Naperville Park District™

2004 ANNUAL REPORT

320 W. Jackson Ave. • Naperville, IL 60540 • 630.848.5000 • www.napervilleparks.org

Mission Statement:

The Naperville Park District is a leader in providing leisure experiences that enhance the quality of life for our community.

Vision Statement:

To serve the community by delivering best in class parks and recreation opportunities.

Naperville Park District™

Administrative Office

320 W. Jackson Avenue
Naperville, Illinois 60540
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Naperville Park District 2004 Board of Commissioners

Pamela Swafford
President

Ron Ory
Vice President

Kristen Jungles
Treasurer

Mary Lou Wehrli
Secretary

Steve Born
Commissioner

Scott McKibbin
Commissioner

Mary Wright
Commissioner

Centennial Park - On a Roll!

In May 2004, the Naperville Park District opened its second, permanent inline skating/skateboarding facility at Centennial Park near Centennial Beach. Although a facility of this kind was opened at Frontier Park a year earlier in the city's southwest, a community group comprised of parents and kids worked diligently for years to make the new, downtown location a reality.

Centennial Beach Celebrates its Grand Reopening

Also in May 2004, Centennial Beach reopened to a celebration following eight months of renovations to the facility. Construction projects focused on both functional and fun elements, adding new water re-circulation outlets, concrete decks, and security lighting, as well as new sand and water play features.

Beach attendance saw a substantial increase in 2004 with a total season pass attendance of 51,614, which is up 9,948 attendees from 2003. Total daily rate attendance was 31,032, which was up by 1,841 attendees in comparison to the previous year. Overall attendance for 2004 came in at 112,614, which was an increase of 14,036 attendees from 2003.

Our Park System Keeps Growing and Growing

In 2004, the Naperville Park District and the Macom Corporation entered into a land swap agreement that had the District acquiring over 30 acres for the development of a community park in Sector G, while exchanging 11 acres of park property that is planned to become commercial and office space. The acquired 30 acres of park land will prove essential in providing recreational amenities on the south side of the City. The District will be seeking input from area residents on the development of this community park in the coming months.

The Naperville Park District also was integral in working with the City and providing support and expertise to the improvements that were made to Fredenhagen Park. District staff assisted City staff in identifying those elements that needed to be installed or replaced on site. The Naperville Park District maintains Fredenhagen Park as part of the cooperative agreement between the District and the City.

In 2004, the Naperville Park District system welcomed the addition of Commissioners Park in August. At the grand opening, all past and present Naperville Park District commissioners were invited to attend and honored for their contributions. Each was awarded a commemorative plaque recognizing their years of service to the community.

Additionally, the Heatherstone community, located on the City's southwest side, welcomed a new playground to their neighborhood.

Recreation

In 2004, the Recreation Department enjoyed success from many different angles, from large tournaments coming into town to grant funds and sponsorship received, to program revenue generated throughout the course of the year.

For the second year in a row, program revenue exceeded $4 million. This record-setting amount for 2004 totaled $4,161,000.

Naperville Park District recreation programs were bolstered through grant funds received in 2004. The District's Concert Dance Ensemble was awarded a $1,800 grant by the Community Arts Access Regranting Program, which is funded by the Hinsdale Center for the Arts and the Illinois Arts Council. The grant supported the 2004 performance of "Mowgli's Jungle Beat and Other Dances" at Naperville North High School as well as an outreach performance at the Lincoln Center in Downers Grove.

Comcast Cable signed on as a title sponsor for the 2004 Halloween Happening annual event. Participants more than doubled in comparison to 2003 attendance, bringing in over 3,200 patrons to enjoy this long-standing alternative to trick-or-treating, held at Naper Settlement. As the title sponsor, Comcast gave the District the opportunity to promote this event on the air on Comcast Cable's CNN Headline News.

