

# Hiawatha Parks and Recreation



**To:** Park and Recreation Commission  
**CC:** Mayor and City Council  
**From:** Kelly Friedl, Interim Park and Recreation Director  
**Date:** September 10, 2013  
**Re:** Park and Recreation Report

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**Pavilion/Band shell Update:** Engineer Coordinator John Bender and Nick Streng have looked over the current plans by Infinite Engineer Solutions that the U of I students completed back in 2011. They believe that it would be more cost efficient if we looked at different companies that have custom built band shells as they have been built before. They have put together some examples for commission to look at. A few of the designs are attached and Kelly has investigated pricing costs.

Poligon, is a park architecture company that has custom built structures around the United States. Example 1 (Kokomo) will show you an amphitheater structure that is 40 X 25 that runs around \$45,138.00. That price doesn't include installation fees which would typically be around %40 bringing us to a cost of \$65,000. Brad a representative with Poligon, also mentioned Example 2 (Alpine), which is more of a band shell structure that would cost around \$41,130.00 slightly lower than Example 1. He mentioned that this would have a smaller installation fee as well.

Brad also mentioned joining NJPA which stands for the National Joint Powers Alliance a municipal contracting agency serving over 34,000 government agencies throughout the nation. As a public government agency itself, NJPA responds to its Members purchasing needs by facilitating and awarding national competitively bid contracts giving us the best deal.

John and Nick have stated that the U of I structure is pretty well planned out as it would be hard to eliminate a huge amount of expenses. If we wanted something completely bare boned we would need to construct the band shell in stages in the CIP. Their recommendation is attached.

**Land Acquisition Update:** No further discussion has been made with the property owners as of yet to move forward with the land acquisition discussion. Dick Ransom has provided the City with the contact information for property owners G1, Sharon Taylor and J1, Varlyn Fink. Our hope is to have a discussion with them in the next month to see if purchasing their land is even a possibility. Kelly will be looking into possible grant opportunities that the City can apply for

**Hiawatha Kids League Concrete Proposal and Sink Updates:** The Hiawatha Kids league would like to install a concrete slab in front of the Hiawatha Kids League's garage. The concrete would be located between the shed and the Guthridge park trail. The photos are attached with a bid from Tim Heim Bobcat and Concrete. The Hiawatha Kids league will be paying %100 of the cost.

The Linn County Public Health Department did a review on the Concession stand this summer. They inspected that the concession stand is in the need to have another sink installed to have a rinse, wash and sanitize station as well as other updates you will find on their inspection form. It needs to be up to code by next spring for the Kids League to sell concessions. The concession stand is City property but we do not make any revenue off of their sales. They would like us to pay for half of it which would amount to \$3,787.16.00. They have provided bids and a total of the expenses to look over and the cost is a lot more than we thought it would be. Approval will be needed. Attached is the Health Department review.

**Adventure Camp:** Looking over the Adventure Camp fees the City of Hiawatha Parks and Recreation are considerably low compared to surrounding communities. Before Angie Cole left she recommended we look at adjusting the cost to make it more competitive to other cities. The Adventure Camp staff from the 2013 season mentioned that many kids would show up whenever they would like, when many kids were on a waiting list to be in the program. The staff believes that is due to the lost cost of the program and that they aren't losing any money if their child does not show up. Right now our prices stand at Tot Lot: \$75, Playground: \$100 and Youth in Parks: \$75. These programs run four weeks and include a t-shirt with registration. If you break down the costs it equals about \$5.00 a day per child not including a t-shirt. As expenses for transportation and field trips increase it is important to bring in enough funding to cover those costs. Attached you will find price comparisons from surrounding communities. Kelly's recommendation would be to increase the prices by \$25.00 for each program for the 2014 Adventure Camp Program.

**Farmers Market:** Dave Saari the Farmers Market manager for this year and next season has explained how successful the market has been this year. He believes that Hiawatha's prices are far too low compared to other locations. Vendors are definitely getting "bang for their buck." Looking into prices from other community's shows you how ours is compared to theirs. Right now fees are \$200.00 for a seasonal vendor for 27 Sundays between April and October and \$10 for every day vendor. Iowa City and Coralville stand at \$247.00 and \$219.00 for seasonal passes, and \$14 a day or \$30 for a 5 time punch card. Noelridge Park Farmers Market stands at \$360 for a season pass as well as provide 13 time punch cards going for \$156.00 (1 stall) or \$254.00 (2 stall). As those are bigger cities compared to ours I would like to see what your recommendations are and if you feel our prices are reasonable prices for the City of Hiawatha. Attached are other local prices.

### **Park Updates:**

The parks department has decided to go forth with putting together a vandalism report. Over the past few months Guthridge park restrooms have been vandalized as well as some equipment at Tucker Park. The park staff has been taking the necessary steps as to how we can try and prevent these issues. This vandalism report will keep track of what occurs and how much money is going into repairs. For the future we can look over our costs and see if cameras are an option, or using

other security measures.

