



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, NOVEMBER 7, 2023
6:30 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. Summer and Fall – Program Review

V. Comments from Commissioners

VI. 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.

2023 Fall Recreation Review

Marketing



General Projects:

- Provided marketing/media for Wandell Sculpture Garden celebration
- Promoted CLPFAC summer pool activities
- Promoted Jettie Rhodes Day and Juneteenth celebrations

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
- Neuhoff Media – Decatur and Danville

Upcoming Marketing Projects:

- Contract with a new website provider/host that will increase ADA accessibility, streamline front-facing and back end processes, and make the web site more public user-friendly.
- Marketing is in a state of constant change – as new “fads” come in and fade away, new platforms are invented, and new ways to communicate our stories come to the fore. Marketing will create a comprehensive plan to make sure UPD’s story is spread far and wide.

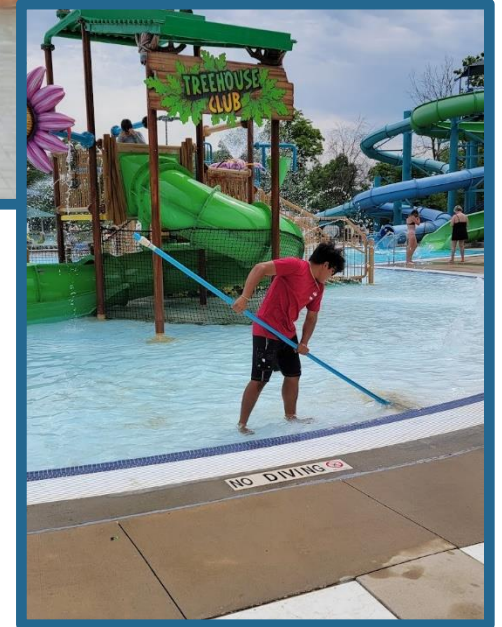
Aquatics

Crystal Lake Park Family Aquatic Center

- Rentals – both private and patio rentals are up 50%
- Memberships – There was a 28% increase in memberships
- General admission numbers were 37,090. 4,262 more patrons than the previous year
- Worked with Freedom School

Urbana Indoor Aquatic Center – looking forward

- Rentals – numbers steadily going up
 - PTA/PTO's, continuing to gather ideas and interests
- Memberships
- School Breaks
- Programs
 - Making Waves Swim Lessons and Water Safety
 - Grant for summer swim lesson program with Dream

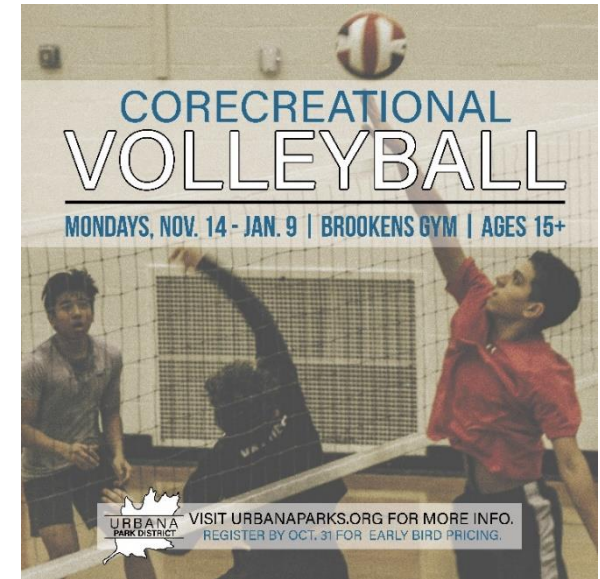


Athletics – May 23-October 23

- Sports Camp – 392 participants in our 10 one-week sessions of Sports Camp; visited the pool, a few parks, and Skateland
- Archery – Filled all 3 sessions of this program, capping at 14 participants
- Kickball –10 Kickball teams in the Summer, and had 6 participating this Fall after not having the program last fall
- Pony Baseball – 5 Pony League teams; Tuscola took home the Championship at Ambucs Park; Travel Ball continues to make it hard for us and the small towns to field teams
- Fall & Spring Outdoor Youth Soccer – Really great turnout this Spring for Soccer. We had 76 participants in Sharkies. We also had 281 participants in 1st-8th grade which was well over the 227 total athletes in the previous season. This fall we had 56 Sharkies, and 161 in 1st -8th graders.
- Fall HS Baseball – Served 89 H.S. area baseball players with games in Urbana and Champaign. We had players from 16 different High Schools.
- Adult Co-Rec Volleyball – 5 teams this fall. The winter season is going to be 2 short seasons as the gym will be closed Feb 7-March 20.
- Pre Season Shooters Basketball –21 participants this season working on drills and playing scrimmage games to get sharp before the season.
- Indoor Soccer –64 registered participants in our Wed. and Sun. Fall program learning skills through drills and scrimmage.

