

**CITY OF WEST BRANCH
PARKS AND RECREATION ANNUAL
REPORT 2012**

A message from the Director.....

Providing the quality of service that citizens have come accustomed to requires the energy of a very committed city staff, the dedication of an active Parks & Recreation Advisory Commission, the interest and support of City Council and the citizens of West Branch. The commitment to excellence is taken seriously among those of us who are dedicated to providing West Branch with the very best in parks and recreation services.

We are very grateful for the many volunteers and sponsors who give so freely of their time and who continue to be devoted to our youth and adult programs. Their support and continued interest allows us all to develop and maintain excellent facilities, parks, trails, programs, and services. We appreciate those who are devoted and contribute to the health and wellness of West Branch and truly understand the benefits that Parks and Recreation brings to each citizen and continue to support this department and its goals for the future.

*Melissa Russell, CPRP
Director, Parks and Recreation*

INSIDE THIS REPORT

- Youth Sports
- Community Programs
- Adult Fitness and recreation
- Highlights
- The year ahead
- Draft of Strategic Framework

**PARK AND RECREATION
COMMISSION MEMBERS**

Shane Staker 2014
 Lisa Corr 2014
 Beth Noe 2013
 Becky Hosier 2013
 Tim Shields 2014

The Park & Recreation Commission recommends and review policies, rules, regulations, ordinances and budgets relating to parks and playgrounds of the City. Three-year terms are appointed by the Mayor with the approval of the City Council.

Participation in Parks and Recreation Programs over past 4 years.

Category	FY 2009	FY 2010	FY 2011	FY 2012
Youth Sports	200	233	284	420
Community Programs	552	706	741	993
Adult Fitness and Recreation	180	220	477	491
Total	932	1392	1502	1904



YOUTH SPORTS

Youth Basketball



You can learn more about a man in an hour of play than in a lifetime of conversation."
PLATO

Registered participants	FY 2009	FY 2010	FY 2011	FY 2012
PreK-2 nd grade Flag Football	0	44	64	76
3 rd -4 th grade Flag Football	0	0	37	39
3 rd -4 th grade Girls Volleyball	22	21	33	25
5 th -6 th grade Girls Volleyball	28	28	26	46
PreK-2 nd Basketball	0	0	0	52
PreK-1 st grade soccer	30	36	29	40
5 th -6 th grade Track and Field	36	46	32	36
Preschool Tball	60	48	63	68
Youth Tumbling Class	0	10	0	38
Preschool Fall Soccer	24	0	0	0
Total	200	233	284	420

Youth programs continued to thrive this year for Parks and Recreation. Program participation fluctuates with different age levels and grades. One struggle we continue to face is registration deadlines. The teen trips were cancelled once again this year, due to lack of registrations by the deadline.

Youth athletics continued to do well this year. I was able to locate a tumbling instructor willing to offer a mini baton/tumbling class. This was well received, however I believe the class size was to large. The other programs remained fairly consistent. I expect program participation to remain consistent over the next year.

COMMUNITY PROGRAMS

Iowa River Museum Day Camp 2012



Parks and Recreation continues to partner with many organizations to provide quality programs for the community. Community programs give people of all ages a chance to have fun, explore new activities, and relax in an affordable manner.

Community Events also provide excellent opportunities to showcase West Branch to persons outside of West Branch. The number of participants once again increased this year, mostly due to the popularity of the Lunch Bunch Program and the addition of the Chili Supper and Costume Contest.

Cedar Valley Park
Day Camp 2012



Participants	2009	2010	2011	2012
Easter Egg Hunt	150	200	200	200
Scarecrow Festival	50	Cancelled	75	Cancelled
Chili Supper and Costume Contest	0	0	0	200
Hometown Days	50	0	0	0
Trivia Nights	120	100	100	100
Frosty Frenzy	0	133	83	50
Swim Lesson Bus	30	30	40	49
Summer Camp	0	39	30	49
Soap Box Derby	0	0	18	20
Teen Activities	95	75	75	0
Early Out Activities	20	30	0	0
Youth Enrichment classes	37	39	0	0
Lunch Bunch	0	60	120	325
Total	552	706	741	993

"We do better together, not alone. We need to play together to feel alive. We need to share together to feel whole. At any age, we need to feel, recreate, breathe!"

Patricia Miller, Recreation Therapist

ADULT FITNESS AND RECREATION

Parks and Recreation has been committed to providing quality adult programs, This year West Branch Parks and Recreation has continued with offering fitness classes. Parks and Recreation has 3 different instructors offering classes: Angela Herren teaches Pilates, Kelly Sorgenfrey instructed Zumba, and Robin Blackburn leads Total Body Conditioning. Class attendance was lower in 2012 than 2010. This is due to the warm winter West Branch experienced. This year we offered a running group. The participation was good and it was continued into the fall months.

