

Parks, Recreation & Arts 2019 Annual Report

The Parks, Recreation & Arts Department strives to provide the community with an environment that enhances their quality of life. Our entire department works all year long to provide the community with beautiful parks, fun recreation programs for all ages, popular trails, great concerts, and more! Take a look inside for a quick recap of 2020!



Parks Master Plan

The Parks Master Plan provides a system-wide approach to managing and operating the over 540 acres of parkland and more than 16 miles of publicly-accessible trails. This plan establishes recommendations for the City of Chesterfield to achieve the vision the community has for the park and recreation system as well as to achieve greater sustainability without sacrificing the value of park assets, amenities, and open space or reducing the level of experiences and services available to users. This Master Plan strives to strengthen the existing inventory of parkland, trails, signature facilities and amenities.

Facility Priorities

- Walking and biking trails
- Nature centers and trails
- Indoor running/walking tracks
- Indoor fitness and exercise facilities

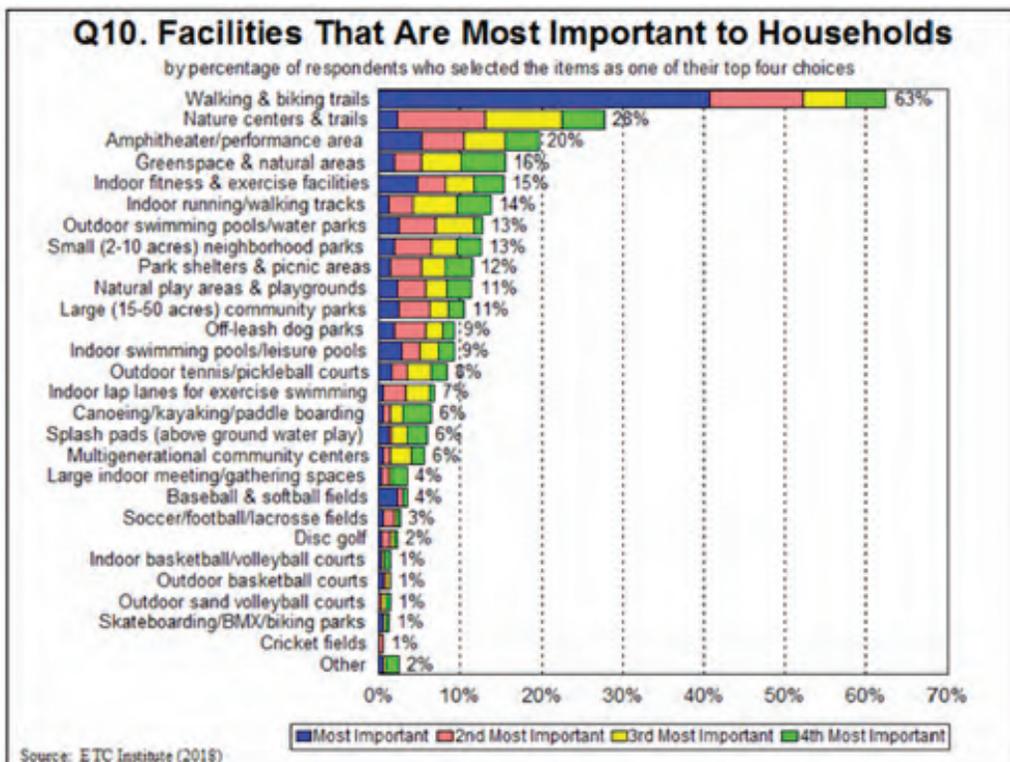
Programming Priorities

- Senior programs
- Nature programs
- Group fitness and wellness programs
- Community special events
- Community gardens
- Walk/run events
- Water fitness programs

The Parks, Recreation, and Arts Master Plan provides the Department with the roadmap and tools it needs to continue enhancing the parks, facilities, programs, and events in support of the community in the coming decade and beyond. The department is grateful to the City, City Council for its leadership, vision and support of this process, and to the Parks, Recreation and Arts Committee for its guidance and ideas as the department and PROS Consulting worked through this process.

The Parks, Recreation, and Arts Department is more than ready to begin the implementation process in order to move Chesterfield's park system forward to working with the City, City Council, the Parks, Recreation and Arts Committee, and the community on major initiatives recommended by the plan in the coming months and years.

For more information, please visit <https://www.chesterfield.mo.us/parks-master-plan.html>.



Trails

RIPARIAN TRAIL

16 acres of property has been acquired for phase 2 and 3 of the Riparian Trail, to be started in 2020.



