NAPERVILLEPARKS.ORG

NAPERVILLE PARK DISTRICT

ANNUAL REPORT

FOR FISCAL YEAR ENDING DECEMBER 31, 2018

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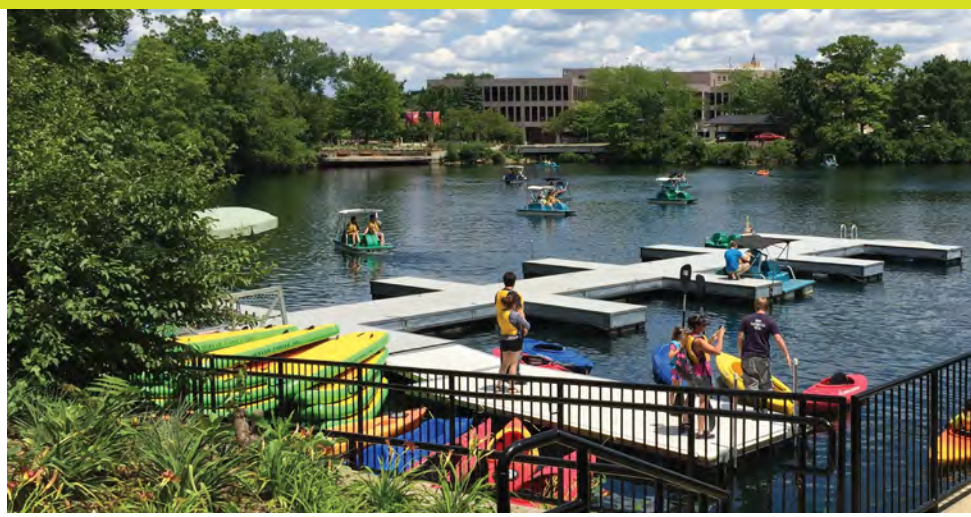


INTRODUCTION

In 2018 the Naperville Park District launched its 2018-2020 Strategic Plan and its 2018 Master Plan. These plans, based on community input and the District's mission, vision and core values, are guiding park and recreation-based initiatives for the next several years. This report highlights the District's 2018 activities and progress toward fulfilling its mission and the goals outlined in these plans.

The financial data was drawn from the 2018 Comprehensive Annual Financial Report (CAFR), which can be viewed in its entirety on the District's website at www.napervilleparks.org. Additionally, residents may obtain a paper copy of the reports at the Administration Building at 320 W. Jackson Ave., Naperville, Illinois.

Questions or feedback concerning any of the information provided may be directed to Executive Director Ray McGury at rmcgury@napervilleparks.org or Director of Finance Sue Stanish at sstanish@napervilleparks.org.

MISSION

We provide park and recreation experiences that promote healthy lives, healthy minds and a healthy community.

VISION

To be a national leader in parks and recreation providing and promoting high quality experiences and facilities at a great value to our community.

CORE VALUES

- Health and Wellness
- Environmental Education, Stewardship & Sustainability
- Community Enrichment
- Public Safety
- Accessibility
- Personal Growth and Enrichment

PROMOTING HEALTHY LIVES AND HEALTHY MINDS

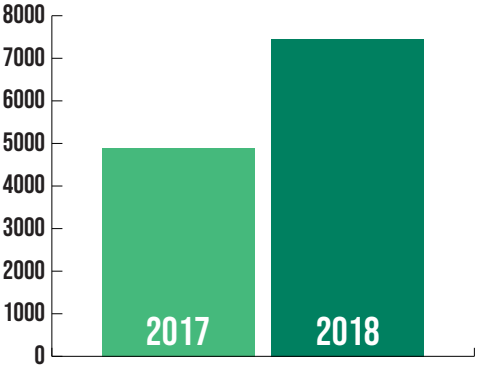
FORT HILL ACTIVITY CENTER

Fort Hill provides accessible, affordable, active recreation year-round for all ages, including kids and families, seniors and those with special needs. During its first two full years of operations, both memberships and visits increased. In fact, participation in group exercise grew beyond capacity, prompting the Park District to plan an expansion of its studio space in 2019.

TOTAL MEMBERSHIPS

2017
4,891

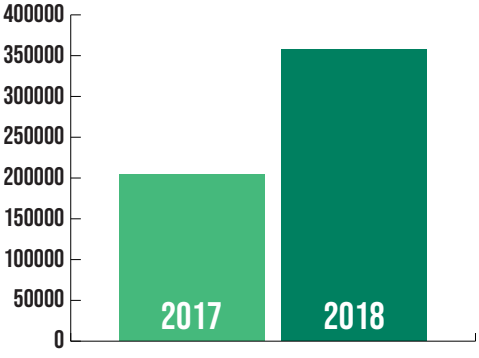
2018
7,458



TOTAL VISITS

2017
204,148

2018
357,283



▲The first Zumba Party was a success

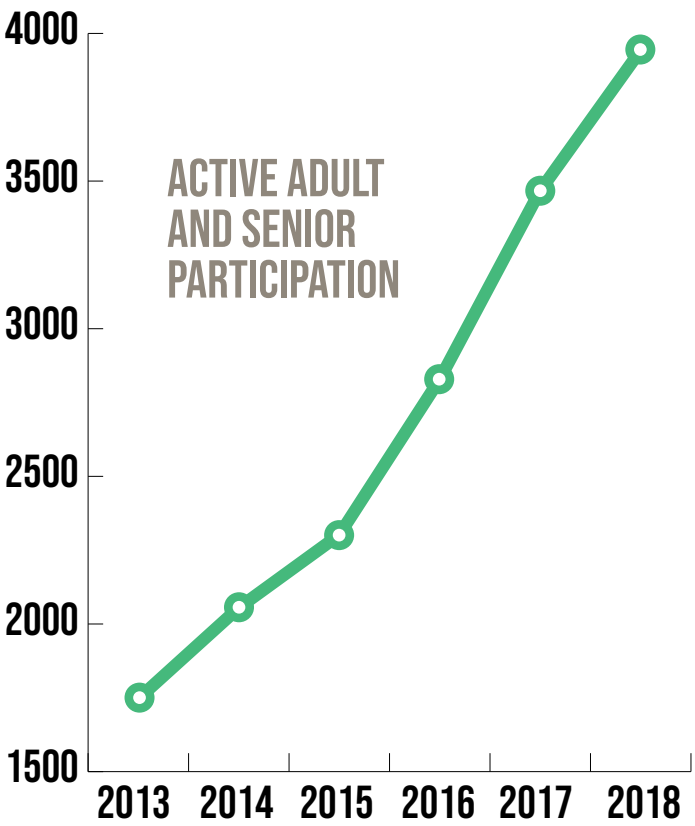
▲Fort Hill Activity Center hosts WDSRA programs and special events, including a national boccia tournament

