

To: League of Woman Voters

From: Ray Morrill, President Wheaton Park District

Re: 2010-2011 LWV Local Program Park District Responses

Date: 11/18/2010

LWV Position:

The League of Women Voters believes the current programs are meeting most of the needs of the community. However, improved programming for junior high age and teenage young people should receive the District's attention.

Wheaton Park District response:

Recreation Department Teen Programs: Approximately 220 pre-teens and teens (ages 12-16) have participated in our programs since January 2010. Programs for teens are promoted via, RecWorld (a Wheaton school newsletter), program brochures, specialty flyers, banners and display boards are our primary avenues used to advertise teen programs. In addition, teen birthday party attendees are given flyers in goodie bags, and teen program attendees are invited through emails and flyers to attend future programs of like topics.

The Wheaton Park District offers a large variety of recreational services for teens. Some of the pre-teen and teen programs offered through the recreation department since January 2010 include;

Visual arts-ceramics, drawing, painting,

Music-piano, guitar, violin, show choir

Drama-improv, plays, instructional programs and workshops

Varied Interest-computer programs, horsemanship, cooking, crafts, balloon sculpting, babysitting, science, dance

Special Events-post proms, battle of bands, recitals, play performances, job fair, and pool night

Summer Day Camps

Trips-museums, shopping, sports games, paintball, skiing, water park, Medieval Times

Attached is a detailed list of pre-teen/teen recreation programs offered since January 2010.

Lincoln Marsh Teen Programs: In 2010 we have offered 200 programs for 2,857 participants in the 13-19 age range. These were all Lincoln Marsh Adventure Programs that service teens from the Chicago Metropolitan Area. (Teams, Ropes or Geocaching). These programs are marketed to local schools, groups via direct mailings of our Adventure program brochures, post cards and via our website.

Cosley Zoo Teen Programs: In 2010 we had 5 programs that served 121 participants. Attached is a detailed list of the programs offered since January 2010.

LWV Position:

The League of Women Voters believes the Park District Board has the responsibility to provide what the community wants; however, the resources must be managed responsibly. The League has some concerns about the appropriateness of subsidizing out-of-community participants in senior citizen activities.

Wheaton Park District response:

The Leisure Center offers free Drop in Programs for Senior Citizens – This year there has been a total of 19 drop in programs which were attended by 377 Residents and 253 Non-residents.

There are a total of 43 pre registered (paid) programs that serviced 571 Residents and 369 Non-residents. Non residents pay an additional \$15.00 fee annually that allows them to register for Wheaton Park District programs at the resident rate. Many of our senior citizens are pleased that their Non-Resident friends can take programs with them. Without our Non-Resident participation, 60% of our programs would have been canceled due to insufficient enrollment.

LWV Position:

The League of Woman Voters believes criteria should be developed by the Park Board to meet the on-going needs of citizens who cannot otherwise participate in the programs. We support increasing the awareness of scholarship programs through the community resources who can make referrals as well as through the media.

Wheaton Park District response:

To make our aquatic facilities and recreation programs available to all Wheaton Park District residents regardless of economic situation, we provide a reduced fee program and a fee assistance program for qualified residents.

Pool passes are now available at 100%. Leisureships are now available at Parks Plus Fitness Center memberships. Eligible options include a three-month pass, one-month pass or one week pass. Arrowhead Golf Club green fees and pro shop purchases are excluded from Leisureship assistance. A confidential application form is available at the Community Center, 1777 S. Blanchard Rd., at the Administration Office, 102 E. Wesley Street, or can be downloaded at www.wheatonparkdistrict.com. For specific information, please call the park district at 630-690-4880.

A referral for additional leisuership assistance is now available to qualified resident children under the age of 18 through Milton Township Youth Committee's Family Youth Scholarship Fund. This program can assist in funding a child's related goods and services beyond what the Wheaton Park District already has provided. Contact the Milton Township Youth Committee at 630-690-9036 for further details.

The Leisureship totals are as follows: 83 families have applied, surpassing 2009 total of 77 families.

50 new families have applied for assistance this year.

Direct Referrals for 2010 – 2011

Milton Township – 5

World Relief - 3

Churches – 6

District 200 – 5

Marion Park – 1

Loretto Convent – 1 (participant was a victim of domestic abuse)

2010 - \$7,163.50 has been applied for recreation programs

2010 pool passes - \$3,830 awarded, \$2,268.50 purchased. 49 families applied with less than 50% of (22 in total) families purchasing them.