Chesterfield Valley Athletic Complex

HOLIDAY RUN SERIES

SHAMROCK 5K/10K AND LIL' LEPRECHAUN FUN RUN

STARS AND STRIPES 5K/10K AND FUN RUN

TURKEY TROT 5K AND FUN RUN

Holiday Run Series

The new Holiday Run Series gave residents an option to get out and run all year! Starting January 1 people could register for all three runs at a discounted rate. The Shamrock Run, the brand new Stars and Stripes 5K/10K and Fun Run, and lastly the 20th Annual Turkey Trot! After completing all three runs in the series runners received a commemorative medal and shirt! This event was for all ages as fun runners could participate as well.

Greater Midwest Baseball Tournament

CVAC was host to the Greater Midwest Baseball (GMB) and Game 7 World Series events. The first tournament was Game 7's World Series from July 6 - 8 and featured over 100 teams from all over the Midwest. The second was GMB's World Series from July 12 - 16. GMB also hosted tournaments on July 20-22 and July 27-29. We had two additional tournaments added from 2018, including a large 2 day Game 7 Championship event, that was lost due to rain.



Spring 2019, we offered a new youth soccer league! This league was for boys and girls ages 3 - 12. We had a great turn out and it was a huge success!



Chesterfield Summer Camp 2019

The Chesterfield Summer camp was a great success this summer! We sold out (50 kids max) 3 of the 5 weeks and the two remaining weeks had 45 kids or more. Each week campers had guest speakers, guest appearances by local first responders, daily library visits, arts, activities and daily swim time at the Chesterfield Family Aquatic Center. This summer the camp was located at Central Park under the large pavilion. Camp utilized the playground, grass space, the lake and the pool while at Central Park. Summer camp was run with 5 counselors (6 counselors on sold out weeks) and a director. Each week campers and staff attended a different field trip. Field trips included; Babler State park, St. Louis Zoo, Ballwin North Pointe swim, AMC movie theatre, Ultimate Ninja Warrior and Spirit Airport. The campers swam each day at the Family Aquatic center and were given daily library time inside.

2019 Total summer revenue (Camp + Sunrise camp): \$34,698.00
2019 Employee costs: \$10,842.00
2019 Supplies costs: \$2,597.15



Chesterfield Baseball and Softball Association

In December, CBSA agreed to provide \$350,000 to the City of Chesterfield to assist in major field renovations for the Chesterfield Valley Athletic Complex. The renovations will consist of transitioning four fields on the F quad to synthetic turf, allowing for more play by avoiding rainouts. This project has already started and will be ready for play by Spring 2020.



Get Active Spotlight of the Month

The Get Active Spotlight of the Month highlights an individual each month that exemplifies the Get Active standards of healthy living, positive attitude, and staying active.



Sand Volleyball

Sand volleyball picked up a lot in May. The Monday and Wednesday rec leagues finished, Parkway/Rockwood began their evening youth program, and tournaments were held each weekend. With the exposure the CVAC is gaining through these tournaments and leagues we are excited to watch this area of the facility grow.

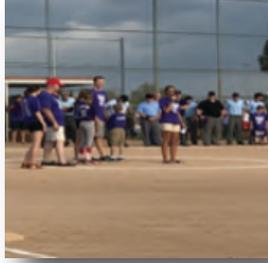
Ascension Soccer

The Ascension Soccer season began in August with their annual Ascension Soccer tournament which ran August 9 through August 11. This year, they combined the boys and girls' tournaments into one weekend, making for a busy few days of play.

Chesterfield Baseball and Softball Association

CBSA hosted their annual fall tournament, however this year was a little different. They dedicated this year's tournament to Carson Burroughs, a player in the league, who was diagnosed with a genetic disorder called Sanfilippo syndrome. The tournament was made up of 72 baseball and softball teams, all within CBSA, and raised money for the research of this disease. KMOV came out to the CVAC and covered the tournament. This was a great tournament and something we were excited to play a role in.

St. Louis Softball Showcase
The annual Softball Showcase events were hosted at CVAC October 18-20 and 25-27. The first weekend was a little smaller with 81 teams, the second weekend was the biggest to date with 165 teams, 156 of them being from out of state. The first weekend ran smoothly and without any complications, the second weekend was more complicated with Saturday as a complete rainout and 7 out of 16 fields playing partially on Sunday. While the rain played havoc on this tournament again the overall feeling from the tournament and teams was positive and they came away very happy with the CVAC field crew.



