

# Appendix 9.8

## Agency Mission & Objectives

## Mission, Goals and Objectives

**City Vision:** Create a progressive and safe community in which to live, work and visit.

**City Mission:** Have a high performance organization that provides high quality services that enhance all citizens' quality of life.

**Goal:** Embrace and enhance Bonner Springs' access to open spaces, arts, and cultural amenities.

**Objectives:** The Parks and Recreation Department has set the following department objectives based upon the City's mission and strategic objectives. These objectives are in addition to, and in some cases overlap, objectives included within the strategic plan.

### *Participant:*

- Encourage socialization and personal growth through participation.
- Provide programs that are accessible.
- Increase and/or maintain annual participation levels.
- Expand, restructure or eliminate existing programs based on declining demand.
- Develop new programs based on new trends and/or community demand.

### *Community Collaboration, Involvement & Communication:*

- Identify key projects and initiatives that may be advanced through partnerships and pursue opportunities for collaboration.
- Improve outreach efforts by fostering strategic targeting of promotional efforts, effective joint promotional efforts and effective distribution of public information materials.
- Utilize constituent feedback (residents, participants, park users, interest groups) in setting priorities for planning, development, programming, use of facilities and other recreation related matters.

### *Resources (facilities, staff, volunteers):*

- Maintain affordable and high quality programs.
- Provide skills training and development programs to improve and expand staff skills and capabilities.
- Maintain and build a volunteer base.

Consistently reward and recognize staff and volunteers for their contributions to the Department

# Appendix 9.9

## Recreation & Leisure Trends Analysis

## Local and Regional Recreation and Leisure Trends Analysis

The City of Bonner Springs continues to stay abreast of the trends in parks and recreation. This section outlines some of the specific market areas with regards to the Aquatic Park and the Community Center. Since these trends flux over time, it is important for the City of Bonner Springs to continue to invest in staff's participation in local, regional, and national education opportunities.

**Bonner Springs Aquatic Park:** The City of Bonner Springs operates an outdoor aquatic park during the summer months which features 6 traditional lap lanes, a zero-depth entry water playground, 3 large water slides and family slide, 2 diving boards, a climbing wall, and floating lily pads. With its construction completed in 2005, by the year 2030, it will have served its useful life. It is currently in need of minor repairs and some major planning for the future.

Many municipalities are building water parks with multiple attractions in place of their square 25-meter pools. Increasing the recreational value to these community water parks, many are seeing an increase in their user's length of stay which could equal increased revenue. Features such as wave pools, large multilevel children's play structures and extreme multi-passenger thrill attractions have become more and more commonplace as municipal aquatic facilities continue to provide aquatic experiences similar to those at larger, private waterparks, just on a different scale and, typically, at a lower price point. The Bonner Springs Aquatic Park has many different recreational features and is classified as a water park.

In Recreation Management's article, *A Deep Dive Into Aquatic Facility Trends*, 1/3 of respondents plan to add features to their existing aquatic facilities. Most popular planned additions include shade structures, climbing walls, pool inflatables, and additional slides. Other options included exercise equipment, water playgrounds, and poolside cabanas. Of these popular trends, the Bonner Springs Aquatic Park is ahead of the curve with the already existing climbing wall and multiple slides. An area to consider improving would be additional shade structures to the facility.

According to the National Recreation and Park Association (NRPA), the demand for accessible construction of local spray parks is steadily increasing for municipalities. Spray parks do not require high levels of staffing and only minimal maintenance. As indicated in this master plan, the addition of a spray park is a need for the community.

Increased programming is becoming a trend for many facilities who are facing increasingly higher subsidy rates. The most popular programs for facilities to offer are learn-to-swim, leisure swim time, lifeguard training, and aerobics. Programs gaining more popularity include swim teams, dive-in movies, adult swim teams, and water yoga (or other balance programs).

