

Parks, Recreation & Cultural Arts





WHAT DO OUR WELL MAINTAINED PARKS OFFER?

Increases Property Tax Base \$1,787,160

Results In: \$295,484 in property tax revenue

* *The Proximate Principle* by Dr. John Crompton,
Distinguished Professor at Texas A&M University



ECONOMIC IMPACT

**BCPA, Miller Park Zoo, Golf
Courses & US Cellular
Coliseum**

\$120 Million since 2006



ECONOMIC DEVELOPMENT

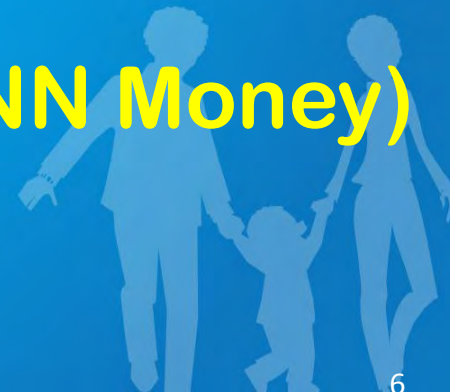
According to a report from DCI International*, studying which factors are most important for companies making relocation decisions, quality of life is scored highly at a 3.5 out of 5 in the rankings. Conducted using input from 3,591 US companies with annual revenues of \$25 million or more.

*A View from Corporate America: Winning Strategies in Economic Development Marketing; DCI International , 2008



Rankings

- #4 – Top 10 Cities on the Rise (nerdwallet.com)
- Top 100 Smartest Cities in America (Lumosity.com)
- #11 – America’s Fastest Growing Cities (nerdwallet.com)
- A top ranked city to live in (CNN Money)



Rankings (cont.)

- #3 – City in U.S. to look for a job in healthcare, sales, trucking industry or restaurant business
- #1 & #28 – In Illinois & nationally The Best Small Places for Business and Careers (Forbes list)
- Top 25 Best Places for a Working Retirement (Forbes Magazine)



OUR REACH IN FY14

Programming:

- 29,193 Recreation programs and events
- 9,486 Adults 55+ in programs and Adult Center attendance
- 5,574 Youth programs
- 9,297 SOAR programs and events



OUR REACH IN FY14

Accessible Family Facilities:

- Swimming Pools - 54,139
- Miller Park Zoo - 108,452
- Pepsi Ice Center - 26,298 programs
- BCPA Shows - 85,643
- Golf Courses - 72,000 rounds played
- Spray Parks - ? (seems like millions 😊)

Numbers based on Projected FY14



**Constitution Trail
Bloomington-Normal's most utilized
recreation amenity**

FY15 BUDGET

Status quo
2.57% Increase



PARKS



**“After another visit to
Bloomington/Normal, we are in awe of
your fantastic park system.”**

-Pam & Al R. via email

Park Maintenance

Maintenance Item	Number
City Parks	38
Public Buildings	6
Spray Parks	3
Swimming Pools	2
Lakes	4
Miles of Trail	30
Parkway Trees	17,000 (approx.)
Park & Trail Trees	10,000 (approx.)
Acres	1,274

MILLER PARK ZOO



“What a great smaller zoo. Very clean, great landscaping and a nice variety of animals. Several I had not seen before.”

-Rich B. via Facebook

MILLER PARK ZOO



Flamingos exhibit projected to cost \$250,000 (with proposed \$100,000 support from MPZ society) and to increase zoo attendance by 5%.

RECREATION



“We love the City's programs and all they have to offer!”
-Beth H. via email

RECREATION



FY14 Attendance

- 19,555 for recreation programs
- 9,638 for special events

PEPSI ICE CENTER



“I’d like to take a minute to thank you for all you do for our kids and families here in Bloomington.”

-Paul W. via email

PEPSI ICE CENTER



Operating Profit

FY10	FY11	FY12	FY13	FY14 (though 10 months)
\$84,841	\$109,554	\$107,560	\$122,097	\$120,782

AQUATICS



“My kids look forward to swim lessons every summer, and are already asking about them.”

-Beth H. via email

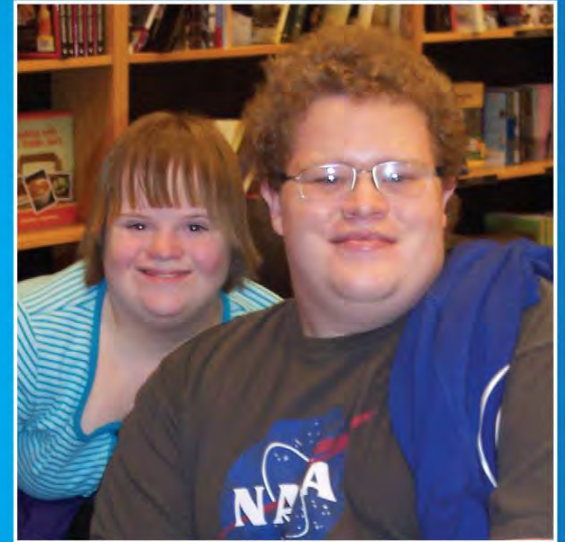
AQUATICS



FY14 Attendance

- 21,647 O'Neil
- 32,492 Holiday Pool

SOAR



“SOAR has provided Kelsey with a place for her, where she fits in and can do things at her own pace.”

