

Pennsy Trail turns 20!
Thank you to all who helped make it a reality, and to those still supporting it today!



**Parks
Make
Life
Better!**

ANNUAL REPORT 2018



Greenfield Parks & Recreation

The Benefits Are Endless....

Friends of the Parks,

2018 was certainly a year of “gratitude” for Greenfield Parks & Recreation. So many wonderful things to be thankful for. The many supportive community minded individuals, our elected officials who continue to support the quality of life here in Greenfield, and our community partners who help offer so many wonderful events for our citizens, to name a few reasons we have to be thankful!

With not one, but two ground breaking events in 2018, the Splash Pad and Pool Renovation projects, these set the tone for the rest of the year. The new Riley Park splash pad was opened in May 2018 when lots of kids and families came out to enjoy all summer long. If you drive by the community pool, you can see the progress of the renovation as it is now underway with a May 2019 anticipated opening date. Two new pavilions, one at Brandywine Park and one at Rover’s Run small dog park, creates new gathering spaces for anyone who comes to enjoy these parks.

We were also able to install a disc golf course in Riley Park, resurface the basketball courts and skate park. New playground equipment at Brandywine Park and outdoor workout equipment at our Pennsy Trail Fit Park round out our amazing 2018 year!

I invite you to explore all that Greenfield Parks and Recreation has to offer and to see for yourself why *The Benefits Are Endless at the Greenfield Parks!*

Ellen Kuker, Park Superintendent



2018 RILEY HOME VISITORS/INCOME

Month	Adults	Children	Students	Seniors	Total	Income
Total	718	165	436	693	2,012	\$7,701.25

2018 At A Glance

- ◇ Creative Writing Camp for Kids
- ◇ Landmarks Home Tour stop
- ◇ Pixie Tea Garden Party
- ◇ Carriage Rides!



Riley and Bentley enjoy the Riley Festival parade.



Happy Birthday Riley



2018 Riley Hostesses

Greenfield Senior Center

Overall Totals	Days Open	Total Attend	Average Attend	Tax Client	Fitness Attend	Meals MOW	1/way Trips	1/way Leisure	New Mem
Total 2018	252	11965	49	0	2599	149	174	144	58

***A special Thank You to all of our volunteers!
We appreciate you giving your time & talents!***



Highlights

- Christmas Dulcimer Concert
- Annual Picnic in the Park
- Ice Cream Social
- Volunteer Appreciation Dinner
- New Brochure

Programs/Offerings

- Fitness Room
- Silver Sneakers
- Tai Chi
- Quilting
- BINGO
- Medicare Q & A
- Meals and More CICOA
- Congregate lunches
- Line dancing (two classes)



Mission Statement:

The mission of the Greenfield Parks and Recreation Department is to be the stewards of the open space, greenways, trails and parkland in Greenfield and to serve its citizen's by:

Providing responsive and diverse programs and recreation opportunities for all citizens regardless of race, gender, age, religion or disability.

Being adaptable and flexible in its land use, facility use and programming.

Creating innovative partnerships with organizations with common values.

MAYOR
Chuck Fewell

PARK SUPERINTENDENT
Ellen Kuker

PARKS FULL TIME STAFF
Jim McWhinney
Sharon Johnson
Kim Voorhis
Andy Milke
Josh Gentry
Jeremiah Schroeder
Bobbi Anderson
Brian Beeson

PARKS BOARD
Rick Roberts
Andrea Mallory
Kathy Dowling
Kristi Baker
Deby Low

CITY COUNCIL
Kerry Grass
Gary McDaniel
Mitch Pendlum
Keely Butrum
Jeff Lowder
Dan Riley
Joe Skvarenina



Pool Renovation Ground Breaking

GREENFIELD PARKS & RECREATION HIGHLIGHTS!!!

Splash Pad is a HUGE hit!!!



Rovers Run
Small Dog Park Pavilion



Beckenholdt Park New Signage



Our Pre-school classes enjoy an Easter Egg hunt in the new playground area.



2018 Financial Report

General Revenue	Amount	General Expenses	Amount
Taxes	1,057,509	Miscellaneous	346,846
Dog Park Fees	7,078	Salaries	521,361
Shelter House/Pavilion	23,835	Equipment	110,628
Pool -Sales/Concession/Misc	86,545	Landscape	1,600
Senior Center Donations	1,137	Street Construction	0
Misc - Surplus Sale	6,823		
Revenue	1,182,927	Expenses	980,435
Non-Reverting	179,620	Non-Reverting Misc	60,688
		Non-Reverting Salaries	147,068
Park Donations	34,478	Park/SC Donations	45,737
Overall Revenue	1,397,025	Overall Expenses	1,233,928

Impact Fee Thru 2018

Collected	\$1,157,618
Trails	\$219,091
Shelters	\$ 9,995
Land	\$ 37,688
Update Fees	\$ 20,127
Balance	\$870,717

Riley Pool

	<u>2016</u>	<u>2017</u>	<u>2018</u>
Revenue			
Receipts/Misc	45,537	41,981	51,703
Concession	18,683	18,025	34,842
Total Revenue	64,220	60,006	86,545
Attendance	20,480	17,261	19,333
Expenses			
Salaries	63,250	63,540	66,627
Concession	13,047	13,783	23,730
Chem, Equip,	3,072	5,986	10,702
Misc			
Total Expenses	79,369	83,309	101,059
Net Balance	-15,149	-23,303	-14,514

Community and Corporate Partnerships are critical to the Greenfield Parks Department. In 2018, we partnered with **37 organizations**, worked with **411 volunteers** which so generously donated **4,100+ volunteer hours**.
THANK YOU!!!



Making A Difference In Our Community!!!

Actively involved with 20 different community events & activities!

Maintain all SIX Little Free Libraries

Facilitated 16 art installations in the Living Alley

Offered 10+ Nature Experiences



We would also like to thank all City of Greenfield Departments who are always **SO willing to lend a hand** to the Parks Department to help in anyway they can.
THANK YOU!!!



2018 Program Highlights

Participant Needs

- *Conducted two program Needs Assessment with over 300 area residents
- *Developed long range plans using the Needs Assessment findings

Program Numbers

- *88.82% of program areas offered went successfully
- *41% growth in program participation from 2017
- *19 new programs went
- *Forecasting new 2019 Programs like Rec Art, Kids Indoor Soccer, etc.

Program Offerings (Goals)

- *Facebook likes grew to 2122 (from 1442) in a year - EX: pictures, videos
- *Complete the Multi-Use Trails at Wilson & Beckenholdt Park
- *Implement Nature Time Program w/ 1st Graders at Weston Elementary

Program Highlights-General

- *Pickleball had 1253 paid customers
- *Ballroom Dance had 431 participants
- *POUND Fitness had 157 participants
- *Swim Lessons had 200 participants
- *Jump Start Sports added over 90 new participants to program totals
 - *Only organization/agency to offer T-ball in Greenfield

Program Highlights-Pre School Age Programs

- *Hired excellent new Staff Member to fit new State Mandated format
- *87% capacity in the first year alone - w/ new format
- *Positioned for growth from 1-4 PM (M-Th) & 8 AM - 4 PM (Fridays)
 - *If program needs show demand/interest
- *Installed new playground right by the facility

2018 Program Highlights

Program Highlights—Disc Golf

- *Held a Disc Golf Clinic for beginners - great time!
- *Daily Reporter did an article based off of word of mouth popularity
- *Over 4700 social media reaches & 354 social media video views
- *Estimated 100's of informal users in the first year of existence