▲The gymnastics space at Fort Hill has spurred growth in gymnastics, with 4,462 participants enrolled in 2018, a 64% increase compared to 2013.

ACTIVE ADULTS AND SENIORS

As Naperville's senior population grows, so has participation in the Park District's Active Adults and Seniors programs. Drop-in programs at Alfred Rubin Riverwalk Community Center (ARRCC) and opportunities for active recreation at Fort Hill Activity Center continue to attract many seniors.

Drop-in painting is one of many programs at the ARRCC serving 4,000+ seniors



The Well-Fit classes have led to improved balance, strength and overall health for participants

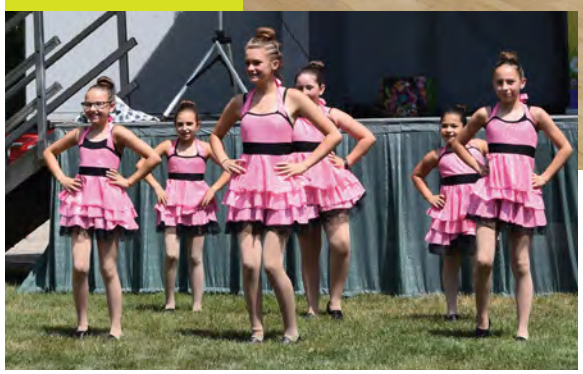
Tai Chi is offered both at the ARRCC and Fort Hill Activity Center

ARTS AND ATHLETICS

Naperville Park District Dance Academy

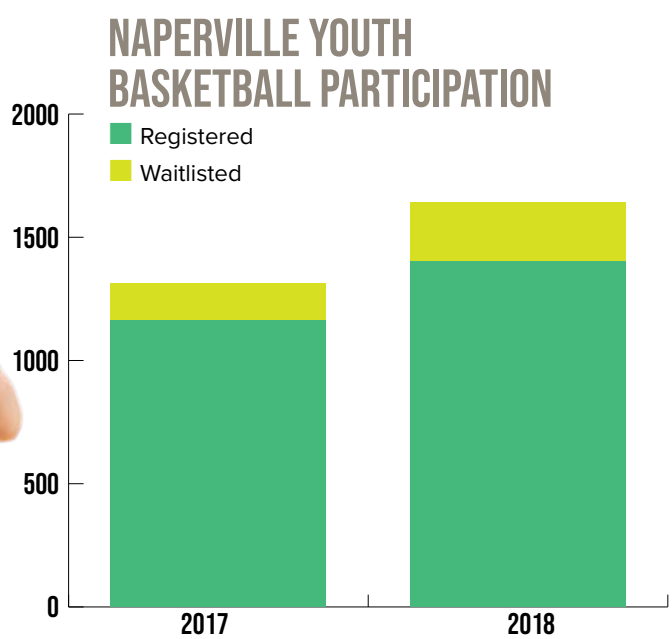
To meet the growing need for more dance programs, the Dance Academy added both recital dance classes and non-recital dance classes in 2018. To expand the District's existing studio space, the Park District renovated a dance studio at Naperville Central High School and signed an agreement to lease space at a new dance studio in the Xilin Association Asian Community Center beginning in 2019.

The Dance Academy added 175 new students in 2018



Youth Basketball

With the addition of Fort Hill Activity Center and its gymnasiums in 2016, the Naperville Park District initiated a youth basketball league similar to its popular Naperville Youth Soccer, involving parent coaches and emphasizing teamwork, learning, and having fun. Over the past two years, the program has expanded, serving kids in kindergarten through 6th grade.



PROMOTING A HEALTHY COMMUNITY

ACCESS TO HEALTHY RECREATION

Site Master Plan for Wolf's Crossing Community Park

New residential development has accelerated in Naperville's southwest area over the past few years. To meet the need for parks and recreation amenities in this area, the Park District completed a site master plan for its last, large undeveloped area, Wolf's Crossing Community Park. The District engaged more than 2,000 residents in an outreach process that included online surveys and two public meetings. On June 14, the Park Board approved a site master plan for the park. Design development began in the summer, preparing the way for construction of the new 33-acre park in 2019 and 2020.

Pickleball Courts

One of the fastest growing sports in the nation, pickleball has expanded in Naperville over the past five years, with indoor play at Fort Hill Activity Center and several outdoor tennis courts lined for pickleball. In 2018 the Park District constructed its first four dedicated pickleball courts at Nike Sports Complex and plans to construct four more courts at Wolf's Crossing Community Park in 2019.

Drone Flying Area

In 2018 the Park District established a recreational drone flying area at Brush Hill Park, complete with signage, boundary markers, and a concrete pad. This space allows people to enjoy flying drones outdoors in a safe environment without conflicting with other park activities.

95th Street Farmers Market

Naperville Park District partnered with the Naperville Public Library to begin the 95th Street Farmers Market in June 2018 with the dual purpose of giving residents convenient access to fresh, locally grown food and supporting area farmers. Participating vendors included farms, orchards, bakeries, coffee roasters, food trucks, and more.