Soccer Tournaments

The CVAC continues to host two 3v3 soccer tournaments in July, one on July 13 and the other on July 20. Combined, they bring in over 200 teams to CVAC and fill up our soccer fields with out of town users. The July 13 tournament was played during the day and was the smaller of the two. The July 20 tournament showcased over 140 teams from the Midwest including Oklahoma, Ohio, Illinois and Tennessee.

Lacrosse

On July 13, over 1,2000 players participated in the Route 66 Lacrosse Tournament on fields A1, A2, A3, A4 and B5. This tournament has grown each year and has gained attention from US Lacrosse, quickly earning recognition as one of the top youth girls lacrosse tournament in the country. Additionally, this year they awarded the Tamara S. Boots scholarship to Isadora Springer of Memphis Lax Green, who quietly and confidently demonstrated outstanding play and character. We will be hosting this next year and are excited to be a major part of the growth of this tournament and sport.



Concessions

The concession stands grossed a total of \$710,471.65 for the 2019 season. Credit Card transactions accounted for 43.33% of the sales and cash transactions accounted for 56.67% of the sales. During the season, we decreased staff wages, number of shifts and increased the average/customers spent at the concession stands. The revenue for the year was down by \$2,783.10 compared to last year where we were down by \$13,061.50 for the 2018 season. Reason for decline in sales can be contributed to these issues listed below:

- We had a third Exposure tournament that backed out for the first weekend in November
- The second exposure was rained out for 1.5 days
- We had a total of 117.5 rain out days during the season (which is shown in the chart below)
- Stands were only open 1 weekend in March, with the other 2 weekends being rained out

Expense Category for 087/088	\$
Salaries Parttime	\$ 107,677.68
Fulltime Salaries	\$ 90,723.08
Social Security	\$ 15,050.11
Insurance	\$ 35,217.87
Retirement Program	\$ 7,264.75
C.C. Fee's	\$ 11,640.73
Maintenance Repair	\$ 17,012.19
Contractual	\$ 8,575.12
Professional Services	\$ 1,205.00
License Permits	\$ 1,924.00
Dept. Supplies	\$ 252,629.00
Uniforms	\$ 785.50
total Expense	\$ 549,705.03
Revenue	\$ 710,471.65
Profit	\$ 160,766.62
Pepsi Exclusivity	\$ 20,000.00
Rebate Check	\$ 7,261.92
CBSA Food Invoices	\$ 1,134.90
Tyson Rebate	\$ 1,581.90
Additional Revenue Total	\$ 29,978.72
GT Revenue	\$ 740,450.37
GT Profit	\$ 190,745.34
Pepsi Credits	\$ 1,430.04

Net Revenue:	\$710,471.65
Pool	\$ 9,462.64
CVAC	\$ 235,636.33
Services	\$ 29,530.91
Hardware	\$ 403.22
Permits	\$ 236.00
Staff Wages	\$ 106,232.83
Total Expenses	\$ 381,501.93
Revenue	\$ 710,471.65
PROFIT	\$ 328,969.72
Pepsi Exclusivity	\$ 20,000.00
Rebate Check	\$ 7,261.92
CBSA Food	\$ 1,134.90
Tyson rebate	\$ 1,581.90
Additional Rev. Total	\$ 29,978.72
GT Revenue	\$ 740,450.37
GT Revenue Profit	\$ 358,948.44
Credits for 2019	\$ 1,430.04

We are hoping to see an increase in sales at F stand and A stand for the 2020 season compared to the past years due to multiple reasons. A main reason for this thought, is that we will be adding turf fields to F quad which will completely decrease the number of rainouts and adding two fields to the A multipurpose fields while increasing the amount of soccer games being played at this end of the complex, which in turn should help increase the sales at the A Stand. All in all, we are looking for another great season and we already have 16 workers confirming that they will be returning for the 2020 season. As a side note, we sold over 1,421,180 ounces of soda, water and Gatorade as well as moving over 88,823.7 pounds (in crates) to the stands throughout the 2019 season.

Older Adults



Senior Sampler 2019

This event was a great success! We were able to offer the seniors a much better site this year at Bonhomme Presbyterian Church. This facility offered much better parking, and was easier for the seniors to maneuver through the booths than the previous facility, while increasing the number of vendors to over 75. We had information for the seniors from fall prevention, home health care, senior transportation, fraud and scam protection, health screenings to several senior living facilities. The response on the surveys taken by the seniors was that they found the information extremely helpful.

