



city of  
**Ankeny**

*bringing it all together*



# Parks & Recreation ANNUAL REPORT

# 2011

## TABLE OF CONTENTS

Mission Statement & Goals.....	2
Parks & Recreation Staff 2011 .....	2
Park Board.....	2
Message from the Director.....	3
<b>HIGHLIGHTS</b>	
Parks & Facilities.....	5
Trail Projects.....	5
Recreational Programs and Special Events.....	7
By the Numbers.....	7
List of Events.....	7
List of Partner Organizations .....	7
<b>FINANCES</b>	
Revenues & Expenditures .....	8
Economic Impact .....	8
Program Sponsorships & Grants.....	9
Awards & Recognition .....	9
<b>GOALS FOR 2012</b>	
Parklands.....	10
Facilities .....	10
Recreation Programming.....	10
Operations.....	10



## PARK BOARD

The Park Board is appointed by the mayor and approved by the city council. The purpose of the Board is to advise and assist the council to plan, establish, and improve parks, trails, open space and recreation facilities and to facilitate a variety of recreation programs to meet current and future community needs. Meetings are held at 210 S. Ankeny Blvd. in the Parks and Recreation conference room the last Monday of each month at 5:30 p.m. To address the Board, call 515-963-3570 to be put on the agenda.

## **BOARD ACTIONS IN 2011 PROJECTS**

- Assisted with Hillside Park Dedication Event.
- Volunteered for numerous special events including: All-City Play Day, Youth Triathlon, 5k Sunset Run, Best Dam Bike Ride, and Hershey Track Meet.
- Individual board member involvement in the following special projects: Comprehensive Plan Update, Trails & Greenways Advisory Committee, and Miracle Field Project.
- Continued a lead role in the Prairie Ridge Booster Club Sales Program and the Community Garden Project.
- Authored letters of support for several trail grants.

## MISSION STATEMENT & GOALS

The City's mission is to provide high quality municipal services, excellent customer service and sound fiscal management. We engage our community, producing a greater quality of life and are advocates for Ankeny, protecting the community's interests.

## **CITY COUNCIL GOALS**

1. Maintain a financially sound city providing valued services
2. Manage growth and revitalization
3. Develop a vibrant Prairie Trail
4. Improve mobility and infrastructure
5. Develop Ankeny as a regional business center

## **PARKS & RECREATION MISSION**

To build a better Ankeny through clean and safe parks, quality recreation programs, connected trails and well-maintained facilities.

## PARKS & RECREATION STAFF 2011

Todd Redenius- Director  
 Todd Schenck - Parks & Facilities Administrator  
 Nick Lenox - Recreation Supervisor  
 Ryan Penning - Recreation Supervisor  
 Leanne Clemenson - Recreation Coordinator  
 Jacky Kruse - Administrative Clerk  
 Kevin Beard – Golf Administrator  
 Curt Ingham – Head Golf Professional  
 Tom Verrips – Golf Course Superintendent  
 Lennis Berkland – Assistant Golf Superintendent  
 Katie Thielman – Food & Beverage Manager  
 Travis Evans and Tyler Luethje – Recreation Interns  
 Elliot Josephson – Prairie Ridge Sports Facilities Coordinator  
 Vince Knoot – Landscape Technician  
 Park & Facility Maintenance: Richard Fleming, Dave Smith, James Peterson, Klint Requist, Dean Cozad and Mike Bergmann

## **CURRENT BOARD MEMBERS**

Matt Glynn, Chair .....term expires 1/31/2014  
 Ellie Anderson, Vice Chair.....term expires 1/31/2013  
 Diana Baratta .....term expires 1/31/2017  
 Chad Hade .....term expires 1/31/2015  
 Connie Johnson .....term expires 1/31/2014  
 Fred Scherle.....term expires 1/31/2016  
 Todd Seaman .....term expires 1/31/2014

City Code: Chapter 2.32..... Term: 5 years  
 Number of Members: .....7  
 Special Requirements: ..... None



## MESSAGE FROM THE DIRECTOR



The City of Ankeny Parks & Recreation Department continues along a path of community-supported growth and is proud to be at the forefront of community activity; helping to make Ankeny a terrific place to live, work, and play. The efforts of the Parks & Recreation staff, combined with support from the City Manager, Park Board, and City Council are appreciated by residents and visitors alike.