Playground Renovations

Part of promoting a healthy community is to ensure that everyone has access to recreation and parks. In 2018 the District renovated five playgrounds with ADA accessible play equipment, picnic tables and walkways. These playgrounds are located at Century Farms Park, Farmington Park, Pembroke Park, University Heights Park and Yorkshire Manor Park. Additionally, the Park District contributed funding to School District 203 as part of a cooperative agreement to renovate the playground at Kingsley Elementary School.

AN ESTIMATED 20,300 PEOPLE ENJOYED FREE COMMUNITY EVENTS IN 2018

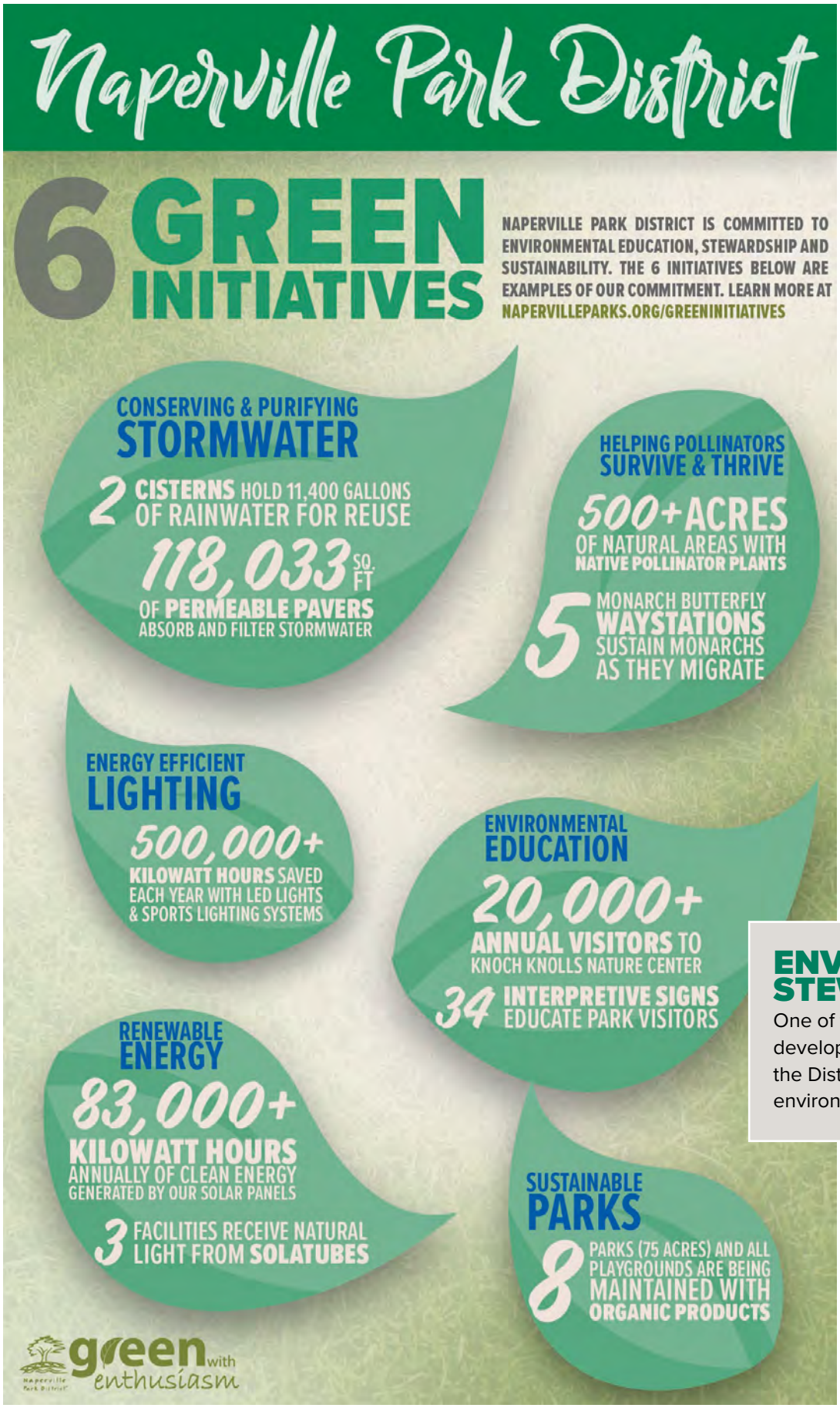
Rock the Hill

A Night at the Movies

Wonderful World of Wheels, presented by Woody Buick GMC

Free Community Events

In addition to offering its regular seasonal events, including Wonderful World of Wheels, Frontier Kite Fly Festival, Concerts in Your Park, Children's Lunch Hour Entertainment, Halloween Happening, and Santa House, the Park District introduced two new, free events in 2018: A Night at the Movies and Rock the Hill.



ENVIRONMENTAL STEWARDSHIP

One of the infographics staff developed in 2018 summarizes the District's ongoing environmental initiatives.

Knoch Knolls Nature Center

Overlooking a pond and the DuPage River, Knoch Knolls Nature Center is the District's primary resource for environmental education. A LEED Platinum facility, the Nature Center demonstrates water and energy conservation and serves as a base for exploring the beautiful natural areas at Knoch Knolls Park. The Center also hosts the District's nature preschool program, Toadstools and Pollywogs, and nature camps, tours and programs.

21,667

TOTAL NUMBER OF VISITORS AND PROGRAM PARTICIPANTS AT KNOCH KNOLLS NATURE CENTER IN 2018

Attendance Highlights

350 Rx for Nature participants
395 Visitors on Creepy Critters Day
557 Nature Discovery Days participants
174 People accessed Mobile Tours

Earth Day Fair 2018

Earth Week Naperville

Volunteer Manager Lynnette Hoole coordinated with other organizations to launch the second Earth Week Naperville—a community-wide initiative to offer educational events for residents and engage volunteers in beautifying parks and other public spaces in celebration of both Earth Day and Arbor Day. New this year, the Earth Day Fair was held at Fort Hill Activity Center, featuring local environmental organizations and vendors, with plenty of educational and hands-on activities.