**Participation Trends** are as follows for the Aquatic Park:

|            | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   |
|------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Attendance | 39,356 | 35,887 | 41,343 | 24,332 | 28,455 | 24,990 | 28,955 | 29,724 | 36,829 | 32,073 |
| Swim Team  | 29     | 49     | 34     | 32     | 50     | 37     | 64     | 42     | 39     | 31     |
| Lessons    | 210    | 228    | 329    | 191    | 278    | 218    | 250    | 297    | 322    | 274    |

**Revenue Trends** are as follows for the Aquatic Park:

|                                 | 2010      | 2011      | 2012      | 2013      | 2014      | 2015      | 2016      | 2017      | 2018      | 2019      |
|---------------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <i>Sales</i>                    | \$156,620 | \$136,400 | \$136,789 | \$96,521  | \$127,415 | \$141,234 | \$166,755 | \$17,1785 | \$161,689 | \$140,232 |
| <i>Property and Sales Taxes</i> | \$83,128  | \$91,462  | \$112,441 | \$95,115  | \$18,900  | \$84,436  | \$59,746  | \$15,348  | \$13,444  | \$56,083  |
| <i>Other</i>                    | \$0       | \$6,586   | \$4,681   | \$18,900  | \$11,554  | \$5,978   | \$0       | \$28,207  | \$10,305  | \$675     |
| <i>Total</i>                    | \$239,748 | \$234,448 | \$253,911 | \$210,536 | \$209,242 | \$231,648 | \$226,501 | \$215,340 | \$185,439 | \$196,990 |
| <i>Subsidy</i>                  | 35%       | 39%       | 44%       | 45%       | 34%       | 36%       | 26%       | 7%        | 7%        | 28%       |

**Community Center:** The Community Center, built in 1950, was an addition to the historic 1918 building, now serving as the new government services building. The Bonner Springs Community Center offers a variety of recreation amenities which include:

- **Drop-in recreation** – The availability for drop-in use by the general public is essential to the basic operation of any recreational facility. This requires components that support drop-in use and the careful scheduling of programs to certify that they do not interfere with the self-directed leisure opportunities. Current drop-in programs being offered are pickleball, basketball, and senior center games.
- **Instructional programming** – Includes both leader-directed and facilitated programs, these services provide skills, knowledge, or information to a participant. Current examples include youth sports, senior center presentations, senior trips, summer camp, and tumbling.
- **Special events** – Special and Community Events take place throughout the year and are often a draw for larger crowds. Three broad purposes to have special events are to affect the organization climate, promote the community, and to enhance the economic status of the organization/community. Historically for this department, these are single day events that either require registration and make a profit or are drop-in style and free to the community. There are opportunities to partner with other departments and organizations for these events.
- **Community rentals** – Both indoor and outdoor rental spaces are available within the department. Popular amongst area departments is the offering of birthday party packages. Currently the department does not offer this and would need additional staff to offer this service.

In Recreation Management’s article, *Trends in Parks & Recreation*, popular additions that municipalities are making include splash play areas, dog parks, playgrounds, outdoor restrooms, and trails. Programming for holiday and special events is increasing nationwide. Many plan to add additional program offerings including environmental education, teen programming, fitness classes, summer camps, and programs for active older adults. NRPA also lists video game leagues and disc golf as rising trends in the sports industry.

The Cedar Ridge Disc Golf Course at North Park has remained popular throughout the year since its construction in 2019.

**Participation Trends** are as follows for the Community Center:

|                       | 2010   | 2011   | 2012   | 2013   | 2014   | 2015   | 2016   | 2017   | 2018   | 2019   |
|-----------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| <i>Drop-In</i>        | 22,656 | 24,975 | 33,567 | 27,388 | 38,225 | 32,426 | 34,869 | 34,538 | 47,024 | 22,394 |
| <i>Programming</i>    | *346   | *248   | *314   | *382   | *483   | 985    | 1,115  | 1,078  | 1,148  | 1,374  |
| <i>Special Events</i> | 110    | 121    | 183    | 300    | 215    | 325    | 715    | 1,554  | 1,437  | 876    |
| <i>Rentals</i>        | 446    | 483    | 568    | 380    | 382    | 280    | 440    | 630    | 932    | 612    |
| <i>Sports</i>         | 710    | 708    | 828    | 897    | 916    | 855    | 804    | 801    | 735    | 854    |

\*2010-2014 Summer Camp was counted by number of unique child registrants.