The Harvey Peden Sand Volleyball League continued to have high participation. This year there were 14 teams who participated in regular season play and 12 of those teams played in the end of the season tournament. This year I reformatted the tournament from previous year. We started play a little earlier and limited pool play to 30 minute matches.

At the request of citizen a winter bags league was formed. The biggest difficulty proved to be establishing a location and retention of the teams. Due to the struggle in those areas, it is unlikely the league will continue in FY 2012.

Overall the participation in adult programs increased 3% FY2012.

Life is best enjoyed when time periods are evenly divided between labor, sleep, and recreation...all people should spend one-third of their time in recreation which is rebuilding, voluntary activity, never idleness.

[Brigham Young](#)

Registrations	2009	2010	2011	2012
Harvey Peden Sand Volleyball League	80	110	120	140
Harvey Peden Sand Volleyball Tournament	60	90	100	120
Running Clubs	0	10	0	26
Fitness Classes	0	10	257	185
Bags League	0	0	0	20
Indoor Volleyball	40	0	0	0
Total	180	220	477	491



2012 Highlights

- ◉ **Hoovers Hometown Days** Parks and Recreation and the West Branch Public Library teamed up to organize activities on village green; such as inflatables, face painting, bubbles, and a giant chess board. Acciona provided a financial donation which helped to cover the costs of the inflatables. All events on Village Green were free for participants.
- ◉ **Fitness Classes** Fitness classes were a huge success for Parks and Recreation. A variety of classes were offered such as Boot Camp, Pilates, and Zumba. Wednesday evening classes were the most popular classes. The number of participants were smaller, however this is attributed to the warmer weather.
- ◉ **Youth Basketball** Youth basketball was offered for the first time. It was very successful. Games were played for 4 weeks on Saturday mornings in the all purpose room at Hoover elementary. This program will continue in future years, however the gym will need to be secured due to the popularity of the event.
- ◉ **Wapsi Creek Park** The Wapsi Village was purchased for park land. Over the past year the site has been cleared and grass planted throughout the park. The Park and Recreation Commission has determined in the park they would like to have a water play feature, a small shelter, fitness play equipment, and a restroom facility. This area will also serve as a trail head for the Hoover Nature Trail.
- ◉ All of the program areas showed an increase in participation this past year. Adult Programs are up by 4%. Community Programs participation increased 34%. Youth sports increased 48%. Over all 3 program areas there was a 27% increase in program participation in West Branch Parks and Recreation.

The Year Ahead....

In 2013, Parks and Recreation will continue to pursue land options for the future site of a recreation center in West Branch..

Parks and Recreation continues to strive to improve programming for participants of all ages. We expect to continue to see participation growth in 2013.

2013 looks to be an exciting year for the City of West Branch!

WEST BRANCH PARKS AND RECREATION STRATEGIC FRAMEWORK

MISSION

To enrich the lives of the residents of West Branch by providing safe, welcoming parks and recreation facilities and affordable, diverse recreation and human services activities for people of all ages to play, learn, contemplate build community and be good citizens of our environment.

VISION STATEMENT AND CORE VALUES



WEST BRANCH PARKS AND RECREATION STRATEGIC FRAMEWORK

GOALS AND OBJECTIVES

PARKS

Provide safe clean attractive parks and facilities in adequate numbers distributed throughout the community.

- Partner with the community to develop a park plan for current and future parks.
- Improve park amenities
- Maintain current park maintenance levels

RECREATION PROGRAMS

Offer high quality recreation programs to all age groups and interests

- Increase participant satisfaction.
- Promote volunteer support of recreation programs.
- Increase cost recovery
- Support ongoing cultural activities.

COMMUNITY SERVICES

Meet community needs by directly providing or facilitating the delivery of a wide range of support, education and informational services.

- Increase community service program participation rates for target population.
- Increase funding stability.
- Increase participant satisfaction.

COMMUNITY FACILITIES

Provide places for community activities.

- Continue research on potential land acquisition for future community center and parks
- Partner with community, county, state, and federal members to enhance the trail system in and around the City of West Branch.

ORGANIZATION

Create a dynamic organization committed to an ongoing process of innovation.

- Take full advantage of non-City funding alternatives.
- Improve productivity and organizational effectiveness.
- Enhance Commission and Advisory group operations.
- Increase educational opportunities for staff.