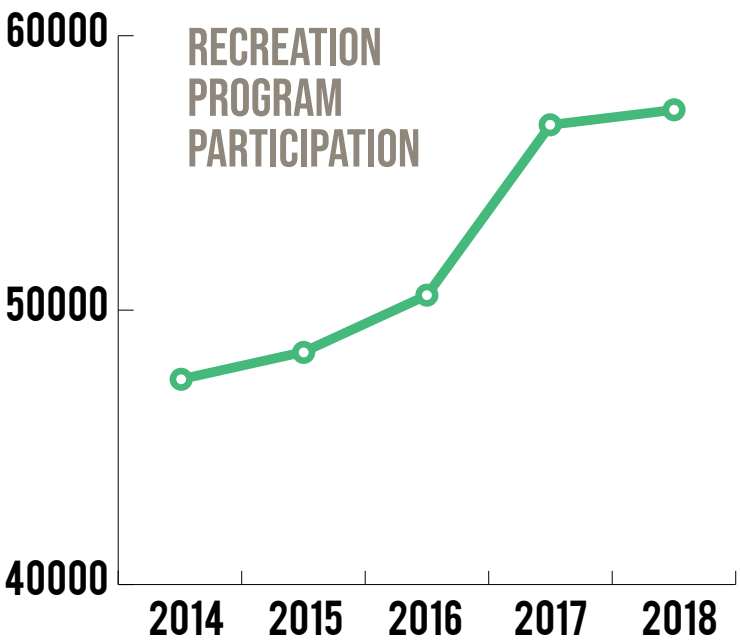
293 volunteers gave **931** service hours
12 community organizations participated
800 attended the Earth Day Fair

FINANCIAL STEWARDSHIP

Underlying the District's success in promoting a healthy community is its commitment to careful stewardship of financial resources. Operating according to a 3-Year Financial Plan and a Non-Tax Revenue Plan, the District ensures that programs and facilities deliver excellent service while producing revenue to cover costs, uses new technology efficiently to provide service and cut costs, and seeks alternative revenue, including sponsorships, grants and donations.

Recreation Revenue

Overall participation in the Naperville Park District's fee-based recreation programs increased again in 2018, continuing a three-year trend. The net revenues from fee-based programs support other District programs and services for the community that cannot be funded through other revenue sources.

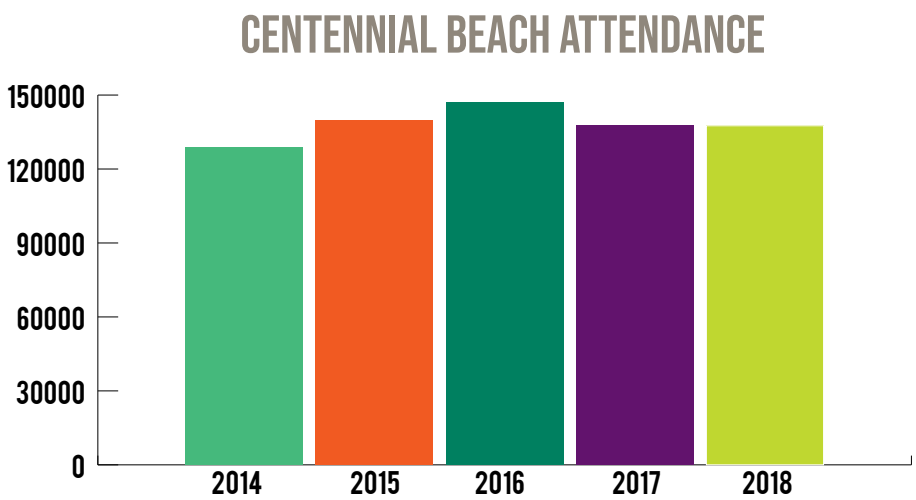


Centennial Beach and Golf Courses

The Naperville Park District owns and operates Centennial Beach and Springbrook and Naperbrook Golf Courses. Popular, award-winning facilities, these community destinations are managed carefully to provide excellent, affordable recreation within a sound budget, considering attendance levels that are weather dependent.

Centennial Beach

Naperville experienced higher than average rainfall in June, resulting in a slow start to the beach season. Centennial Beach maintained attendance numbers similar to those of 2017 and finished the season with a positive revenue/expense balance.