Veterans Program

On September 11, we held a program to honor our veterans and to remember the tragedy of September 11, 2001 at the Veterans Honor Park. The Mound City Quartet played patriotic music before the program started, while everyone was getting seated. The colors were presented by the Chesterfield Police Department, which was followed by the Pledge of Allegiance. The speaker was Commander Stefan Edwards who has served in the Navy for 23 years. After the program, everyone was encouraged to tour the Veterans Honor Park and enjoy light refreshments served courtesy of Chesterfield Villas and Delmar Gardens of Chesterfield. We had over 60 participants, with some coming from an assisted living home.



Jefferson Barracks Trip

It was a beautiful day for the tour of Jefferson Barracks. We started off the tour looking through the laborers houses, the stable and of course the gift shop. We then toured the Powder Magazine Museum, the Old Ordnance Room Museum, and the Civil War Museum. All of the museums were very interesting and full of history. As we drove through the Cemetery property, our step-on guide pointed out the various buildings and explained the history of the Jefferson Barracks. Lunch was at Tucker's South, with the final destination at Ted Drews.



The **Men's Roundtable** and **Tai Chi** continue to meet through out the year. **Pickleball Clinics** in Spring and Fall continue to be enthusiastically attended. Our **Bike Rides** continue during April – October. **Senior Education Series** continues each month with local residents, with St. Luke's and Oasis offering programs to meet the needs of our older adults... everything from Medicare to decluttering and selling a home.

Jefferson Barracks

Aquatics

In 2019, the City of Chesterfield chose to take the aquatic operations in house. This allowed for better cost control, staffing, and customer service.

Jeff Ellis and Associates was our Aquatic Safety and Risk Management program for the 2019 pool season. In the first year we were awarded their prestigious “Silver International Aquatic Safety Award”.

Chesterfield Family Aquatic Center replaced all grates to stay in compliance with **Virginia Graeme Baker Pool and Spa Safety Act**.

Kelly Snider, Aquatic Recreation Manager, was accepted to be 1 of 100 Instructor Trainers for Jeff Ellis and Associates International Aquatic Safety Risk Management. Her “IT” training will be completed early spring 2020.

Aquatic Programming saw an increase in participants and revenue this year. Aquatics programming had a total of 2,101 participants totaling \$34,224 in revenue. Group swims and birthday parties were also very successful this year with a total of 23 group swims and 22 birthday parties with a total revenue of \$20,168. Between group swims, birthday parties and all of the aquatic programs we made \$54,392 in total revenue.

Aquatics Daily admission saw 24,560 visitors creating a revenue of \$144,616. We sold 252 season passes this year for a total of \$37,878.



PROGRAM/ACTIVITY	NUMBER OF PARTICIPANTS	REVENUE
River Walk Daily	548	\$2,301
River Walk Punch Card 10 Visits	99	\$2,940
River Walk Punch Card 20 Visits	22	\$1,220
River Walk Season Pass	22	\$2,090
Swim Lessons	158	\$8,097
Camp Swim Lessons	57	\$1,425
Private Swim Lessons	24	\$568
Swim Team	116	\$11,319
Water Aerobics	35	\$1,120
K-9 Splash	314	\$695
Tot Time	706	\$2,449
Group Swims	23	\$13,721
Birthday Parties	33	\$6,447
TOTAL		\$54,392.00

2019 season by numbers

- 65 total Lifeguards
- 7 Lifeguard trainings
- 2 Recreation Interns
- 3 Leaks found
- 4 Pumps replaced
- 2 pools painted (Lazy River/ Lap Pool)
- 10 New programs offered this year
- 116 Swim Lesson Participants
- 55 hours of In-service training for Lifeguards

DAILY ADMISSIONS	NUMBER OF PARTICIPANTS	REVENUE
Adult Non-Resident	4,601	\$35,220
Adult Resident	6,116	\$32,956
Child Non-Resident	4,301	\$32,930
Child Resident	8,223	\$36,612
Senior Non-Resident	138	\$5,473
Senior Resident	1,181	\$1,425
Season Passes	252	\$37,878
TOTAL		\$182,494.00



Recreation

The **4th of July** was another huge success. We had thousands of people come out to enjoy the food trucks. Circus Kaput programmed our Kid Zone with a circus, inflatables and Mid Way games. Fat Pocket did an amazing job providing music for the event. It was another very successful 4th of July event.



First time event **Fortnerf Battle Royale** sold out with 150 participants.

Candy Cane Hunt hosted 111 participants, a great number for a first time event!



2019 **Dog Park** – We had a total of 425 members and 506 dogs this year.