2011 was another successful year for the Parks & Recreation Department headlined by our designation as a Playful City USA community for the 5th consecutive year. The many programs, special events, construction projects and partnerships we are involved with tell a story of community and department growth. We are proud of such 2011 successes as:

- Little League Sports **Field Lighting**
- Completion and dedication of the **High Trestle Trail**
- Dedication of **Hillside Park**
- New playground and pedestrian bridge at **Boulder Brook Park**
- Enhancements at the **Ankeny Dog Park** and more than 1,100 passes sold
- **140,000+** visits to our aquatic centers
- **Neal Smith Trail extension** to Saylorville Lake and Cottonwood Recreation Area
- Completion of initial phase of **Gay Lea Wilson Trail** to Des Moines
- Numerous **grants, partnerships and program sponsors**
- More than 1,000 participants at **All-City Play Day**
- Continued growth in our **adult programs**
- 29 state, regional and national tournaments at **Prairie Ridge Sports Complex**
- Nearly 30,000 rounds of golf at **Otter Creek Golf Course**
- Staff Member Ryan Penning received the **IPRA Young Professional of the Year**



All-City Play Day, Hawkeye Park  
July 2011

We would also like to take this opportunity to give a special thanks to the City's Public Relations Office for their support throughout the year.

We look back with satisfaction at 2011 and are geared up for a successful 2012. Continued trail development, work on fundraising for a Miracle Field and All-Inclusive Playground, new park projects, and added programming opportunities are just some of the exciting things that await us in 2012. Thank you for your participation and support in Ankeny Parks & Recreation activities!

Respectfully Submitted,

Todd Redenius, Director of Parks & Recreation, City of Ankeny



Boy Scouts donate birdhouses, Hillside Park  
May 2011



# PARKS & FACILITIES HIGHLIGHTS

## **CASCADE FALLS AQUATIC CENTER & PRAIRIE RIDGE AQUATIC CENTER**

- More than 140,000 people visited Ankeny aquatic facilities during the 2011 season resulting in a net profit of \$369,000.
- The department partnered with the Ankeny YMCA in hosting a swim meet at Cascade Falls, which was a success and is likely to lead to expanded partnership opportunities in the future for early morning swim team practices and meets.
- Several new water fitness programs and a full-slate of swim lessons were offered in the first complete season of operating two aquatic centers. Participation grew from 1,739 in 2010 to nearly 2,100 this past summer.

## **DEDICATIONS**

- Completed and held dedication events for Hillside Park and the Jean Long Memorial Shelter on the High Trestle Trail. The shelter project was a \$12,000 donation in Jean's memory and is another good example of the success of the "Memorial & Tribute Program."
- The Memorial & Tribute Program continues to be a success story in the department, with contributions totaling more than \$25,000 since the program was started in January 2009.

## **OTTER CREEK PARK GOLF COURSE**

- Nearly 30,000 rounds of golf were played at Otter Creek and outings rounds came close to the 4,000 mark for the first time in several years.
- A new partnership with DRA Properties benefits both the course and new homeowners in the Otter Creek Estates; \$2,500 in golf is purchased by the developer and given to the homeowner for any new property sold. In addition, a new driving range partnership was developed with Casey's General Stores.
- Several new programs were offered for juniors and adult beginners. The City has also taken over ownership and operation of the Winter Golf Program, formerly a privately run program.

## **PRAIRIE RIDGE SPORTS COMPLEX**

- Completed the Prairie Ridge Sports Complex Softball Field Lighting Project, with the four lighted fields being used extensively for league and tournament play. The added lighting contributed to hosting three new tournaments in 2011. This project was a 50/50 cost share with Ankeny Girls Softball.
- Developed a partnership with Ankeny Little League and proceeded with lighting six baseball fields, which will be used heavily for league and tournament play beginning in 2012.
- Prairie Ridge Sports Complex hosted a record 29 tournaments, 1,464 teams and nearly 21,000 players and coaches during its 2011 tournament season. In addition, Prairie Ridge served as the "home field" for more than 6,500 Ankeny youth through league play in softball, soccer, football and baseball.