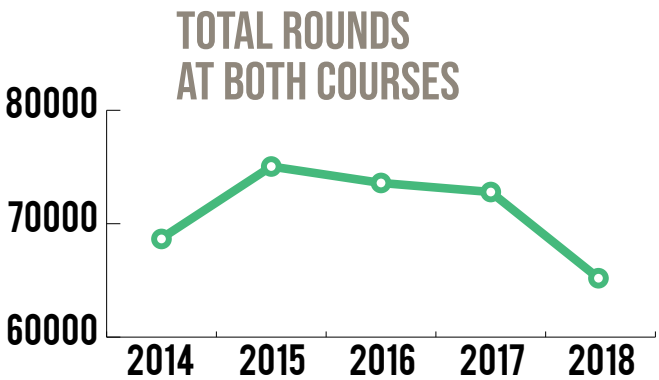


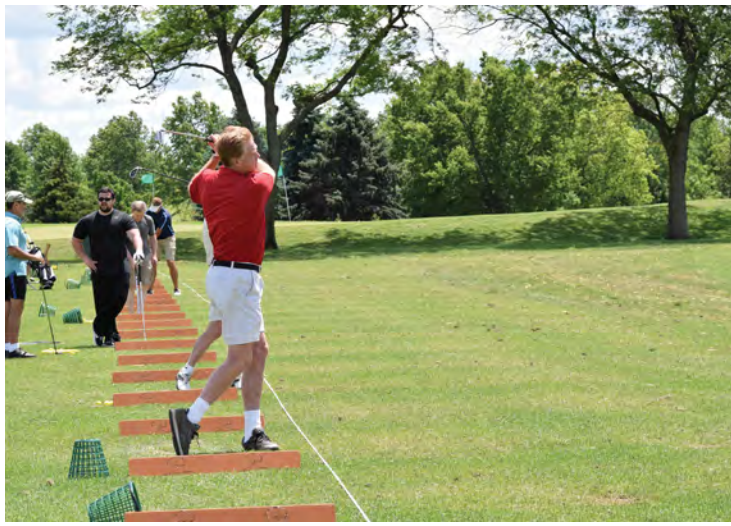
Springbrook and Naperbrook Golf Courses

The weather in 2018 proved challenging for golf operations, as reflected in an 11% drop in total rounds played. However, golf ended the year with a surplus, thanks to strategic management and creative new ways to serve customers. Examples included promotion of online sales of both merchandise and memberships in the fall and winter and a new range machine at Springbrook to streamline purchasing range balls.

REVENUE INCREASES IN 2018 COMPARED TO 2017

- Sales of Brooks Advantage Cards **up 4%**
- Springbrook's merchandise sales **up 15%**
- Brooks Links memberships **up 15%**
- Springbrook Driving Range revenue **up 5.5%**





GOLF MASTER PLAN

Staff completed the Golf Master Plan, with professional assistance from a golf course architect and the National Golf Foundation. The Golf Master Plan provides a suggested roadmap of renovations and upgrades to the District's courses to help maintain the viability and market competitiveness of the facilities into the next decade.

Technology: New Opportunities and Cost Savings

Wi-Fi in Facilities and Parks

Thanks to an advertising partnership with WOW! and Digital Lobby, the Park District was able to provide free Wi-Fi service to park visitors beginning in 2018 at no charge to the Park District or its customers.

Free Wi-Fi is available to patrons at the Riverwalk Café and other Park District facilities

3-1-1 Parks

In 2018 the District launched a new version of its mobile app that gives park patrons an easy way to submit park maintenance requests when they are out in the parks. The 3-1-1 Parks module helps the park maintenance department address problems proactively and track the types, frequency and locations of reported issues over time. The trend data helps the District plan and budget more efficiently, leading to better service for our community.

Park maintenance staff now can receive timely updates from residents about park conditions via 3-1-1 Parks on the NPD app.

ParkTalk Podcast

In February 2018, the Park District launched the ParkTalk Podcast, initially as a low-cost alternative to its annual State of the Park District event, and also as an ongoing means to offer on-demand audio content to our community and beyond. In its first year, the District released 25 episodes on a range of topics, including emerging sports, composting, honey bees, senior services, nature therapy, teen stress, and partnerships to end hunger in the community.

2,000+ LISTENS IN 2018

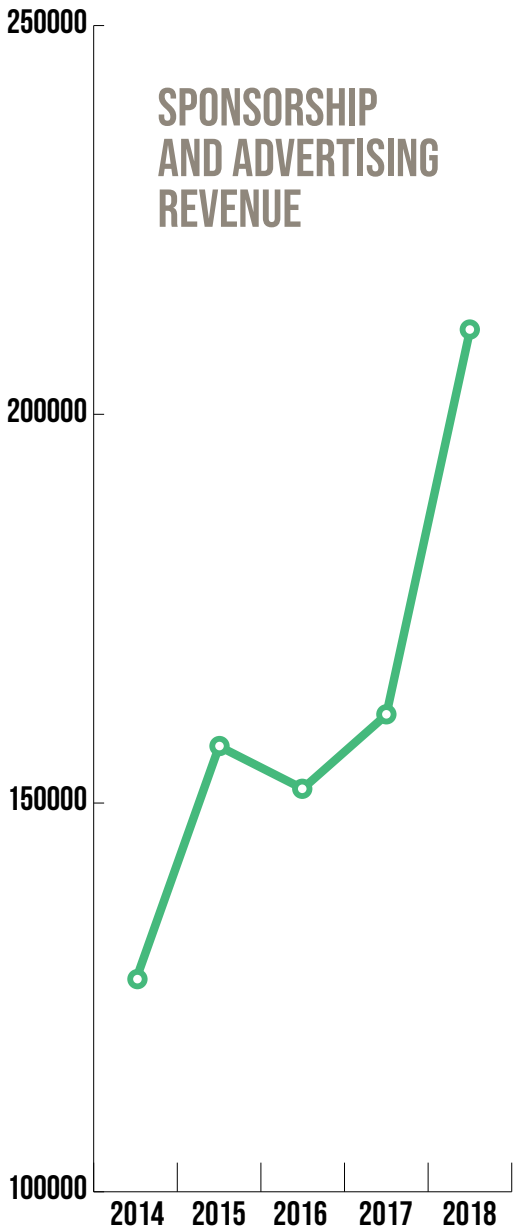
Podcast guests in 2018 included the MADScientists, middle school student researchers who tested the effects of natural vs. artificial fertilizers on soil and turf.

Sponsorships and Advertising

Overall sponsorship and advertising revenue grew 31% in 2018. These partnerships helped support the Park District's programs, such as youth athletics, and free events for the community, including Santa House, Halloween Happening and Wonderful World of Wheels. A special thanks to Woody Buick GMC which was the presenting sponsor for these three events. Other sponsorship opportunities sold out for every available date during Santa House and also for Halloween Happening.

▲ Santa House 2018

▲ Sponsors help support programs like Naperville Youth Soccer



THANKS TO SEVERAL DISTRICT SPONSORS FOR THEIR SUPPORT:

DuPage Medical Group – We Care For You
Every Season Starts at DICK'S Sporting Goods
LivingWell Dental Group – Keven D. Wells DDS
Rocket Ice
Woody Buick GMC
Northwestern Medicine
Tide Dry Cleaners
visit Naperville – Convention and Visitors Bureau
ROSE Pest Solutions

Grants and Donations

Grants in 2018 assisted with operating costs of programs and park amenities.

