



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 3, 2026  
6:00 PM  
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**

Note: The Meeting Agenda and 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.

# 2025 Recreation Review

# Marketing

## General Projects:

- Launched VoyagerNetz text messaging system.
- Provided publicity for the HAWC One-Year Celebration
- Publish three seasonal program guides

## 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
- Chambana Today (Illini Radio Group)



## FOLLOW YOUR INTEREST

Sign up at [www.followyourinterest.com/urbanaparks](http://www.followyourinterest.com/urbanaparks)

Get notifications & communicate with the Urbana Park District through **TEXT!**



Learn more on our website: [www.urbanaparks.org](http://www.urbanaparks.org)

## Upcoming Marketing Projects:

- Continue to investigate ways to make our website more accessible.
- Major marketing to get people to use VoyagerNetz as it replaces Rainout Line
- Work with Strategic Planning Committee to engage the public and have public participate/provide input in the planning process.
- Work with Leadaz Sports to publicize UPD clothing line launch.
- Build a process to keep web pages up to date.

# Aquatics



## Crystal Lake Park Family Aquatic Center

(May – August)	2024	2025
Rentals – patio	35	28
Rentals - private	9	9
Swim Lessons	299	429
Nadiators	122	127
Patronage of CLPFAC	44,997*	449,979

\* Turnstiles were not working properly. We have fixed this issue.

### Aquatics Looking Ahead

- Overall operations
- Continuing to evaluate and improve swim lessons
- Finding ways to attract more patrons
- Continuing to foster an inclusive environment for all

## Urbana Indoor Aquatic Center

	Jan – April 2024	Jan – April 2025
Rentals	44	43
Spring Break patronage	725	828
Swim Lessons	574	552

## Urbana Indoor Aquatic Center

	Sept – Dec 2024	Sept – Dec 2025
Rentals	42	35
Fall Break patronage	176	336
Winter Break patronage	696	820
Swim Lessons	429	450

# Athletics

- REC Camp – 387 participants in our 9 one-week sessions of REC Camp; visited the pool, a few parks, and Elevate!
- Archery – Filled all 2 sessions of this program, capping at 14 participants
- Fencing – Contractual with Point Fencing Club
- Kickball – 7 Kickball teams in the Summer.
- Adult Co-Rec Volleyball – 6 teams in our first ever Summer league. 7 this Winter. 5 NEW
- Adult Pickleball League- 19 teams in both Summer and Fall sessions, 25 teams, this Winter, 12 in beginner lessons.
- Adult Basketball- Free (Day pass required) trial league had over 100 participants and 10 teams for a 5 week session.
- Fall & Spring Outdoor Youth Soccer. 101 participants in Sharkies. 281 participants in 1<sup>st</sup>-9<sup>th</sup> grade This fall we had 77 Sharkies, and 261 in 1<sup>st</sup> -9<sup>th</sup> graders.
- Fall HS Baseball – Served 47 H.S. area baseball players with games in Urbana and Champaign. We had players from 13 different High Schools.
- Field Rental Revenue- May-Oct.- 33 rentals for a \$3,900 revenue.
- Youth Tball- 48 kids, CU Little League started their own Tball league creating competition.
- Pony Baseball – 7 Pony League teams. Travel Ball continues to make it hard for us and the small towns to field teams
- 3V3 – 26 teams, 70 players, 250 people
- USD 5<sup>th</sup> Grade Intramural Collaboration
- Youth Basketball – 121 Kids in 3<sup>rd</sup>-8<sup>th</sup> grade
- Pre Season Shooters – 29 kids, including new program
- Hoopsters – grade 1-2 - 48 kids on 6 teams



# Community: January-December 2025

**Special Events:** Handling weather issues- Folk & Roots Fridays and Neighborhood Nights: 2,033 attendees

- Lake House Candlelight Serenades: 190 attendees
- Jettie Rhodes Day: 1,500 attendees, new Citizen Awards
- Crystal Lake Park Art Fair: 2,700 attendees- up from 1,800
- Fall Fusion Fest and Lunar New Year programs with 40 North & Urbana Arts
- Jazz Walk: 2,500 attendees