## **ANKENY DOG PARK**

- Close to 1,100 season passes were sold to the Ankeny Dog Park, with revenue from pass sales exceeding operating expenses for the park. A new shelter was added to the park this year, funded through private dollars and installed by the DMACC Construction Trades Program.
- The Dog Park Task Force continues to host a series of special events to raise money and visibility for the park.



*Dedication of Jean Long Memorial Shelter along High Trestle Trail, June 2011*



*Little League Baseball June 2011*



*Ankeny Dog Park June 2011*



*Best Dam Bike Ride June 2011*

# TRAILS HIGHLIGHTS

## **REGIONAL TRAILS**

Substantial completion occurred on the Neal Smith (Oralabor Gateway) Trail Project; the first direct trail link to Saylorville Lake, Cottonwood Recreation Area and the Neal Smith Trail corridor. Additionally, the first phase of the 7.3 mile Gay Lea Wilson Trail was completed, with the trail expected to connect to the existing GLW Trail in Des Moines by the fall of 2013. Both of these trail projects were partnership projects with Polk County, with the majority of funding coming from state and/or federal grant sources. More than \$1,000,000 has been secured in grant funding by the City of Ankeny and the first phase of construction on the 7.3 mile Gay Lea Wilson Trail began this past summer. The trail from the Carney Marsh Nature Preserve to Aurora Avenue is expected to be completed in 2013.

## **HIGH TRESTLE TRAIL**

Officially opened the High Trestle Trail in April; held a massive grand opening event in April with the trail partners along the corridor. Approximately 95% of this \$15,000,000 project was funded through grants, appropriations, private donations and in-kind contribution.

Canoeing at All-City Play Day, Hawkeye Park  
July 2011



## PROGRAMS, SPECIAL EVENTS AND PARTNERSHIPS

- The City of Ankeny received the designation as a **"Playful City USA"** for the fifth consecutive year; Ankeny is just one of 19 communities nationwide to receive this designation each year of the program's existence.
- Eight new recreation programs were offered resulting in **467 new participants**.
- A record number of teams participated in **Summerfest Tournaments** including 30 sand volleyball teams and 48 bags teams!
- Continued growth in youth and adult recreation programs and special events.
- **All-City Play Day** was again popular in 2011 with more than 1,000 in attendance; this continues to be an event people mark their calendars for each summer.
- Other participation numbers that are indicative of **overall program growth** include:
  - Adult Basketball grew from 14 teams in 2008 to 24 in 2011
  - Sand Volleyball grew from 22 teams in 2008 to 166 teams in 2011
  - Youth Soccer grew from 837 players in 2009 to 958 players in 2011
  - Youth Basketball program grew from 811 participants in 2010 to more than 900 in 2011.
  - The Father-Daughter Valentine Dance has shown major growth each year, beginning with 406 participants in 2008 to 700 in 2011.