2018 GRANTS AWARDED			
Grant Source	**Grant Name/ Donation**	**Project**	**Amount**
City of Naperville	SECA - City obligations category	Riverwalk operations and maintenance	179,699
City of Naperville	SECA - City obligations category	Carillon operations and maintenance	128,813
Illinois Arts Council	Multidisciplinary Arts Program Grant	Élan Dance Company, Magical Starlight Theatre, Carillon	$7,900
Trees Forever	Pollinator Habitat Conservation	Adding pollinator trees and plants at Garden Plots	$1,000
U.S. Dept. of Justice	Bulletproof Vest Partnership	Police Vests	$2,943
PDRMA		Tractor dust shield	$1,500
Target Foundation	Soccer Grant	Fee Assistance Program for soccer participants	$1,000
		TOTAL	**$322,855**

Both cash and in-kind donations enabled the Park District to accomplish special projects and to support the Fee Assistance Program, which helps individuals and families in financial need be able to enjoy the benefits of recreation. Donations are tax-deductible and may be made directly to the Naperville Park District or to the Naperville Parks Foundation. The Foundation was formed in 2011 to support park and open space projects and the District's Fee Assistance Program.

NAPERVILLE PARKS FOUNDATION

Cash donations totaled more than **$25,948** in 2018.

2018 DONATIONS

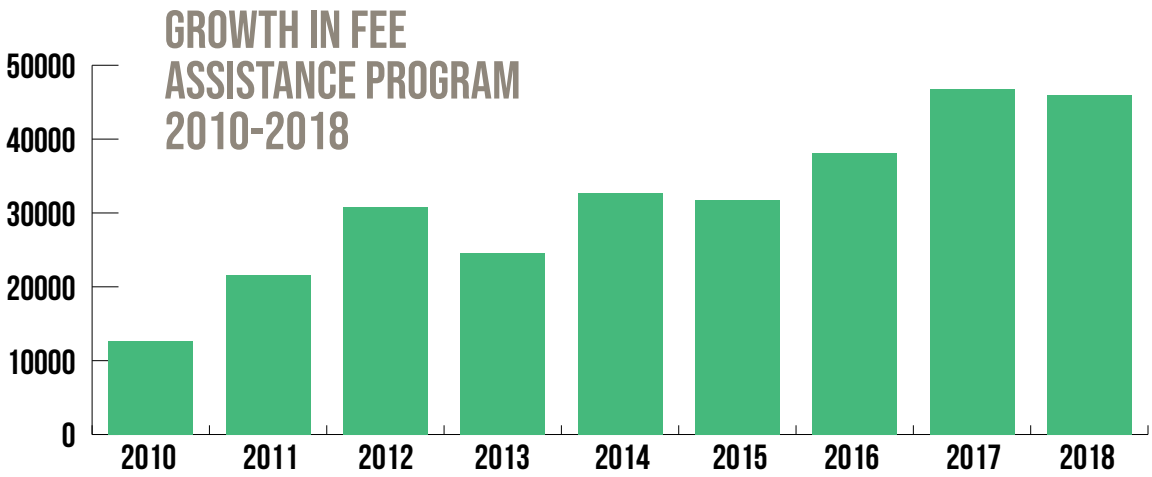
Naperville Community Gardeners	Ron Ory Community Garden Plots
Naperville Parks Foundation Lou Dog Events – Naperville Winter Ale Fest Individual Donors	Fee Assistance Program
Restaurant Fundraisers	Fee Assistance Program
Anonymous	Officer David White Scholarship
Anonymous	Native Plants
Ginny Wolf Chivas	Pavilion at Wolf's Crossing Community Park
High Meadow Homeowners Association	Benches, trees and landscaping at High Meadow Park

New pollinator plants were added at the Ron Ory Community Garden Plots, thanks to a grant and several donations.

The Fee Assistance Program can be used to enroll in programs like Naperville Youth Basketball

Fee Assistance Program

The Naperville Park District created the Fee Assistance Program to give residents experiencing financial hardships the opportunity to enjoy recreation programs and realize the benefits of physical activity and socialization opportunities that many people take for granted. The number of applications for assistance has grown steadily since 2008. Since 2014 the Naperville Parks Foundation has been raising funds to cover some of the costs of the program. With the support of the Foundation, the Park District intends to continue offering assistance to individuals in need. The eventual goal is to be able to fully fund the Fee Assistance Program through donations thereby alleviating the burden on the District's budget. Donations are accepted online at **www.napervilleparksfoundation.org**. Additionally, the community is invited to participate in monthly Restaurant Fundraisers through the Naperville Park District to help support the program.



Volunteers

In 2018, 2,851 volunteers gave **80,063 volunteer hours** in service. Using the 2018 value determined by **Independent Sector,** volunteers contributed **$2,036,002**—a significant savings for the Park District and Naperville taxpayers.

Financial Statements

Statement of Net Position

The Statement of Net Position provides a "snapshot" of where the District stood financially at the close of fiscal years December 31, 2018 and 2017. Simply stated, it is total assets and deferred outflows minus total liabilities and deferred inflows. Deferred outflows represent future outflows or expenses such as pension costs and deferred inflows represent future inflows or revenues such as property taxes. All District functions roll into governmental activities. Net Investment in Capital Assets represents the District's investment in capital assets-land facilities and equipment. Restricted net assets represent assets that can only be used for a specific purpose such as recreation, parks, insurance, and pensions. Unrestricted net assets represent amounts that may be used by the District for any legal purpose.

NOTE: Governmental Activities include all District functions such as recreation, golf, park maintenance, police services, special recreation, administration and facility/capital improvements.