Frontier Sports Complex saw a lot of tournament action in 2004, with three major tournaments held on its grounds. In mid-August, the site hosted the regional qualifier for the Got Milk? 3v3 soccer tournament for the second year in a row. This event brought more than 350 teams from across the Midwest to compete for the opportunity to qualify for the national tournament to be held in January. Frontier also was the site of the inaugural Puma Gold Soccer Cup over Labor Day weekend 2004. In its first year, the tournament saw over 60 teams competing. The Triple Crown Baseball Tournament also returned to Frontier Sports Complex, with 62 teams participating in this June 2004 event.

Alternative Revenue

In an effort to shift the District's reliance on tax dollars, the Naperville Park District has embarked on an aggressive alternative revenue program to seek alternative funding through grants and donations and to supplement the tax dollars that come from residents. The Naperville Park District's alternative revenue initiatives brought in a total of $600,054 in grants in 2004 comprised of the following:

- A $400,000 Open Space Lands Acquisition and Development (OSLAD) grant awarded by the Illinois Department of Natural Resources (IDNR) for the development of Frontier Park's east side. This new phase of development will include two bocce ball courts, an amphitheater, two shelters, restrooms, an observation deck, two basketball courts, and a playground.

- $1,800 grant from Hinsdale Center for the Arts/Illinois Arts Council Community Arts Access Re-granting Program to support the district dance program's annual Winter Revelry performance. In 2004, the program was entitled, "Mowgli's Jungle Beat and Other Dances."

- $3,000 grant from the Naperville Sunrise Rotary Fund for the Arts for the Theatre at the Knolls outdoor Shakespeare series

- $25,000 grant from the Illinois Law Enforcement Alarm System for Park Police radios

- $570 grant from the Bulletproof Vest Partnership for Park Police vests

- $43,622 grant from the Illinois Clean Energy Community Foundation for energy-efficient lighting

upgrades at the Alfred Rubin Riverwalk Community Center (ARRCC), the Park District Administration Building, and the Barn Recreation Center

- $26,062 grant from the City of Naperville's Community Development Block Grant program through the U.S. Department of Housing and Urban Development for the renovation of the Jaycees Playground on the Riverwalk

- $100,000 grant from the Illinois Clean Energy Community Foundation for energy-efficient design and commissioning of the South Parks Operations Facility

Corporate Partnership Program

Another aspect of the District's alternative revenue program is its Corporate Partnership Program. In 2004, the Corporate Partnership Program enjoyed significant growth through the welcoming of new sponsors and the returning of previous sponsors.

New businesses to join the Naperville Park District family in 2004 included: 95.9 FM The River, Comcast, Studio d and PETCO.

These partnerships provided for enhancements at their respective events that we wouldn't normally be able to offer such as, additional radio promotions, complimentary trick-or-treat bags that were distributed to guests at Halloween Happening, and lots of pet-related giveaways at the first annual Pet Day at the Toyota and Lexus of Naperville's Santa House. Additionally, Gerald Subaru, through their sponsorship of the community garden plots, hosted its second annual Sizzlin' Summer Cook-out for the gardeners to celebrate their harvest.

Awards, Recognition and Celebration

The Naperville Park District was honored with two important distinctions in 2004. In the spring, the District received the DuPage Business Ledger's Annual Award for Business Excellence in Government; in the fall, both Park District and City staff representing Naperville, traveled to Indianapolis, IN to receive the national America in Bloom beautification award in the 100,000-300,000 population category. The judging process, which consisted of a written application, a photo "brag book" about Naperville, and a visit by two judges, measured each competing city on eight categories: Tidiness Effort, Environmental Effort, Community Involvement, Heritage, Urban Forestry, Landscaped Areas, Floral Display, and Turf and Ground Cover Areas. Naperville also was awarded special recognition for Tidiness.

Additionally, in 2004, Springbrook Golf Course celebrated its 30th anniversary. Originally opened to the public in 1974, Springbrook offered its guests a special rate for the 2004 golfing season - $30 for golf and a cart on the 30th day of the month!

New Faces

After facing a challenging year with a significant amount of changes in staff and policies, the Naperville Park District hired Barbara Heller as its new Executive Director in October of 2004. Barbara came from the Elk Grove Park District where she served as its Executive Director for nine years.