Father-Daughter Dance, Courtyard by Marriott  
February 2011



Senior Expo, June 2011

## BY THE NUMBERS

**6,500** Sports Groups  
Participation at  
Prairie Ridge

**29** Tournaments at  
Prairie Ridge

**20,596** Tournament  
Participants and  
Coaches

**256** Park Shelter  
Rentals

**243** Lakeside Center  
Reservations

**133** Outdoor Education  
Center Rentals

**1,140** Dag Park  
Passes Sold

**286** Coaches Certified  
in National Youth  
Sports Coaches  
Association Program

**239** Community Gym  
Rentals

**2,390** Teams and  
Participating Youth

**200+** Citizens Involved  
in Neighborhood  
Meetings and  
Focus Groups

**975** Volunteers Assisted  
with Programs

## Parks & Recreation was active in providing expertise to the following events or organizations during 2011:

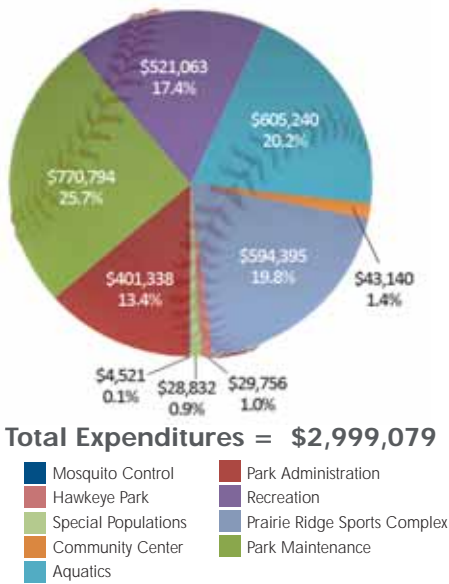
- Ankeny Chamber of Commerce
- Ankeny SummerFest
- John Deere New Employee Presentations
- Ankeny Young Professionals
- Iowa Park & Recreation Association (IPRA) Events
- IPRA Aquatic Committee
- IPRA Leadership Symposium & Young Professionals
- YMCA Road Race, swim meets & youth programs
- Ankeny Community Schools Community Education Advisory Committee
- Mayor's Youth Council
- Ankeny Uptown Tree Lighting & Holiday Celebration
- Ankeny Uptown Summer Music Festival "Lavitsef"
- Ankeny Garden Association Community Garden
- DMACC Garden of Hopes and Dreams
- Iowa Dept of Natural Resources Forestry Bureau
- Iowa Department of Economic Development
- Metropolitan Planning Organization  
Bicycle-Pedestrian Roundtable
- Ankeny Jaycees
- Polk County Commission on Elections
- United Way of Central Iowa
- DMACC Career Day
- Presentations & Guest lecturing at: Simpson College, Grand View University, University of Northern Iowa and University of Iowa
- Susan Komen for the Cure
- Barktoberfest and various Dog Park events
- High Trestle Trail Grand Celebration Committee
- High Trestle Trail Steering Committee
- Greater Des Moines CVB Sports Commission
- Sports Commission Sales Task Force
- Ankeny Leadership Institute
- Keep Ankeny Beautiful
- Miracle League
- United Methodist Church Christian Life Center Recreation Programming and Design
- National Youth Sports Coaches Association
- Groundbreaking of Ankeny Centennial High School
- Metro Trails & Greenways Advisory Committee
- Polk County Congregate Meals
- School District Nevlyn Center
- Polk County Conservation
- Polk County Master Gardeners

## Parks & Recreation partnered with the following tournament organizations in 2011:

- United States Specialty Sports Association
- Iowa Amateur Athletic Union
- Iowa Soccer Association
- Little League Baseball Association
- Ankeny Girls Softball Association
- Mid-Iowa Girls Softball Association
- Iowa Rush Soccer Organization
- Iowa High School Athletic Association
- Iowa Girls High School Athletic Union
- Kick-It National 3v3 Soccer
- Ankeny Junior Football Club
- Ankeny High School Athletic Department
- Ankeny Christian Academy Athletic Department
- Grand View Athletic Department
- Simpson Athletic Department
- Central Iowa Metropolitan League
- Missouri Valley Tennis Association/  
United States Tennis Association

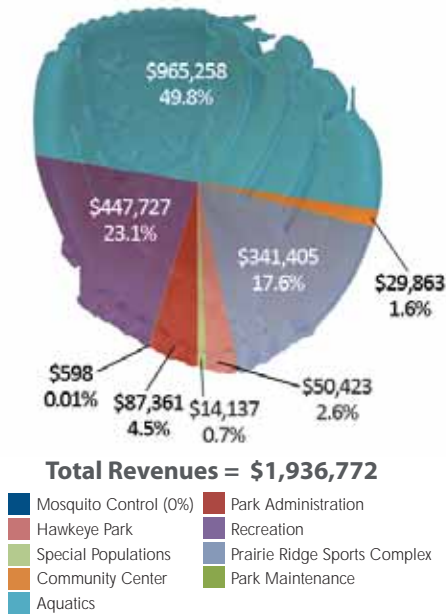
# 2011 EXPENDITURES

These figures are expenditures from the General Fund and do not include the Enterprise Funds that are utilized to operate Otter Creek Golf Course.