Governmental Actvities

	2018	2017
ASSETS		
Current and Other Assets	$65,061,195	$50,077,933
Capital Assets	213,643,666	216,022,509
Net Pension Asset	-	833,822
Total Assets	278,704,861	266,934,264
DEFERRED OUTFLOWS		
IMRF	3,301,205	1,130,019
Loss on Refunding	265,650	295,247
Total Deferred Outflows	**3,566,855**	**1,425,266**
Total Assets & Outflows	**282,271,716**	**268,359,530**
LIABILITIES		
Current Liabilities	7,912,419	7,615,820
Noncurrent Liabilities	40,807,775	29,155,412
Total Liabilities	**48,720,194**	**36,771,232**
DEFERRED INFLOWS		
Property Taxes	23,086,106	22,375,059
Retirement Benefit Plan	17,783	-
IMRF	643,281	3,375,216
Total Deferred Inflows	**23,747,170**	**25,750,275**
Total Liab & Inflows	**72,467,364**	**62,521,507**
NET POSITION		
Net Investment in Capital Assets	185,385,655	184,928,496
Restricted	10,753,356	8,906,148
Unrestricted	13,665,341	12,003,379
Total Net Position	**209,804,352**	**205,838,023**

- The increase in total assets in 2018 is mainly based on the issuance of $11 million in general obligation bonds for the development of Wolf's Crossing Community Park (the proceeds are reflected in current assets). Development of the park will begin in 2019 with the intent to reach substantial completion in summer 2020. Unlike 2017, the District did not have a pension asset in 2018 based on a change in the actuarial assumed interest rate of return from 7.5% to 7.25% and weak investment returns for the year.

- The increase in noncurrent liabilities is based on the $11 million general obligation bonds issue for Wolf's Crossing Community Park.

- Overall the District ended 2018 in a strong financial position with an increase in Net Position of $4 million.

Governmental Activities:

- Revenue from governmental activities increased 3.1% or $1.2 million to $38.3 million for fiscal year 2018.

- Tax revenues still represented the largest portion of the revenue base, yielding 60.0% of the total. Property taxes fund governmental activities including, but not limited to, the District's contribution to the Illinois Municipal Retirement Fund (IMRF), Social Security Fund, Audit Fund, Special Recreation Fund and Debt Service Fund.

- Charges for services accounted for 32.8% of total revenues and increased 1.3% or $164k. The District experienced an increase in program participants and revenues based on the Fort Hill Activity Center that were offset by lower fees generated by golf operations based on poor weather conditions throughout 2018.

- The cost of all governmental activities was $34.4 million. General government expenses accounted for 22.9% of total expenses or $7.9 million. These expenses included administrative services needed to support all District operations including recreational programs and services. Culture and recreation expenses captured 74.4% of the total expenses or $25.6 million; this includes costs associated with providing recreation programming, golf operations and services including park maintenance.

- Total expenditures in 2018 increased about $828k or 2% over the prior year. The decrease in General Government category and corresponding increase in Culture and Recreation was based on a change in the classification of capital assets.

Statement of Activities
The Statement of Activities summarizes the reasons behind the change in the District's net assets.

Governmental Activities

	2018	2017
ASSETS		
Current and Other Assets	$65,061,195	$50,077,933
Capital Assets	213,643,666	216,022,509
Net Pension Asset	-	833,822
Total Assets	**278,704,861**	**266,934,264**
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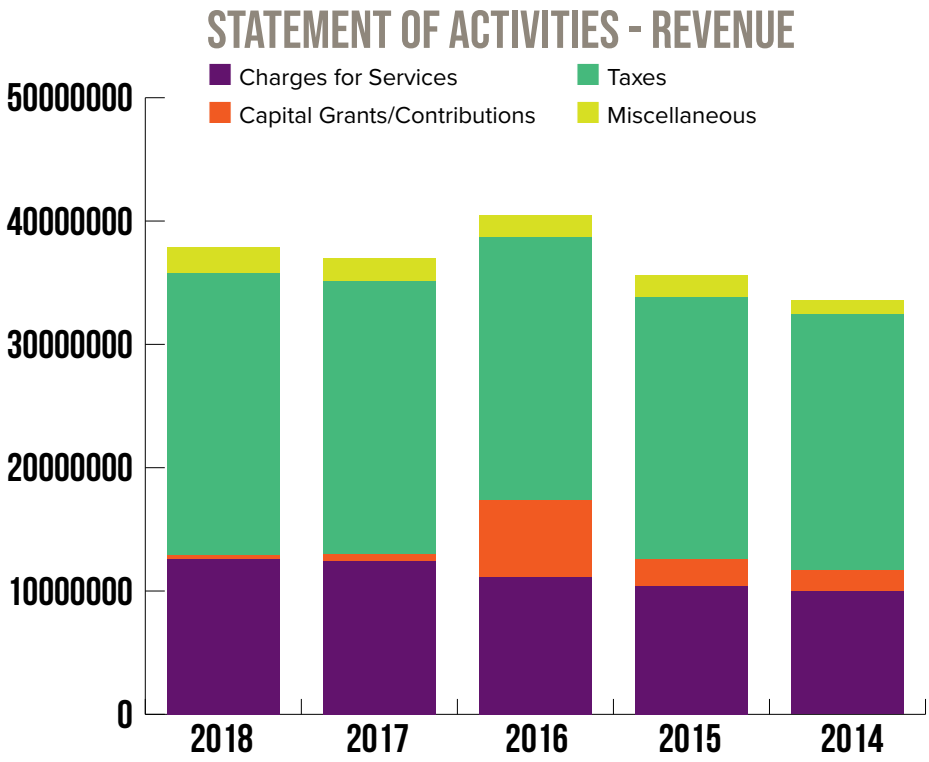
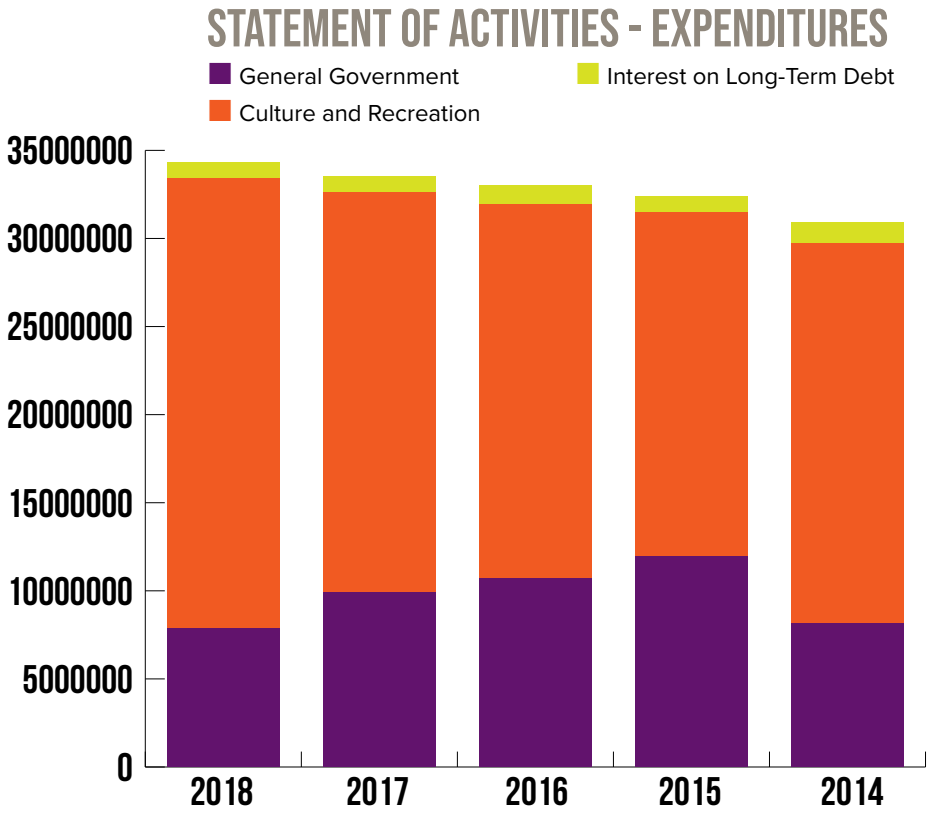
Five-Year Overview of Naperville Park District's Revenue and Expenses