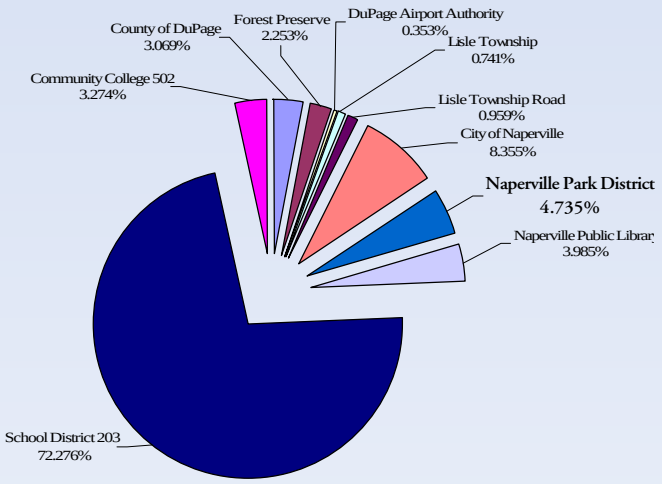
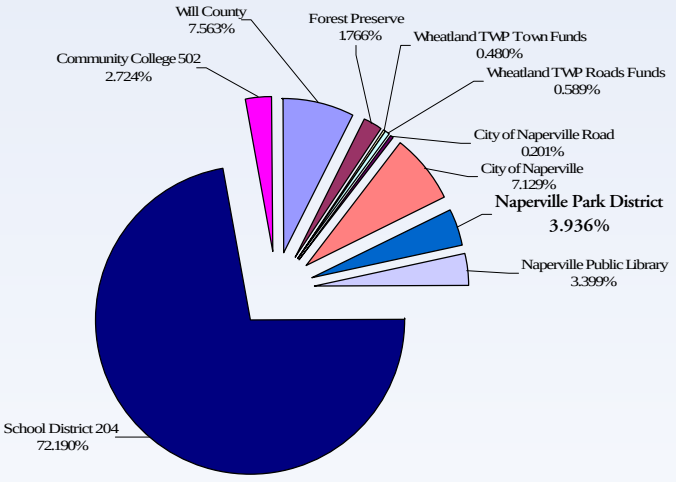
Statement of Net Assets

December 31, 2004

	Governmental Activities	Business-Type Activities	Total
ASSETS			
Cash and investments	$16,542,545	$1,369,237	$17,911,782
Cash with fiscal agent	158,524	-	158,524
Receivables (net, where applicable, of allowances for uncollectibles)			
Property taxes	14,836,961	-	14,836,961
Accounts	112,255	42,897	155,152
Accrued interest	9,350	-	9,350
Due from other governments	653,039	10,002	663,041
Inventory	-	53,647	53,647
Prepaid expenses	92,010	15,828	107,838
Deferred charges	136,189	22,450	158,639
Capital assets not being depreciated	88,378,379	2,807,530	91,185,909
Capital assets being depreciated net of accumulated depreciation	14,015,701	4,136,616	18,152,317
Total assets	134,934,953	8,458,207	143,393,160
LIABILITIES			
Accounts payable	687,042	51,477	738,519
Accrued interest payable	165,213	3,831	169,044
Accrued payroll	117,053	14,327	131,385
Deferred revenue	15,573,121	41,630	15,614,751
Other accruals	59,823	727	60,550
Noncurrent liabilities			
Due within one year	519,484	961,458	1,480,942
Due in more than one year	11,523,341	2,630,695	14,154,036
Total liabilities	28,645,082	3,704,145	32,349,227
NET ASSETS			
Invested in capital assets, net of related debt	90,553,138	3,234,146	93,787,284
Restricted for:			
Recreation programs	1,286,135	-	1,286,135
Employee benefits	628,833	-	628,833
Special purposes	22,708	-	22,708
Special recreation	20,123	-	20,123
Debt service	233,365	-	233,365
Liability insurance	86,379	-	86,379
Construction and development	4,916,420	-	4,916,420
Unrestricted	8,542,770	1,519,916	10,062,686
TOTAL NET ASSETS	$106,289,871	$4,754,062	$111,043,933

Your Tax Dollars

School District 203



School District 204