# 2011 REVENUES

These figures are revenues from the General Fund and do not include the Enterprise Funds that are utilized to operate Otter Creek Golf Course.



# FINANCES - EXPENDITURES, REVENUE & IMPACT

## FINANCIAL DILIGENCE & RESPONSIBILITY



From FY 10 to FY 11, the net subsidy for Park & Recreation's general fund operation decreased from \$1,604,316 (FY10) to \$1,062,307 (FY11). This \$542,009 decrease in net subsidy occurred at a time when parks/recreation activity and demand for services is higher than ever before. The department is proud of the fact that the financial position is strong and helped to alleviate the burden in the general fund. This is a result of efficient operating practices, a consistent pursuit of revenue opportunities and continued development of innovative partnerships and practices. For a complete look at expenditure vs. revenue trends over the past five years, refer to the graphs in the lower left corner.

## CASCADE FALLS & PRAIRIE RIDGE AQUATIC CENTERS

Operated at cost recovery with revenues exceeding expenditures by more than \$369,000

## GENERAL FUND INVESTMENT IN PRAIRIE RIDGE SPORTS COMPLEX

The economic impact at Prairie Ridge was significant again this season; approaching \$1.5 million just from players and coaches who visited the Complex. For every \$1 invested from the general fund into Prairie Ridge, more than \$5 is returned to the community/metro area in economic impact.

Sources: Greater Des Moines Convention & Visitors Bureau, Tournament Sactioning Organizations, City of Ankeny Financial Report

## LOCAL BUSINESS SPONSORSHIPS

Parks & Recreation's aggressive pursuit of program and event sponsors resulted in more than \$54,000 of cash and in-kind support. (See list on page 9)

## NET INVESTMENT PER RESIDENT

The net taxpayer investment provided to parks/recreation in 2011 was \$23.24 per resident.

Sources: City of Ankeny Financial Reports

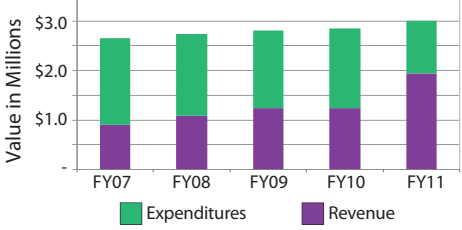
## PRAIRIE RIDGE SPORTS COMPLEX ECONOMIC IMPACT



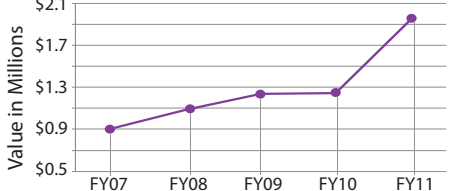
**272%**  
growth in  
economic impact  
from 2004 to 2011

**263%**  
growth in  
tournament play  
from 2004 to 2011

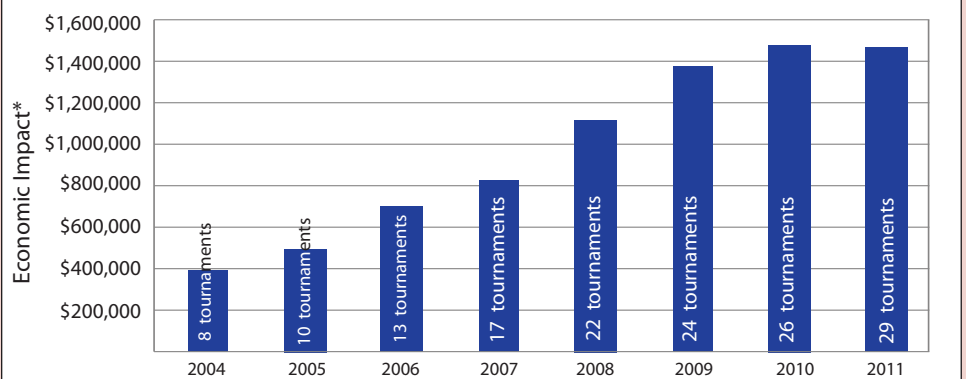
## REVENUE & EXPENDITURE TRENDS



## REVENUE TRENDS



## ANNUAL ECONOMIC IMPACT & NUMBER OF TOURNAMENTS



\* Figure only includes players and coaches, not additional family or spectators in attendance of events.