2011- \$136 towards winter league sports has been awarded

Jack Blake Memorial Fund - \$45 has been awarded for fall soccer.

CDH Donation – Received \$9,000 to benefit the Leisureship Program.

Milton Township contribution - \$6,462

Awareness and Fundraising Campaign

1st annual Used Sports Equipment Sale was held March 20, 2010. \$1,087 in sales went directly to benefit the Leisureship Program.

2nd annual Used Sports Equipment Sale will be held March 19, 2011 – drop boxes located at both the Community Center and Arrowhead Locations.

The Leisureship Family Income Guideline sheet is currently being updated with 2011 eligibility information. The updated Leisureship Application will be available on-line and at the Community Center and Museum locations beginning on January 1.

LWV Position:

The League of Woman Voters supports the use of a Master Plan to bring cohesiveness to the work of the Park District. We support continued input by the public into the planning. We support an annual review of the Master Plan by the Board of the Park District.

Wheaton Park District response:

Below is the Executive Summary for the five year strategic and master plan that was approved by the Park Board in December 2009. The Park District staff gives quarterly updates to the Park Board. The entire plan is available at the library for review and can be made available on disc.

Strategic Planning

In July 2008, the Wheaton Park District administrative staff began the journey of building a highly effective leadership team. The initial goal was to renew and further develop the strategic direction of and for the future of the Park District. The team has completed this process and is now focused on the implementation of its plan. Their work is the foundation of this document. It is the foundation for the future of the Park District and the Residents it serves. Further expansion of the Leadership Team will occur as this plan moves forward. With the help of the Corporate Learning Institute, an organizational alignment approach was used as the primary model for the development of the Leadership Team and strategies that will ultimately expand to include all aspects of the District and all staff. A visual representation of the organizational alignment model is attached to this summary. As you read this document, it will become apparent that the Leadership Team has moved rapidly from a conceptual approach to a tangible product around which the agency can function in an excellent fashion.

The Team developed a tag-line or motto as a rallying point that they felt captured the spirit of the mission vision and core values they developed for the Team and the Agency: "One Team, One Goal".

Team Vision: The Leadership Team pulling together as a catalyst for the park district to become the best in the country.

Agency Mission: To enhance the quality of community life through a diversity of healthy leisure pursuits and heightened appreciation for our natural world.

Agency Vision Statement: We, the Wheaton Park District team, commit to service excellence, financial stability and an enriched quality of life for our stakeholders. We accomplish this through continuous improvement of people and systems while living our values.

Agency Core Values:
Integrity (articulated through Character Counts)
Fun
Adaptability and Growth
Commitment
Kindness
Service

Moving further along the continuum of alignment toward the tangible, the Team developed four key Avenues of Accountability that they felt would set appropriate boundaries and direction for all future strategic planning and action.

1. Sustainability Makes \$ense
2. Investing in People
3. Doing Things Better and Smarter
4. Ensuring Excellence and Satisfaction

Agency strategic directions and objectives were developed to further guide the now expanded Leadership Team in the creation of all Agency Project Charters. These directions and objectives are summarized below:

Strategic Direction – Aim the Wheaton Park District toward financial self sustainability.

Strategic Objective – From fiscal year end 2009 to fiscal year end 2014, reliance on property taxes for Corporate and Recreation Fund operations will be reduced by 10%.

Strategic Direction – Aim the Wheaton Park District toward becoming an environment where stakeholders are highly engaged and very satisfied.

Strategic Objective – From year end 2009 to year end 2014, internal and external awareness and satisfaction ratings will be improved with each measurement.

Strategic Direction – Aim the Wheaton Park District toward becoming a happy, healthy, and professionally developed and value driven Team.

Strategic Objective – By year end 2014, the Wheaton Park District will be a leader in providing internal services among Illinois Park Districts.

Strategic Direction –Aiming the Wheaton Park District toward becoming a highly effective and efficient place of public business.

Strategic Objective –By year end 2012, a District wide Business and Operations Plan will be completed.

The leadership team developed seven initial charters that will further define the direction and actions of the District over the next five years. These charters describe the improvement initiatives that we feel will be met and provide a plan of action to accomplish the initiatives. Each charter follows the format that is outlined below:

Charter Format

Strategic Directions

Authority

Project Sponsor

Opportunity Statement

Business Case

Goal Statement

Project Scope

Project Team

Project Plan (Please note: Year one is defined as June 2009 through December 2010.)