The revenue chart shows that property taxes comprise approximately 60% of the District's revenue, while charges for services, capital grants, contributions and other miscellaneous income provide the remaining 40%. The expenditures chart illustrates how revenue is spent.





PROFILE

Created in 1966 through a public referendum, the Naperville Park District is an independent, municipal agency governed by a seven member board, elected at large by Naperville voters; each serves a four-year term. The Executive Director, who is hired by the Board, manages the day-to-day operations of the District and oversees a staff of approximately 110 full time and 1,000 part time employees.

2018 Board of Park Commissioners and Executive Director
(L to R): Rich Janor, Ray McGury, Bobby Carlsen, Jim Ensign, Mike King, Marie Todd, Mike Reilly and Bill Eagan.

2018 Awards and Distinctions

- IAPD Best Green Practices Award
- DuPage County Ecology Flag, Water Quality Flag, and renewal of Earth Flag
- IPRA Outstanding Facility Award for Fort Hill Activity Center
- American Public Works Association Project of the Year award for Fort Hill Activity Center
- Rotary Club of Naperville named Chuck Papanos a Paul Harris Fellow
- Omar Sandoval was one of four individuals who received the Naperville Area Chamber of Commerce "4 Under 40" Achievement Award
- Naperville Park District's Competition II dance team won first place in their age group (ages 12-14) and fourth place overall in the luminary category at the Des Plaines Dance Idol competition.
- WDSRA selected Janinne Baiardo as the winner of the 2018 Emily Town Memorial Inclusion Award
- GFOA Certificate of Excellence for Comprehensive Annual Financial Report for 2017 CAFR)
- GFOA Popular Annual Financial Report (PAFR) Award for 2017 Annual Report

Government Finance Officers Association

Award for Outstanding Achievement in Popular Annual Financial Reporting

Presented to

Naperville Park District
Illinois

For its Annual Financial Report for the Fiscal Year Ended

December 31, 2017

Christopher P. Morrill
Executive Director/CEO

The Naperville Park District's Comprehensive Annual Financial Report (CAFR) has received the Certificate of Achievement in Financial Reporting from the Government Finance Officers Association of the U. S. annually since 1982.

In addition, the GFOA has given an Award for Outstanding Achievement in Popular Annual Financial Reporting to the Naperville Park District for its Annual Report for the fiscal years ending December 31, 2012, 2013, 2014, 2015, 2016, and 2017.

In order to receive an Award for Outstanding Achievement in Popular Annual Financial Reporting, a government unit must publish a Popular Annual Financial Report, whose contents conform to program standards of creativity, presentation, understandability and reader appeal. The award is valid for one year only. We believe our current report continues to conform to the Popular Annual Financial Reporting requirements and we are submitting it to GFOA for consideration.

FOR MORE INFORMATION

LEADERSHIP TEAM

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▶ Park Board meetings are held on the second Thursday of each month at the Naperville Municipal Center at 7:00 p.m. and the fourth Thursday of each month at 6:30 p.m. at Fort Hill Activity Center.

Reference Documents and Downloads

The following documents are available online at www.napervilleparks.org:

- Comprehensive Annual Financial Report
- Budget
- 3-Year Financial Plan
- Non-Tax Revenue Plan
- Strategic Plan
- Master Plan
- Recreation Programming Plan
- Community Interest and Opinion Survey
- List of Parks
- List of Facilities
- ParkTalk Podcast
- 2018 Sustainability Report
- Organizational Chart
- Board of Commissioners Biographies
- Leadership Team Biographies
- Naperville Parks Foundation Board of Directors

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