# FINANCES - SPONSORS & GRANTS

## SPONSORS:

The department continued to reach out to the business community to secure sponsorships. New sponsors in 2011 included: Des Moines Pediatric & Adolescent Clinic, Caseys, Valley Bank, Fligg Fieldhouse, Iowa Rush, Just for Kix, Iowa Health, Sysco Foods, Anytime Fitness, Krueger Chiropractic and the Ankeny Christian Academy.

Program/Event	Sponsor	Amount
5K Sunset Run	Krueger Chiropractic	\$500
5K Sunset Run	Anytime Fitness	\$500
Adult Softball League	Hy-Vee	\$1,200
Aquatic Sponsor	Sysco Foods	\$1,500
Bean Bag League	Accel Fitness	\$250
Blast Ball	Wal-Mart	\$1,000
Breakfast With Santa	Hy-Vee	\$250
Father/Daughter Dance	Courtyard Marriott Hotel (in-kind, hospitality)	\$700
Fishing Derby	Wal-Mart	\$500
Hawkeye Park Scoreboard	John Deere Des Moines Works	\$750
Hawkeye Park Scoreboard	Okoboji Grill	\$750
Junior Golf	Valley Bank	\$500
Little Dunkers	Des Moines Pediatric & Adolescent Clinic	\$1,500
Movies Under the Stars	Veridian Credit Union	\$2,000
Otter Creek Range Balls	Caseys	\$5,000
Sand Volleyball	First Federal Savings Bank of Iowa	\$2,000
Senior Meals	First American Bank	\$1,000
Springtime Party	Hy-Vee	\$2,400
Summerfest Bags Tournament	Accel Fitness	\$250
Super Circuit	Kiwanis International	\$500
Tee-Ball	Strawberry Patch	\$2,000
Thanksgiving Turkey Shoot	Fareway Stores (in-kind, turkeys)	\$200
Tiny Tot Soccer	Papa John's Pizza (in-kind, pizza cards)	\$1,500
Youth-in-Parks	Rotary International	\$500
Youth Triathlon	Ankeny Jaycees	\$5,000
Youth Triathlon	KCWI	\$10,000

## Program Guides



1st National Bank	\$810
Ankeny Christian Academy	\$450
ACME Printing	\$810
Community State Bank	\$1,080
DRA Properties	\$810
Fligg Fieldhouse	\$405
Harrison's Sports	\$810
Iowa Health	\$1,080
Iowa Rush	\$450
Just for Kix	\$450
Karl Chevrolet	\$2,340
Northwest Bank	\$810
Snyder & Associates	\$810
Strawberry Patch	\$810

**Totals ..... \$54,175**



## GRANTS:

- Received \$150,000 in grant funding for the Gay Lea Wilson Trail Project. Funds were provided by the Iowa Department of Natural Resources Resource Enhancement and Protection Program and the Metropolitan Planning Organization's Transportation Enhancement Program.
- Keep Ankeny Beautiful granted Parks & Recreation \$7,500 for Native Plant Management and \$500 for the development of the Community Garden Program.
- Parks & Recreation's Mayor's Youth Council (MYC) received \$1,500 from Polk County's Community Betterment Program for their Youth Symposium.
- A \$2,000 grant from Polk County's Community Betterment Program was provided to the Youth-In-Parks Program.
- Polk County provided a \$5,000 grant to Prairie Ridge Sports Complex for continued capital improvements.
- MidAmerican Energy's "Trees Please" Program granted Parks & Recreation \$1,000 for tree planting projects in parks.
- BRAVO provided a \$5,000 grant for recreation and special events including All-City Play Day and the Summer Sounds Concert Series.
- Polk County provided \$2,000 for the Adopt-A-Flower Bed Program.
- Ankeny Parks & Recreation received a \$250 grant through the United States Pickleball Association for the start-up of Pickleball for the community.