Athletics - Soon

- Youth Basketball – Will begin in January. The gym will be closed for 5 of our 6 normal game weeks. Hoping to work with the schools to have a game location.
- Pickleball – We had 860 individual visits for Pickleball from Jan-Apr before we closed for the summer. Outdoor usage at Blair Park is daily. They will be coming back inside soon as it continues to get colder.
- Gym & Field Rental Revenue – We have brought in roughly \$9,441.00 in Gym Rental revenue May23-Oct 23. \$5,510.00 in Field Rental Revenue to date.
- Other Events in the Gym:
 - Hosted Family Resources Day
 - Hosted Inspire Her Girl's Basketball Camp – Over 80 kids



Community: May-October 2023

Special Events: Lake House Candlelight Serenade: 42 attendees

- Folk & Roots Fridays and Neighborhood Nights: 2,583 attendees
- Crystal Lake Park Art Fair: 500 attendees

Wandell Sculpture Garden 25th Anniversary:

- 18 adapted programs and 11 new programs through the year
- 12 new sculptures installed
- Jazz Walk & Rededication Celebration: 2,500 attendees

Youth & Family programs:

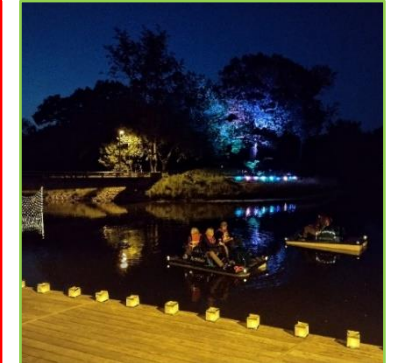
- Beauty & the Beast: cast of 86 performers sold out all 4 shows
- New Sugar Skulls workshop with La Casa Cultural Latina: 65 attendees
- Active Aging Week: 27 different activities in C-U, 6 by UPD
- Leal Summer SPLASH

Facility Rentals:

- 43 Lake House rentals, 28 more than last year

Partnerships:

- NEW - CRIS Healthy Aging & Family Service, La Casa Cultural, Tango Collective, Urbana High School PTSA



Community: Coming Up!

Special Events / Programs

- Candy House Creations, December 2 – sign up now!
- Best In Show Photographic Print Competition: photos now on display for two weeks, February 10-25
- Read Across America, March 2
- Boneyard Arts Festival, April 13
- Sculptor Tim Summerville, guest artist for Meadowbrook Interpretive Center Open House

New Age-Friendly Partnership Programs:

- Free Virtual Aging Mastery Series with CRIS Healthy Aging
- Free Creative Senior Connections with Family Service
- Free Matter of Balance with Family Service

New Cooking Programs:

- Spanish Chocolate – taught in 3 languages
- It's Your Turn to Cook – teen class



Teen Programs

May-Oct 2023 Participation:

- Counselors-in-Training at Nature Camp (9 weeks): **14 each week**
- Camp FRESH (3 weeks): **37 total**
- Freedom School Youth Interns (June): **~25 total**
- Freedom School Fishing (18 teens) & Campfire Safety (31 teens): **49 total**
- FRESH Crew Teen Workdays (13 dates): **71 total**
- FRESH Teen Hangout Zone (monthly): **450 total**
- SPLASH with Urbana Middle School: ongoing sessions
- Free Teen Canoe Weekend: **9 rentals**



Collaboration among Multiple Rec Divisions

Coming Up:

- Safe Sitter® and Safe@Home courses: **Sat, Nov. 18**
- Monthly FRESH Crew Workdays & FRESH Teen Hangouts



Environmental – May-Oct 2023

- Organic Community Gardens – FULL @ **115 plots rented**
- Nature Day Camp: **536 enrolled** (+97 waitlisted)
- Extended Nature Camp: **211 enrolled** (+41 waitlisted)
- PreK Nature Camp: **59 enrolled** (+52 waitlisted)
- Take a Child Outside Week, Sept. 22-29 (7 programs): **400+ participants total**
- Art Show Opening & Sculpture Unveiling, Sept. 23: **~150 participants**
- Climate Action Week, Oct. 1-8 (13 UPD-specific programs): **380+ participants total**
 - The Green Ball, Oct. 6: 200 participants



Environmental – Coming Up

- America Recycles Day: **Sat, Nov. 4**
- Winter Solstice: **Thur, Dec. 21**
- Forest School expansion
- Earth Day: **Sat, April 20, 2024**



Outreach & Wellness

Outreach Program Participation

- Play Days in the Park: 370
- Culturally Inclusive: 617
- Special Events: 1,038

Wellness Programming Participation

- Free Outdoor Summer Fitness: 487
 - Yoga, Zumba, Tai Chi
- Wellness Programming: 163
 - More Than A Book Club, Immerse Yoga, Sunsets and Sculptures, Financial Workshops



CUSR Programs & Services 2023

Youth and Teen Programs:

- Afterschool program
- Summer Day Camp (two camps)
- Therapeutic Horseback riding
- Parents night out
- Junior Chefs Club
- Sensory-friendly egg hunt
- Sensory-friendly swimming
- Sensory Nights at Prairie Farm



Inclusion Services:

- This year we have provided inclusion services to participants in both the Champaign and Urbana Park District programs. We saw most of our inclusion requests this year come during the summer season.
- We served 11 participants this summer in Champaign Park District programs.
- We served 10 participants this summer in Urbana Park District Programs.

CUSR Programs & Services 2023

Adults and Special Events:

- Theatre/Film
- Adult Days-in program
- Sleepovers/Overnight trips
- Community outings
- Dances
- Karaoke
- Chefs Club

Athletic / Special Olympic Programs:

- Basketball
- Soccer
- Powerlifting
- Volleyball
- Bowling (All year long)
- Aquatics
- Track and Field
- Open Gym





www.UrbanaParks.org

-  Urbana Park District  UrbanaParkDistrict
 @urbanaparks  @urbanaparks



 You *belong* here.