OUTDOOR PROGRAMS	NUMBER OF PARTICIPANTS
Youth Archery	29
Youth Fishing Derby	80
Youth Fishing Class	10
Triathlon/Try-athlon	90
World Bird Sanctuary	75

Arts and Entertainment

New Hires

We welcomed Michael Carrico and Dana Degnan to the Parks, Recreation, and Arts department as Art & Entertainment Specialists. Their addition to the team brought skills, experience, and education to the department.

New Sculptures

Two new sculptures were acquired by the City this year through the Creative Communities Alliance Sculpture on the Move! Program. Granny's Garden by Lee Leuning and Sherri Treeby located in Eberwein Park, and Dashes by Jessie Cargas located in front of City Hall, have been great additions to Chesterfield's Parks. We are looking forward to acquiring more sculptures through this program in the years to come.

Dwight Yoakam

On 5/24, Dwight Yoakam performed at the Amphitheater with special guests Junior Brown and Steve Earle. This was our highest attended event since the season had started and was an awesome concert to start out the year.

Three Dog Night

Three Dog Night performed at the Amphitheater on 6/28 and was a big success. Despite two large storm systems, the crowd was still large and ecstatic to see Three Dog Night!



Dark Star Orchestra

Dark Star Orchestra played the Amphitheater on 7/3. DSO is the most popular nationally touring Grateful Dead tribute band in the country and features two band members originally from Chesterfield, with one still residing here. Rain delayed doors 30 minutes, but the storm passed and the crowd was excited to get in and see the band. Dark Star Orchestra showered us with compliments by saying how impressed they were with our operations and would love to work on future dates as well.



Arts and Entertainment

Sounds of Summer

We hosted our fourth Sounds of Summer concert on 7/27, featuring Billy the Kid and our very own intern Lucie Switalski as opener! This concert was highly successful and attracted the largest crowd at a Sounds of Summer concert that we had seen all year without a extra seat in the house, which resulted in a record number of people sitting outside the venue along Linear Park. Lucie and the band both sounded great.

Backstoppalooza

Backstoppalooza on 8/24 was another huge hit! The house was packed for the sounds of Dogs of Society and one of Chesterfield Police's finest Tyler Lewis. People were lined up and eager to support this great cause! The Chesterfield Police/volunteers were selling burgers and hot dogs as fast as they could make them and the Rotary bars did very well, too. It was also a great night to honor the legacy of Captain Nestor with an abundance of his family and friends in attendance. Before the concert began Backstoppalooza was re-named to Ed Nestor Memorial Backstoppalooza. Thanks to Captain Thompson and his crew the event runs like a well-oiled machine and we look forward to another great year in 2020!



Gary Allan

On 9/5, we hosted Gary Allan's rescheduled concert (original date 8/30). Weather was perfect, although crowds were affected by the Thursday reschedule. Gary played all of his hits to the passionate crowd's delight and our local opener "The Big Rigs" were also well received.



The Awakening

The Awakening statue was aquired from Sachs Properties.

Cody Johnson

10/5 - Country Music Awards New Artist of the Year Nominee Cody Johnson, with support from Riley Green and The Steel Woods, sold out the Chesterfield Amphitheater! 3,210 people purchased tickets and gathered to enjoy a beautiful night with awesome music. We made the decision to have security perform "pre-checks" from 4-6 pm in order to help attendees get into the venue faster, which worked very well. We also placed bar and food vendors outside the gate in the plaza area, which our attendees loved and took full advantage of. This crowd was so excited to see Cody and the bartenders made several comments that this was the most polite and nicest crowd we had ever had at the amphitheater.



Maintenance Highlights

Finished Amphitheater Paver Replacement Project



Installed new steps on the playground at CVAC



Poured concrete pad and installed statue at Eberwein



Constructed a new wall in Amp concessions



Safety surfaced The Awakening



Began renovating the water feature inside the dog park at Eberwein



Chesterfield Citizens Environmental Advisory Committee

Compost Presentation was given on May 1 to the community for those who have purchased compost bins thus far. We had 35 participants at the seminar.



Arbor Day

For Arbor day On May 3, a tree was planted at the Highcroft elementary school. Thanks to Geoff Wegerzyn, City Arborist and the CCE Committee.

Earth Day



On May 8, Compost presentation was given at Wildhorse Elementary School. They received a complimentary compost bin and activity sheets on the topic were also given. About 100 kids were present for the presentation within 4 classes. Picture of just one of the classes.

On May 15, a compost presentation was given to the Riverbend Elementary. They received a complimentary compost bin and activity sheets were given on the topic.