**Revenue Trends** are separated by fund for the Community Center Programs.

Recreation Programs:

|                  | 2010     | 2011     | 2012     | 2013     | 2014      | 2015      | 2016      | 2017      | 2018      | 2019      |
|------------------|----------|----------|----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|
| <i>Sales</i>     | \$63,252 | \$64,271 | \$73,197 | \$98,369 | \$111,565 | \$125,733 | \$121,631 | \$113,082 | \$125,526 | \$154,606 |
| <i>Donations</i> | \$150    | \$0      | \$0      | \$0      | \$1,000   | \$100     | \$500     | \$0       | \$0       | \$100     |
| <i>Total</i>     | \$63,402 | \$64,217 | \$73,197 | \$98,369 | \$112,565 | \$125,833 | \$122,131 | \$113,082 | \$125,526 | \$154,706 |

Soccer:

|                               | 2010     | 2011    | 2012     | 2013     | 2014     | 2015     | 2016     | 2017     | 2018     | 2019     |
|-------------------------------|----------|---------|----------|----------|----------|----------|----------|----------|----------|----------|
| <i>Sales</i>                  | \$9,439  | \$8,660 | \$10,861 | \$12,705 | \$17,090 | \$13,714 | \$13,930 | \$16,102 | \$12,740 | \$13,557 |
| <i>Special Parks Transfer</i> | \$3,608  | \$465   | \$7,262  | \$3,513  | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      |
| <i>Total</i>                  | \$13,047 | \$9,125 | \$18,123 | \$16,218 | \$17,090 | \$13,714 | \$13,930 | \$16,102 | \$12,740 | \$13,557 |

Summer Ball:

|                               | 2010     | 2011     | 2012     | 2013     | 2014     | 2015     | 2016     | 2017     | 2018     | 2019     |
|-------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <i>Sales</i>                  | \$27,356 | \$25,851 | \$30,489 | \$27,730 | \$35,292 | \$34,304 | \$31,020 | \$28,330 | \$17,834 | \$19,774 |
| <i>Donations</i>              | \$1,950  | \$2,650  | \$1,725  | \$1,425  | \$1,865  | \$3,196  | \$3,150  | \$1,800  | \$825    | \$1,675  |
| <i>Special Parks Transfer</i> | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$883    | \$0      | \$0      |
| <i>Total</i>                  | \$29,306 | \$28,501 | \$32,214 | \$29,155 | \$37,157 | \$37,500 | \$34,170 | \$31,013 | \$18,659 | \$21,449 |

Senior Center:

|                                 | 2010     | 2011     | 2012     | 2013     | 2014     | 2015     | 2016     | 2017     | 2018     | 2019     |
|---------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| <i>Donations</i>                | \$426    | \$12     | \$0      | \$75     | \$25     | \$0      | \$90     | \$0      | \$270    | \$0      |
| <i>Property and Sales Taxes</i> | \$46,623 | \$40,697 | \$36,652 | \$37,770 | \$40,074 | \$40,755 | \$42,471 | \$51,283 | \$48,292 | \$48,635 |
| <i>WyCo Grant</i>               | \$9,450  | \$6,450  | \$6,450  | \$6,450  | \$6,450  | \$6,450  | \$6,450  | \$6,450  | \$6,450  | \$6,450  |
| <i>Total</i>                    | \$56,499 | \$47,159 | \$43,102 | \$44,295 | \$46,549 | \$47,205 | \$49,011 | \$57,733 | \$55,012 | \$55,085 |

# Appendix 9.10

## Level of Service Standards



## Level of Service Standards Analysis

The level of service (LOS) is a measure of the amount of open spaces resources available related to the population being served. Briefly depicted on page 18 of the master plan, the park level of service standard is shown by classification of park and its corresponding radius of service. It shows that the majority of the City is served by just 2 community parks and 1 regional park. This still meets the recommendations of NRPA of 6.25 to 10.5 acres of park space per 1,000 population.

To further dive in to the level of service provided by the department, comparisons were made to the 2015 Kansas Statewide Comprehensive Outdoor Recreation Plan (SCORP). The Kansas SCORP used a similar methodology as the Trust for Public Land but is specified for communities in Kansas. According to their research, the City of Bonner Springs has a KSCITYParkScore of 31 which falls slightly below the average of 35 for Class II Cities.

As shown on page 31 of the master plan, the trail system in the city is lacking. The Kansas SCORP recommends, for Class II cities, that trails outside of parks are needed to reach 72% of the population. Only 10% of Class II cities in the state currently meet that recommendation. When the city completes the trail system, Bonner Springs will meet that benchmark.