

Hiawatha Parks and Recreation



To: Park and Recreation Commission
CC: Mayor and City Council
From: Angie Cole, Park and Recreation Director
Date: March 7, 2012
Re: Park and Recreation Report

Friends of Hiawatha Parks and Recreation:

Dave Saari, President of Friends of Hiawatha Parks and Recreation will be in attendance to update the Commission on their recent activity.

HBA Cyclocross Race event request:

We have had a request from John Peters to hold a cyclocross race in Hiawatha. Please see staff's memo recommendation. From Wikipedia, the free encyclopedia: Cyclo-cross is a form of bicycle racing. Races typically take place in the autumn and winter and consists of many laps of a short (1.5–2 mile) course featuring pavement, wooded trails, grass, steep hills and obstacles requiring the rider to quickly dismount, carry the bike while navigating the obstruction and remount. Races for senior categories are generally between 30 minutes and an hour long, with the distance varying depending on the ground conditions.

Special Event Recommendations and Commission Member Assistance:

In an effort to continue with our progressing existing events and possible new events, we'd like the Commission's opinion on future events. See the attached document.

Also attached is a list of the 2012 events and some programs. Each year the Commission members pick out events that they would like to help with. If your name was on the list from a previous year I kept it on there for this year. If you are interested in helping with one of these events but want more information on what is required I would be happy to discuss it with you. Your volunteered time with these events is very helpful to us and we appreciate anything you can do to help make them a success.

Splash Pad Color requests:

In ordering the new splash pads Surface America is asking us to pick out colors. Orange is no longer

recommended for outdoor splash pads. Attached are copies of the splash pads as they were installed and new colors from Surface America.

Community Center Not-for Profits and Ball Diamond Requests update:

I requested that City Council review and determine the appropriate approval process of requests for not-for-profit organizations use of the Community Center and for ball diamond and open space use in the parks. Currently the requesting party is asked to fill out the forms but each process is a little different from one another depending on if the request goes to the Commission, Council, etc. While these different processes work it seems unnecessary for multiple people to see these simple requests. These requests are based on date availability, proof of insurance and fee payment. I do not recall a request that has been denied or questioned to date. City Council determined the appropriate process of these requests is to have staff approve the requests per the criteria and any appeals will go the Commission, then City Council if needed.

Grants:

I have been working on a grant for N. Center Point Road right-of-way tree plantings. We received a Branching Out grant from Trees Forever for \$8,550 and are going out for bids on this for a spring planting.

PARK UPDATE:

We received a grant through Witwer for the EYE 380 plantings. This grant is for \$1280 to cover mulch, herbicide and plant replacement in the spring.

Parks department has spent some of the winter days helping at the Library. There were many maintenance projects that Rick and Ted have the skills to help complete.

The splashpad surfaces have been removed and prepped for installation. This is currently scheduled for May but we are trying to move it to earlier in the year.

Partitions at concession stand have been removed, cleaned, painted and replaced.

Snow removal has been done as needed.

Facebook update

Please see table below. This data is from 2/5/12 to 3/3/12 and is called Facebook Insights and it gives us an opportunity to see how effective our marketing is on our Facebook page. The purple bubbles at the bottom of graph indicate when we posted information on our page. The green line indicates the number of unique people that have created a story regarding our page or a post on our page. The blue line indicates weekly total reach which is the number of unique people that have seen any content associated with our page. As you can see this blue line gets quite a bit higher when we post content on our page so as we get into the busy season we will have the opportunity to promote our activities and raise our weekly total reach. Engaged users are the number of unique people that have clicked on our posts. The virality link refers to the percentage of people that have created a story from our page post out of the total number of unique people that have seen it.

City of Hiawatha Parks and Recreation ▶ Insights

Promote Your Page * ▾

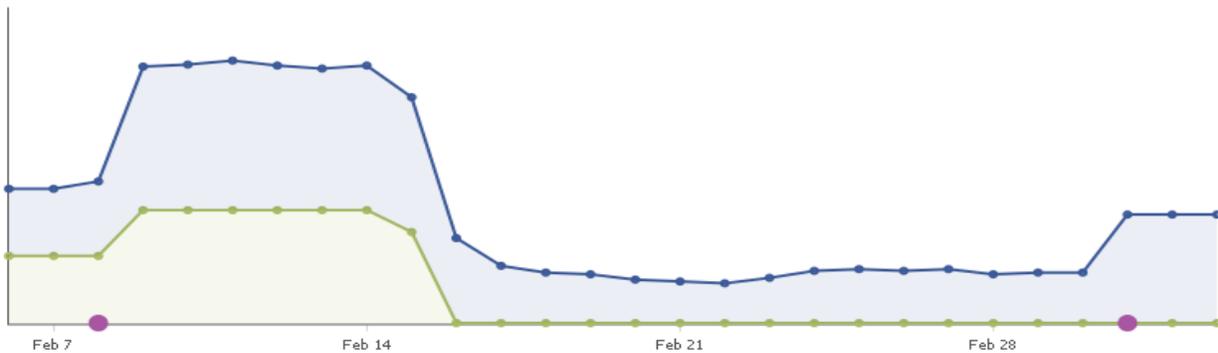
Government Agency · Hiawatha, Iowa · [Edit Info](#)

Data through 3/4 (All dates and times are in Pacific Time)

[Export Data](#) * ▾

Total Likes? Friends of Fans? People Talking About This? Weekly Total Reach?
143 ● 0% **48,411** ↑ 0.37% **0** **61** ↑ 165.22%

■ Posts? ■ People Talking About This? ■ Weekly Total Reach?