Using this format and the strategic model previously established the following Project Charters were developed and are presented in complete detail in the body of this document:

Initial Project Charters

1. Complete and Operational and Capital Funding Sustainability Analysis
2. District-Wide software Improvements and Utilization
3. District Business Plan Model
4. Access to Recreation
5. Values Across Lines Using Excellent Service - V.A.L.U.E.S
6. Event Rental and Catering Plan
7. Field House – The Loss of Hubble, Filling the Void

Park, Open Space and Facility Use and Development Plans

All Agency Staff were invited to participate in the development of the vision for all parks and facilities over the next five years. This was accomplished through weekly focus groups over a twelve week period. The focus groups were lead by Director of Planning Rob Sperl and Planner Steve Hinchee.

Each Park and Facility Plan includes current characteristics, primary use, and recommendations for development or improvement. While not all of the visions will be realized in five years, the plans, coupled with our Capital Asset and Equipment Replacement Plan will direct the agency's capital planning and expenditures in a logical fashion.

Our use, maintenance of, and future vision for School District owned park and recreational sites is articulated in the following section of the document entitled Park – School Agreement/Use and Development Plans. The School and Park District must re-examine the existing intergovernmental agreement that governs the joint use and development of these public assets.

The appendix provides additional planning documents included in this report for reference and action over the next five years includes an Americans with Disabilities Act Transition Plan, a Capital Asset and Equipment, a Replacement Plan, a Bikeway Plan, and an Encroachment Reduction Plan. The visions of each of these current planning documents will be realized through the Charter process outlined herein.

Operational and Capital Funding Considerations

Finance Director Rita Trainor has developed projections for the Wheaton Park District property tax levies for years 2010, 2011, 2012 and 2013. These projections will be found in section 8 of this document for your examination. The projections illustrate the chilling effect that the property tax extension limitation laws' limiting rate has had, and will continue to have, on our formerly robust Recreation Fund Levy.

While there are other impacts on finances such as annually increasing operating costs related to providing health insurance, paying utilities, funding our pension system, and unfunded mandates, taking the time in this summary to articulate them all is not necessary. The simple point to be made is that the Wheaton Park District must aggressively seek alternative forms of revenue, aggressively operate in a more efficient manner, aggressively meet the realistic needs of our most valuable resource - people, and aggressively develop strategic partnerships that deepen the community dollar. Only through these efforts will we be able to continue to provide the services our residents need at the level of service they expect.

Our financial advisors, Speer Financial, have prepared different scenarios for the issuance of general obligation debt within our statutory limitations (also included in section 8 of this document). These models provide us with options for dividing funding between the ability to raise capital for both new projects and continuing annual infrastructure upkeep. If you examine the annual cost of meeting our capital asset and equipment replacement needs (see sections 9 and 13) as well as paying for new capital developments outlined in section 5, you will note that without new sources of capital our money will fall a little short of our plans. Do not despair. This awareness gives us the ability to plan for success instead of failure.

If you examine our strategic directions, avenues of accountability, core values, and initial charters, you will see this strategic plan provides the guide for turning our financial challenges into opportunities for excellence in public service. It will not be easy, but it is possible if we achieve alignment.

PARK DISTRICT TEEN PROGRAMS

SOCIAL ACTIVITIES FOR TEENS

All Night Ski Trip
Party @ the C.C.
Raging Waves Fox Bowl & Rice Pool
Kane County Cougars
Museum of Science & Industry
Medieval Times
Paintball Blitz
Holiday Shopping for Teens
Dark Knight Movie Mess
Navy Pier in December

ARTS PROGRAMS FOR TEENS

Painting Party
Young Rembrandts Drawing and Cartooning
Young Rembrandts Advanced Techniques
Parent/Child Pottery
Youth Pottery
Clay Explorations
Youth Wheel
Summer Wheel Class
Youth Independent Pottery Studio
Pottery Studio Extravaganza
Guitar
Private Piano Lessons
Show Choir
Summer Spotlight
Halloween Improv
Movie Star Camp
Improv & Actor's Workshop
Improv & Director's Workshop
Missoula: The Pied Piper
Missoula: Robinson Crusoe
Missoula Workshop: Drama Quest
Missoula Workshop: What If?
Missoula Workshop: Let's Make-Up
Children's Playhouse: Peter Pan
Irish Dance
Home School Dance Class
Ballet/Tap
Lyrical Dance
Beginner Ballet
Ballet/Jazz

