of the public may make a brief statement at this time within the public participation rules of the Board.*
- IV. **Discussion**
  - A. Auditor Presentation
  - B. Recreation Programs Review
- V. **Comments from Commissioners**
- VI. **Adjourn to Executive Session**
- VII. **Reconvene Study Session Meeting**
- VIII. **Adjourn**

Note: This Meeting Agenda and its supporting materials are on the UPD website at <http://www.urbanaparks.org/documents/index.html>, choose the “Public Meetings” category and search for the meeting information you wish to download.

# 2024 Recreation Review

# Marketing

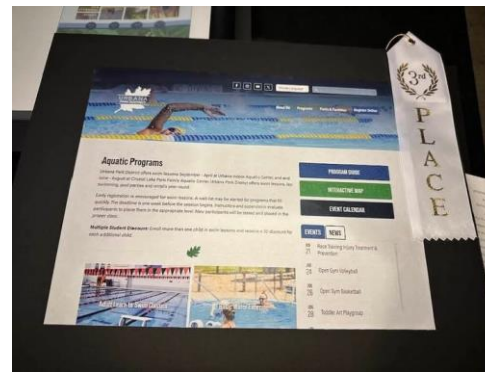
## General Projects:

- Contracted with Purei to create a new park district website.
- Provided communications for PrairiePlay closure and new playground construction.
- Provided major marketing initiative for Health & Wellness Center

## Advertising:

Our major advertising campaigns included print, electronic and digital ads on:

- WCIA-TV
- Stevie Jay Broadcasting
- News-Gazette print and broadcast media
- MTD bus stop kiosks
- Smile Politely
- Chambana Moms
- Adams Outdoor Billboard



## Upcoming Marketing Projects:

- Work with Voygernetz on the feasibility of a new text marketing tool.
- Check the feasibility of PlacerAI, an AI tool that monitors people's movements in our parks, where they are coming from, where they go after visiting our parks, and how long they stay in our parks.
- Work with program managers and coordinators to see how people heard about the program. That will help marketing determine what platforms to use going forward.

# Aquatics

## Crystal Lake Park Family Aquatic Center

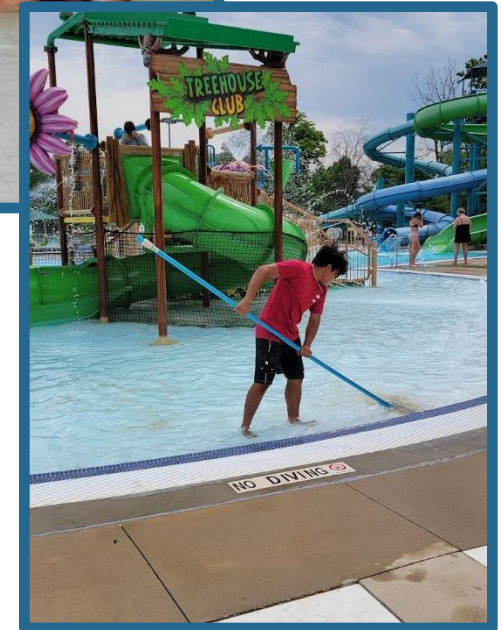
- Rentals – 35 patio rentals and 9 private rentals
- Swim lessons with Dream Academy
- Nadiators – 123 participants

## Urbana Indoor Aquatic Center

- Rentals – constantly booked – 90 facility rentals
- School Breaks (open swim hours)
  - Spring Break – 777 patrons
  - Winter Break – 954 patrons
- Programs/Events
  - Swim Lessons – Working on updating program and staff.
  - Halloween Water Carnival – first year! 49 participants

## Aquatics Looking Ahead

- Overall operations
- New events/attractions to the facilities
- Nadiators – evening practices