## AWARDS

### Dr. Carole Hanson Young Professional Award

Ryan Penning was recognized by the Iowa Parks & Recreation Association (IPRA) with the Dr. Carol Hanson Young Professional Award. This award is given annually to a young professional who has exemplified commitment and outstanding service to the leisure services profession and to the Iowa Park & Recreation Association. Penning received the award at the Spring 2011 IPRA Conference.

*At right: Ankeny Parks & Recreation Staff helped recognize Ryan Penning as he received the Young Professional Award. From left to right: Leanne Clemenson, Todd Schenck, Ryan Penning, Nick Lenox and Todd Redenius.*



# DEPARTMENT GOALS FOR 2012



## PARKLANDS

1. Restructure mowing contract to improve city mowing operations.
2. Complete trail connection from Somersby Park to Dog Park.
3. Construct Phase II of the Gay Lea Wilson Trail Project.
4. Clean up of Cherry Glen development, incorporate pond and trail enhancements.
5. Add parking lot and new landscaping to Watercrest Park.
6. Complete White Birch Park Project by adding shelter and possibly a small playground.
7. Finish park development work at Boulder Brook Park; host dedication event.
8. Project development of Farmer's Market/Trailhead Pavilion idea in Uptown; secure funding for High Trestle Trail south going through Uptown.

## FACILITIES

1. Successfully implement final year of Prairie Ridge Special Funding Plan through private fundraising, Polk County Grant, and Booster Club Program.
2. Secure commitment from Iowa Rush Soccer Club on sports field lighting partnership project; secure city's contribution to the project as well.
3. Complete design, develop cost estimates and successfully fundraise for the development of a Miracle League Field and All-Inclusive Playground at the northeast side of Hawkeye Park. Move project forward on a timeline for 2013-2014 completion.
4. Move forward on phase I of Prairie Ridge Aquatic Renovation Project; new pool heaters and added shade structures by concession stand.

## RECREATION PROGRAMMING

1. Add golf instructional programming; have successful winter golf program and added specialty clinics. Explore partnership possibilities with school district.
2. Create adult night at Cascade Falls; one or two nights during the summer reserved exclusively for adult swimming.
3. Improved program offerings at Cascade Falls such as water fitness and diving.
4. Secure and successfully host USSSA "Super NIT" at Prairie Ridge Sports Complex.
5. Explore partnership with Iowa Soccer Association for the hosting of "State Cup" at Prairie Ridge Sports Complex.
6. Continued growth in aquatic season passes, dog park passes, youth special events and adult programming.
7. Evaluate all programs to determine current and future viability; which ones have run their course and which ones need tweaking. Develop report and make changes as deemed appropriate.

## OPERATIONS

1. Secure prestigious Playful City USA designation for sixth consecutive year.
2. Successful development of High Trestle Trail "Trail Endowment Fund;" continue working toward establishing legislation needed to create a trail authority.
3. Determine future of Ankeny Sports Complex Foundation Board; its viability, level of action and recommend potential changes.
4. Carve out role for Park Board; make the board more self-sufficient with specific tasks and projects.
5. Kick off Ankeny Community Foundation as fundraising conduit for the Miracle Field and All-Inclusive Playground Project. Leverage support of the Community Foundation to create a Park Foundation as a sub-component.
6. Successful implementation of new mowing contract and division of contract into zones.
7. Trail signage and levels of significance established for Gay Lea Wilson, Neal Smith and Oralabor Gateway Trails; develop system of inner community trail signage.
8. FY12 profit at Otter Creek Golf Course; increase outings rounds to more than 4,000.
9. Establish system of weekly e-newsletter and email captures to database at Otter Creek Golf Course.





YWCA Swim Meet  
Cascade Falls Aquatic Center  
July 2011