-Debi & Jim T. via email

SOAR



FY14 Attendance

- 2,068 in Special Olympics
- 1,116 in special events
- 9,297 total for all programs and events

BCPA



“It is a huge benefit to our community and gives us many more choices than we have ever had here locally.”

-Martha M. via SurveyMonkey

BCPA

- 85,643 attended BCPA shows in FY14
- 677 Illinois communities, 43 states, 4 foreign countries have made up the audience since its reopening in 2006
- 7,000 students participate annually in Student Spotlight series

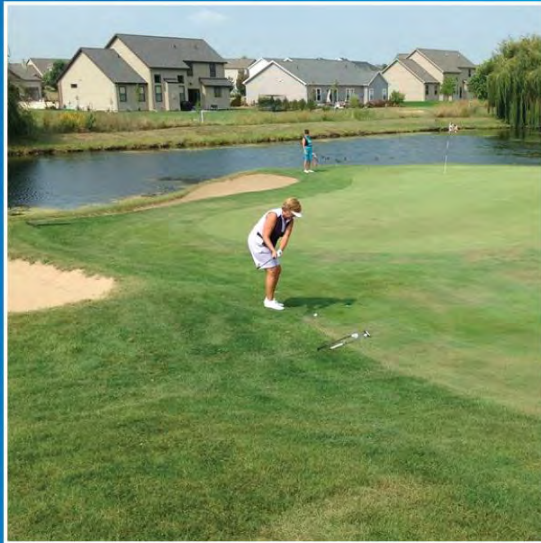


ECONOMIC IMPACT OF PERFORMING ARTS

- CVB estimates the BCPA's impact on the community at \$1,014,840 annually
- Northern anchor to the Downtown

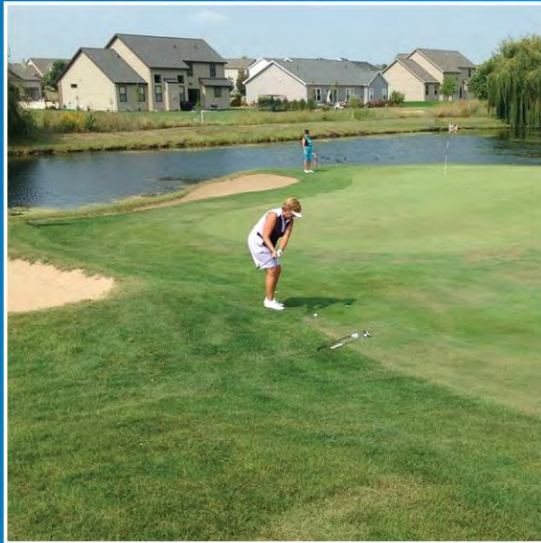


GOLF



“Highly recommend for a family or friend outing.”
-Jenna M. via Yelp

GOLF



Golf Digest Ratings (out of 5 stars):

- **3 star golf course - Highland Park**
- **4 star golf course - Prairie Vista**
- **4 ½ star golf course - The Den at Fox Creek**

GOLF

Deterioration of a cart path at Prairie Vista



LOOKING FORWARD

\$5 Million in facility repairs
identified in Faithful+Gould
Facility Assessment.



LOOKING FORWARD

Several million dollars needed for
15 year capital improvement
budget items.



BEING PROACTIVE

Grants

- Illinois Park and Recreational Facility Construction Grant
- OSLAD Grant
- McLean County Arts Center grant
- Illinois Arts Council grants for BCPA & Recreation programs
- Arts Midwest Grant
- National Endowment for the Arts
- State Farm Good Neighbor grants
- Illinois Museum Grant
- CVB Partners In Promotion grants



BEING PROACTIVE

Raising Private Funds and Revenue

- Macy's and NRPA Heart your Park
- Miller Park Zoological Society
 - Continue to raise funds for Zoo operations and master plan
- Friends of the BCPA establishing 501c3
- S.O.A.R's Tootsie Roll Drive donation program
- Selling advertising space in Pepsi Ice Center, in program guides, at golf courses and in BCPA playbills

BEING PROACTIVE

Sponsorship of BCPA shows

- Examples:
 - Wells Fargo Advisors sponsoring B.B. King
 - ISU Homecoming sponsored Second City
 - The Garlic Press sponsored Taj Mahal Trio
 - Pantagraph and Radio Bloomington 13-14 season sponsors
- Sponsorship of recreation programs and events
 - Examples:
 - Calvert & Metzler sponsored Miller Park Concert Series
 - Meatheads sponsored youth afterschool basketball programs
- Sponsorship of exhibits and events at MPZ
 - Examples
 - CEFCU
 - Illinois Farm Bureau



HOW WE COMPARE

NRPA Report on Cost Recovery:

National lower quartile: 17.58%

National median quartile: 30%

National upper quartile: 48.75%

Bloomington PR&CA: 50%





THANK YOU