Theatre Dance Form
Musical Theatre
Jr. Triple
Intermediate Ballet
Hip Hop
Advanced Ballet/Pointe

EDUCATIONAL PROGRAMS FOR TEENS

Manners, Please
Home School Program Mix
Babysitter's Training
Babysitters' Showcase
Babysitters Series CPR/1st Aid
Babysitters Series: Kids Behaving Badly
Babysitters Series: Keep 'Em Busy
Safe at Home
Self-Defense for Middle Schoolers
Mad Science: System 3
Mad Science: System 4
Once Upon a Comic Book
Moviemaking 101: Making Your Own SpongBob Movie
Making Your Own Star Wars Movie
Amusement Park Robotics
Fun-Gineering with Simple Machines
Robotics Adventures
LabRats Science-Be Bad with Ballistics
LabRats Science-Electric Chaos

NOVELTY CLASSES FOR TEENS

Magic
Parent & Child Candy Making
Parent/Child Gingerbread Making
Cookie Blossom
Puppy Training with the Family
Dog Training with the Family
Horsemanship
Summertime Spa Retreat
Sand Art
My Pet Gator
Rainy Day Sunshine
Easy Balloon Sculpting for Kids

SPECIAL EVENTS FOR TEENS

Summer Job Fair
Youth Dance Recital

Poolapalooza
U Rock: Teen Battle of Bands
Halloween Expo
WWSHS Post Prom*
WNHS Post Prom*
St. Francis Senior Celebration*
*See 2010 Post Prom and Senior Celebration Fact Sheet

CAMPS FOR TEENS

Young Rembrandts Spring Break
Camp I Don't Know
Varied Interest Camps: Young Rembrandts, Computer Explorers

Cosley Zoo Teen Programs

Program #1: Junior Zookeepers

Description: This is a year round program that starts in September. Monthly meetings are held at the zoo with optional activities held once a month at the zoo or at a nearby location. Participants earn hours by attending meetings, activities, helping with zoo events and programs. The accumulated hours allow them to become eligible for other aspects of the program such as summer incentives and animal handling.

Number Participants: 09/10 year had 30 participants 10/11 year has 24 participants

Age Range: 7th -12th grade

Promotion: This program was promoted in the following:

- Cosley Zoo website
- If I Ran the Zoo camp participants
- Past program participants that would be the correct age

Program #2: If I Ran the Zoo

Description: A one week camp that met for 3 hours each day. Participants were exposed to all the different roles within a zoo: keeper, researcher, educator, exhibit designer, and more. Two sessions were offered with a maximum of 16 participants per session. One session was cancelled due to low enrollment.

Number Participants: 7

Age Range: 13-15 years

Promotion: This camp was promoted in the following:

- WPD Camp and Aquatics Program Guide

- Cosley Zoo Summer Camp Flyer – this flyer was distributed in confirmations, available at the zoo, and was used at a Summer Program Open House held in Elmhurst
- WPD and Cosley Zoo website

Program #3: On-site programs

Description: These 45 minute programs held on zoo grounds are scheduled by an organization. Days and times are set up with the organization requesting the program. Topics included Zoo and Aquarium Careers, Suitcase for Survival, Farms, and Chicken Training

Number Participants: 7 programs were conducted, 81 students

Age Range: 7th grade – College

Promotion: These programs are promoted in the following:

- Cosley Zoo Group Program Brochure – this get included in confirmations, is available at the zoo, and on the zoo website.

Program #4: Eagle Scout Projects

Description: In order to become an Eagle Scout, the boys must develop, organize, and implement a service project. This year’s Eagle Scout project was the design, organization, and installation of storage closets in the classroom. Cosley Zoo did not provide any materials for this project. The scout arranged everything.

Number Participants: 1

Age Range: 14-18 years

Promotion: This is not something we promote; the interested scout contacts the zoo.

Program #5: Job Shadow – Animal Care

Description: Participants spend a day with animal care staff to see firsthand what their job entails.

Number Participants: 2

Age Range: High School-College

Promotion: This is not something we promote; the interested student contacts the zoo.