# Athletics – May '24 - December '24

- **Archery** – Filled 2 sessions of program, capping at 14 participants.  
\*Archery Club couldn't do Fall this year.
- **Adult Co-Rec Volleyball** – Due to elections closing the gym Sept.-Nov. and Jan.-Mar. no league was hosted this year.
- **Kickball-**
  - 5 Kickball teams in the Summer
  - 4 participating this Fall.
- **Pre Season Shooters Basketball** –23 participants/season working on drills & playing scrimmage games to get sharp before the season.
- **Sports Camp** – 417 participants in our 10 one-week sessions of Sports Camp; visited the pool, parks, Elevate, Memorial Stadium, U of I Dining Hall, etc.,

## Baseball

- Pony Baseball – 7 Pony League teams; Sidney took home the Championship at Ambucs Park. \*Travel Ball continues to make it hard for us and the small towns to field teams.
- Fall HS Baseball – Served 83 H.S. area baseball players with games in Urbana and Champaign. Players from 16 different High Schools.

## Soccer

- Fall & Spring Outdoor Youth Soccer – Great turnout for Spring Soccer. We had a *record* of 97 participants in Sharkies.
  - 267 participants in 1<sup>st</sup>-8<sup>th</sup> grade, which was a great turnout.
  - This fall we had 76 Sharkies, and 289 in 1st -8th graders.
    - \*Fall is typically lower than Spring.
  - **Spring total: 364. Fall total: 365.**
- Indoor Soccer –56 registered participants in our Wed. and Sat. Fall program, learning skills through drills and scrimmage.



# Athletics - Soon

- Youth Basketball – Began in January. After playing at Dr. Williams school last season, they are playing in the new building this season.
  - **123 participants**- 3<sup>rd</sup> to 8<sup>th</sup> grade
  - **39 participants**- 1<sup>st</sup> & 2<sup>nd</sup> grade
- Pickleball – Beyond daily open gym (9AM-11AM), 2 new leagues. Filled with 8 teams each.
  - Experiencing a surge in participation and interest.
- Gym & Field Rental Revenue – We have brought in roughly \$16,083.50 in Gym Rental revenue May 24- Dec. 24.
  - \$6,915.00 in Field Rental Revenue to date.
- Other Events in the Gym:
  - County Elections: Feb. 7- Mar. 19
  - Brookens Closed: Sept. 25- Nov. 11



# Community: January-December 2024

## Special Events: Lake House Candlelight Serenade: 240 attendees

- Folk & Roots Fridays and Neighborhood Nights: 2,656 attendees
- Jettie Rhodes Day: 1,500 attendees
- Crystal Lake Park Art Fair: 1,800 attendees, up from 500
- Fall Fusion Fest: over 100 people painted Peace Posts with Urbana Rotary
- Lunar New Year: Over 200 attendees
- UrVANA Brookdale Trunk or Treat: 250 people, FunFest: 300 people
- Jazz Walk: a record 2,800 attendees

## Youth & Family programs:

- Teen Hangout Zone seeing an average of 100 teens each month
- *Lionel Bart's Oliver!*: cast of 42 performers sold 729 total tickets
- Active Aging Week: 48 different activities, up from 27 last year
- Unpaid senior programs attendance increased 32% over last year
- Toddler Art Playgroup: averaging 30 attendees per meeting

## Facility Rentals:

- Phillips had 48 individual paid rentals in 2024, up from 27 in 2023

## New Partnerships this year:

- MTD, Regional Planning Commission Head Start, CU Jazz Festival





# Community: Coming Up!

## Special Events / Programs

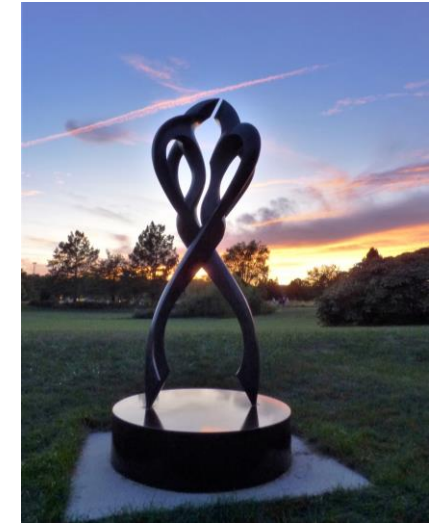
- UPD Job Fair at Phillips: February 6, 5 to 6:30pm
- Lunar New Year with 40 North and the Urbana Free Library: February 8
- Best In Show Photographic Print Competition: February 8-23 at Lincoln Square
- S'mores Social & Strolls: February 9 and March 9
- Read Across America, March 8
- Boneyard Arts Festival, April 4-6: featured artist is Larry Young

