



Distributed August 2, 2019
Town Council Report for July 2019
Parks and Recreation Activity Highlights:

Park Programming

- *Zionsville Parks Golf Course:* The gross revenues for this past month were a bit over ~\$51,088. This is the third highest gross for the month in eleven seasons under Town ownership and Park Department management. Our average for this same month throughout our eleven seasons of operation calculates to ~\$44,120. Historically, July is usually our highest grossing month in most seasons. And while weather plays a factor, August is usually a close second, even though play drops off in the second half due to school and other seasonal factors. And usually June is a close third just behind August's numbers. Of course this year June was some ~\$8,000 under our average over the last decade (due to weather). So it's nice July rebounded so strongly and currently August should help as long as it doesn't get too hot. Our highest gross profits recorded for this month was in 2012 with a total of ~\$51,433 and our second highest totaled ~\$51,231 in 2014. Our lowest gross profits ever recorded for this month occurred in 2015 at ~\$31,456 and 2017 month of July was the second lowest at ~\$33,073.
- *Environmental Programming:* Our park programs and facilities hosted over 315 participants this last month that enjoyed attending our programs. In addition, the Nature Center was a destination for 498 drop-in visitors unrelated to any programming. This second number is valuable in that it shows the center and its exhibits itself is an attraction in itself, and not only just a location to hold programs. And even with some of those drop-ins, we were able to provide with impromptu programming, totaling 105 of 498 walk-ins (so about 21%).

And in drilling down to a particular group of programs over the summer months, that being our long-running day camp program (in June and July), our totals for this program were 175 attending children. While this is down somewhat (~9%) from last year, there are a variety of factors that could account for that from the rains in the early season to the hot weather in the later portion. In addition there are more and more programs cropping up, all vying for the time of our Zionsville children. There are church-based camps, sports leagues and camps, non-profit based camps, and camps being run through the local school system. And some of these latter are relatively new and may just be beginning to hit their own strides.

Our camps this year generated a net profit of ~\$4,290. But as usual, that is rolled back into the provision of further programs and experiences. As just a recent example among many, the Park Board is hoping in 2020 to adjust from the provision of several part-time season staff at the Nature center to primarily one, year-round, part time staffer averaging three days a week of work throughout the year. This is based on Park Naturalist's Mindy Murdock's recommendation that this will allow her to more effectively cover programming needs and provide more continuity. The Park Board's plan is to use both the existing part-time moneys already allocated to Mindy's efforts with a very small contribution from the programming funds generated from programs such as these and others (that small remnant contribution estimated at \$4-6,000 which can certainly be covered by funds like this from our Non-Reverting Operating Fund).

Other Highlighted Parks Matters

- *Maintenance Highlights:* While certainly even a partial listing of maintenance activities could take more than a page by itself, it might make for dry reading. Here is just one highlight among many...

Remnant Cemeteries: These were those on whose maintenance required by State law and which were also specifically transferred as a part of the reorganization efforts. Periodically stones that were already damaged long ago split again along old lines. And more rarely previously undamaged stones split. Also there are occasional acts of vandalism. But there are only so many "certified repairers" around the state and they are very active. So we periodically lump a few stones across several sites into a project. We are preparing a report of those across our responsibilities to discuss with expert contractors as to if the project has reached sufficient size to accomplish in a cost-effective manner.