## Community Programs:

- Received an ISBE Grant for \$220,000 for SPLASH!
- *Anastasia*: cast of 61 performers sold 841 total tickets, up from 42 kids
- Queer Soup Night with Uniting Pride has grown to nearly 100 people monthly
- Active Aging Week: 31 venues, 10 belonging to UPD
- New *Mocktails and Makers* adult program
- Increased Open Studio hours for dance practicing
- New performing arts program: Samba Drumming
- First Volunteer Recognition Event since before Covid

## New Partnerships this year:

- Elliott Counseling Group, RAA Committee, Ripples Expressive Arts



# Community: Coming Up Soon!

## Special Events / Programs

- UPD Job Fair at Phillips: Feb 5, 5 to 6:30pm
- Best In Show Photographic Print Competition: Feb 7-22 at Lincoln Square
- S'mores Social & Strolls: Feb 8 and March 8
- Lunar New Year with 40 North and the Urbana Free Library: Feb 14
- Read Across America at Lincoln Square, March 7
- Boneyard Arts Festival, April 10-12: Including Staff Art Show at PRC

## SAVE THE DATE!

- Candlelight Serenades: May 22 & Sept 4
- Jettie Rhodes Day: June 27- Noon to 4pm, including IL Arts Council Jettie Rhodes mural ribbon cutting
- USA 250<sup>th</sup> Celebration this summer with The return of The Great ARTdoors with 40 North, CPD, and U of I Fine Arts Dept.
- Youth Summer Theatre *Frozen* at Urbana High School: July 17-19
- Crystal Lake Park Art Fair: August 1 & 2
- Jazz Walk September 4
- Active Aging Week: Sept 28-Oct 4
- Fall Fusion Fest: October 3



# 2025 Recreation Review Outreach & Wellness Edition

# Outreach & Wellness

## Outreach Program Participation

- Play Days in the Park: 673 (2025);883 (2024)
- Special Events: 2,227
- UrVana Events: 2,216
- Tabling Events: 321
- SkateFest: 165

## Wellness Programming Participation

- Free Outdoor Summer Fitness: 665
  - Yoga, Zumba, Tai Chi
- Fitness Programs
  - Total Registered: 290
  - Total Flexi Punches: 1,905
  - Total Free Week/Fitness Orientations/Demos: 256
- Wellness Workshops: 150
- Power of Parks 5K: 62



# Outreach: Coming Up!

Outreach & Wellness staff are working to continue to provide and implement the following for 2026:

- Heart and Sole 5K: Feb. 7<sup>th</sup> @ 8am & 14<sup>th</sup> @ 9am (HaWC/CLP)
  - *Transitioning the summer and winter 5k to a completely in-person events.*
- M.L.K. Jr. March for Peace: April 4<sup>th</sup> @ 5:30pm
- Juneteenth: June 2026
- SkateFest: September 2026
- Bike Events to coincide with KRT project
- Secure/attract new event partners
- Hosting more formal and informal wellness opportunities that are not fitness classes.



# Environmental 2025

## Public Programs & Services:

- Nature Center Walk-In Visits: **32,883 visitors (14% increase)**
- Organic Community Gardens – **FULL** for the fourth year in a row
- Special Events: 9 programs for **2,149 people**
  - \*New Fungi Fest – **400 people** & Bat Fest – **1,200 people**
- FRESH Crew – 15 programs with highest 1 day of **35 teens** in December
- Preschool Programs – **23 programs** with 1 day high of **70 participants**

## Camps:

- Spring Break Day Camp (5 days): **120 youth**
- Nature Day Camp (9 weeks): **469 youth + 226 at Extended**
- Wild Child Survival Camp (1 week): **FULL** (for fifth year running) at **31 youth**
  - Junior Counselors (age 15-17): **5 teens**
  - Counselors-in-Training (age 13-15): **21 teens (full with waitlist)**

## Programs By Request:

- Naturalist-in-the-Classroom (school visits): 84 programs for **2,002 students (40%↑)**
- School Field Trips (onsite): 47 programs for **1841 students (70%↑ in students\*)**
- Traveling Naturalist (offsite): 17 programs for **869 people**
- Special Request Programs (onsite): 31 programs for **385 people (19%↑)**
- Birthday Party Programs (preschool & youth): 39 programs for **560 kids**



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

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