## New Age-Friendly Partnership Programs:

- Dulcimer Jam and Dulcimer workshops in summer
- CRIS Healthy Aging Tax Help for Older Adults and Intro to Assistive Technologies
- Family Service Matter of Balance

## SAVE THE DATE!

- Candlelight Serenade: May 23 & August 29
- Jettie Rhodes Day: June 28
- Crystal Lake Park Art Fair: August 2 & 3
- Active Aging Week: October 6-12



# Outreach & Wellness

## Outreach Program Participation

- Play Days in the Park: 883
- Special Events: 2,227

## Wellness Programming Participation

- Free Outdoor Summer Fitness: 665
  - Yoga, Zumba, Tai Chi
- Partnered Wellness Programming: 2,041
  - UHS Wellness Fair, U of I (Facility Services), UECS Carnival, Y.R. Dual Language/Resource Fair (Leal), Comm. Unity Fest



# Environmental 2024

## Public Programs & Services:

- Nature Center Walk-In Visits: **28,644 visitors**
- Organic Community Gardens – **FULL** for the third year in a row
- Preschool Programs: 17 programs for **344 preschoolers**
- Forest School (expanded to Saturdays & Wednesdays): **259 youth**
- Teen Programs:
  - FRESH Crew: 21 programs for **229 teens**
    - *Just awarded \$10,000 SUN Grant from City of Urbana!*
  - SPLASH @ UMS: 45 programs for **320 teens**
  - **NEW** - Teen Artists Retreat: **10 teens**
  - Junior Counselors (age 15-17): **6 teens**
  - Counselors-in-Training (age 13-15): **16 teens**
- Adult Programs: 6 programs for **93 adults**
- All-Age Programs: 48 programs for **1,138 people**



# Environmental 2024

## Camps:

- Spring Break Day Camp (5 days): **108 youth**
- Nature Day Camp (9 weeks): **525 youth**
- Extended Nature Camp (including drop-ins): **294 youth**
- Wild Child Survival Camp (1 week): **FULL** (for fifth year running) at **24 youth**
- Camp FRESH (3 weeks): **49 teens**

## Programs By Request:

### *For Schools:*

- Naturalist-in-the-Classroom (school visits): 60 programs for **1,341 students**
- School Field Trips (onsite): 49 programs for **1084 students**
- 8<sup>th</sup> Grade Career Conference: 3 programs for **520 students**

### *For Public:*

- Traveling Naturalist (offsite): 20 programs for **387 people**
- Special Request Programs (onsite): 26 programs for **409 people**
- Birthday Party Programs (preschool & youth): 42 programs for **676 kids**



# Environmental 2024

## Special Events:

- Earth Day for Everyone: **300 participants**
- Arbor Day with City of Urbana & Tiger Academy: **10 teens**
- America Recycles Day—The Art of Glassblowing: **275 participants**
- Climate Action Week programs (13): **330 participants**
  - The Green Ball: additional **200 participants**
- Take A Child Outside Week programs (6): **403 participants**
  - **NEW** - Central IL Bat Festival: additional **900+ participants**
- Winter Solstice Celebration: **127 participants**
- Art Show Openings & Sculpture Ribbon Cutting (3): **122 participants**

## Notable Partnerships:

- Solidarity Gardens / Cunningham Township (Soop Kish)
- Unit 4 School District (Kyle Sondgeroth)
- iLAND Dance Workshop (Jennifer Monson)
- Nurtured in Nature (Tomas Delgado)
- University of Illinois Extension (Joy O'Keefe)
- CRW Institute for Genomic Biology (Julia Pollack, Claudia Lutz & Dan Urban)
- Krannert Art Museum (Rachel Storm)
- Illinois RiverWatch (Bruce Colravy)





[www.UrbanaParks.org](http://www.UrbanaParks.org)

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