Page Posts

All Post Types ▾

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
1/20/12	Kids Movie Night	52	7	1	1.92%
1/11/12	UICCU KIDS MOVIE NIGHTS! T...	51	4	3	5.88%
2/2/12	Description Join us for the FRE...	50	4	1	2%
2/2/12	Women's Street Smart Self Def...	49	3	2	4.08%
1/20/12	LIL' Cougar DANCE CLINIC Sun...	48	3	--	--
12/21/11	Hiawatha Parks department ha...	48	1	--	--
2/8/12	Kids Movie Night	47	5	3	6.38%
2/3/12	Friends Recruiting Event	47	6	2	4.26%
1/24/12	FREE PROFESSIONAL SEMINA...	47	2	1	2.13%
1/23/12	Hiawatha, IA	47	5	1	2.13%
3/2/12	Don't miss this FREE opportunit...	46	2	--	--
11/1/11	Guthridge Park concession stan...	45	1	--	--
10/18/11	All park bathrooms will be close...	42	1	--	--
11/18/11	KIDS MOVIE NIGHTS AT THE C...	39	1	--	--
10/14/11	The Hiawatha Parks and Recre...	38	1	--	--
10/14/11	WEAR YOUR COSTUMES TONI...	37	2	1	2.7%
11/22/11	HIAWATHA SENIOR DINING M...	36	1	--	--
2/3/12	Friends Recruiting Event	1	1	--	--

The next chart refers to the age and gender demographic that “like” our Facebook page including their location. As you can see our page is liked predominantly by females ages 25-34. This is an ideal demographic for our page as this age group generally has young children that could potentially be involved in our recreation programs. Also notable is that we have a fan in Turkey, India, and Ecuador!!!

City of Hiawatha Parks and Recreation ▶ Insights

Promote Your Page

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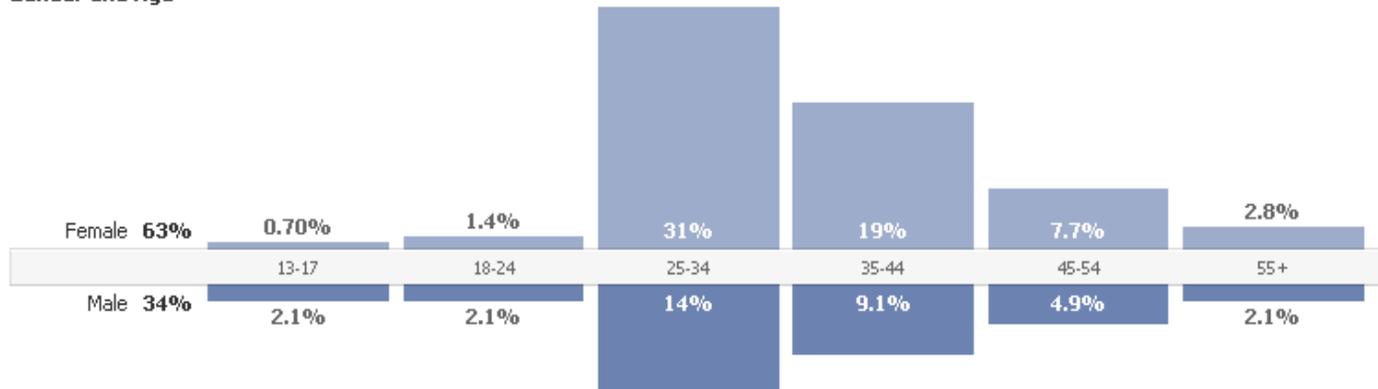
02/06/2012 - 03/04/2012 ▼

[Export Data](#)

People Who Like Your Page (Demographics and Location)

[See Likes](#)

Gender and Age?



Countries?

- 140 United States of America
- 1 India
- 1 Ecuador
- 1 Turkey

Cities?

- 87 Cedar Rapids, IA
- 13 Hiawatha, IA
- 11 Marion, IA
- 4 Iowa City, IA
- 2 Vinton, IA
- 2 North Liberty, IA
- 1 Council Bluffs, IA
- 1 Ankeny, IA
- 1 Manchester, IA
- 1 Center Point, IA
- 1 Marshalltown, IA
- 1 Trabzon, Turkey
- 1 Coggon, IA
- 1 Topeka, KS
- 1 Cedar Falls, IA
- 1 Mount Vernon, IA
- 1 Indianola, IA
- 1 Sioux City, IA
- 1 Delhi, IA
- 1 Stone City, IA

Languages?

- 139 English (US)
- 1 English (UK)
- 1 Turkish
- 1 Spanish
- 1 Spanish (Spain)