### **Recreation Updates:**

**ITC Grant-** Marianne, the intern and Kelly have been working on a grant through ITC for the Hiawatha Summer Adventure Camp program. The funds from this grant will help with transportation and field trip expenses as pricing for these events have been increasing over the years. We would like to continue making the Adventure Camp program a success as it has been for over 20 years.

**UICCU Kids Movie Night-** Our first Kids Movie Night of the season will be September 13<sup>th</sup> playing *How to Train Your Dragon*. We will have popcorn and juice as usual and have provided the flyer to the schools via email as the Cedar Rapids School District is going green. With the new approval process of flyers we are able to reach out to more than just the three Hiawatha schools. We are able to pick all of the elementary, middle and high schools if we would like. Contacting the three schools in Hiawatha they will still allow us to bring limited amounts of paper copies. This will alleviate our printing costs for these flyers and hopefully allow us to reach a larger audience by sending the flyer directly to the parents. UICCU will still be sponsoring this event but will not be bringing Kirby as they do not have the time and commitment as they did the previous years. They have let us know they can provide more funding if needed for more supplies and snacks.

**Splash a Smile 5K:** Splash a Smile 5K walk/run will take place on September 28<sup>th</sup> at 8:00AM located at Clark Park. Kelly has been sitting in on all of the meetings to make sure things are going smoothly. They are up to around 900 registrations in hopes of reaching 3,000. Most of their marketing will be taking place within the next few weeks. This event will be great to get people out to Clark Park as many community members have no ideas where it's located. Their final plans are in place.

**Merry Not Scary:** The Fall Bash will be moved to October 5<sup>th</sup> at the Eastern Iowa Sports Complex from 10am-2pm this year since we are combining with The Cedar Rapids Titans, Macaroni Kid and Planet X on their costume exchange event that also takes place in the month of October. We decided that it makes sense that we combined both events as it will bring in more people and make planning easier and cost efficient. The events new name this year will be *Merry not Scary* as it will be more focused on a fall festival/pumpkin patch. Pumpkins and apples will be provided by Fred Johnson who is part of the Hiawatha Farmers Market. Activities that will take place include a costume exchange, haunted miniature golf, bobbing for apples, pumpkin patch, face painting, trick or treating and much more. Attached you will find the flyer. Admission will be free for all children. Let Kelly know if you are interested in volunteering.

**Playing for Keeps 2014:** We are in full swing planning Playing for Keeps. The ticket price will stay the same as last year at \$15/person or \$25/couple. Tickets can be purchased at Hiawatha City Hall. Bata's will be catering the hors d'oeuvres again for this year's event as well as 7G Distribution for beer sampling. The Wright Touch Bakery will be a new donor this year providing us with desserts. We are also seeking support from local businesses with donations of fruit and cheese trays in an attempt to reduce our food costs for this event. Playing for Keeps will be held on October 12th,

2013 at the Cedar Rapids Toyota Scion showroom, 1190 Boyson Road from 6 to 9PM. We are in need of a few volunteers to sell beverage tickets, work the cashier's desk and other miscellaneous tasks. Please let Kelly know if you are interested in volunteering this year.

**Movies on the Square:** Hiawatha Parks and Recreation along with New York Life Insurance hosted their last Movie on the Square event on Friday, September 6<sup>th</sup> in Boyson square. They showed the animated film *The Incredibles* shown at 7:30p.m. i107-1 FM, Tatyana's Russian Pastries, Brickside Café, New York Life Child ID program, HACAP and many others provided concessions and fun family activities to make the last event a success. Free popcorn was provided by the Hiawatha Friends Foundation. Thank you to all of our sponsors this season: i107-1, New York Life Insurance, Hiawatha Bank and Trust, Heath Source, Drs. Tyler, Link & Barnes, Shaw Financial, REM, Honkamp Kruger, Ahmann Design, Compass Commercial, Fusion Architect and Farm Services of America. Watch for next summer's dates in the 2014 Activity Brochure.

**Hiawatha Bike Ride around Iowa:** HiBRAI was an exciting event this year with an outstanding 170 riders. We are very pleased with the success of this ride and excited the revenue will help with the summer Adventure Camp costs and additional parks projects if needed. Riverside was pleased with our group again this year and the Friends group has received feedback from surveys that were sent to the HiBRAI riders. The survey shows that many of the riders really like this route and destination. The Foundation has agreed to keep the same route for next year. The Friends of Hiawatha Parks and Recreation are grateful to Ameriprise Financial, Hawkeye Ready-Mix, Hiawatha Bank & Trust, and ABC Disposal for sponsoring this event. Also big thanks to many local businesses that have donated necessary supplies for our riders including: Palo Mini Mart, 7G Distributors, Campbell Supply, Culver's Frozen Custard, Hy-Vee, and Linco Water. Services.

Paypal activity	FY14			
	Sales	Fees	Net Revenue	# transactions
July	\$2,117.00	\$74.50	\$2,042.50	43
August	\$1,955.00	\$66.44	\$1,888.56	32
September			\$0.00	
October			\$0.00	
November			\$0.00	
December			\$0.00	
January			\$0.00	
February			\$0.00	
March			\$0.00	
April			\$0.00	
May			\$0.00	
June			\$0.00	
Annual Total			\$3,931.06	