

# Resourcing Challenges



Jamie Gower, Director of Recreation & Facilities

# Resourcing Challenges

An uncertain economy, declining population, and diminishing resources pose challenges for various organizations across the state.

Creative revenue opportunities are critical.

# Resourcing Challenges

Each agency faces unique issues based upon community dynamics, but many of us share the following challenges:

- Demographic changes
- Expectation for upkeep/improvement of facilities
- Stiff competition for grants and tax \$\$
- Compliance (regulations, ADA)
- Prioritizing within an agency for facilities/programs

# Resourcing Challenges

How do we respond to these challenges  
and find resources to help fund  
the programs, upgrades and  
facilities we need?



# Resourcing Challenges: Changing Demographics

1. The U.S. population continues to grow.
2. Baby Boomers are driving the aging of America.
3. Growing racial & ethnic diversity.
4. The proportion of youth is smaller but essential.
5. Distribution of U.S. population is changing.

**Demographic change influences all professions.**

# Resourcing Challenges: Changing Demographics

## GOLF

- Decatur, IL has an aging population
- Majority of golfers aged 65+
- Request for lower prices, senior discounts
- Resources can only be gained by growing the sport at the other end
  - Jr. lessons, tournaments
  - Summer camps
  - After-school programming
  - IHSA tournaments
  - Marketing boost: target juniors



# Resourcing Challenges: Changing Demographics

## TENNIS

- Declining interest in the sport, but award-winning facility in Fairview Park requires upkeep/upgrades
- Partnership with Decatur Athletic Club
- High-quality staff (Pied Piper)
- Tournaments
- Lessons across a continuum to build interest among juniors
- Facility also houses three H.S. teams and Millikin University





# Resourcing Challenges: Diverse Interests

Population becoming more diverse with interests outside of traditional sports. Expectation that their needs for programming will be met. Partnerships with clubs help fulfill need:

## Adventure Sports

- CIMBA
- Archery Club
- DISC Golf



# Resourcing Challenges: Income/Health Factors

- Scholarships & Partnerships
- Education/exposure to combat perception that only wealthy & athletic play tennis, golf, soccer





# Resourcing Challenges: Income/Health Factors

## Decatur Public School District #61

- Camp Connections
- Physical education component of summer school/  
summer camp

New collaboration with DPS #61 this fall will evaluate sports programming and introduce kids to lifetime sports: tennis, golf & soccer using Park District staff.

---

Former STL Rams player Brit Miller leads “sports camp” as part of Camp Connections.





# Resourcing Challenges: Income/Health Factors

## Redbird Rookies

- Decatur Memorial Hospital local partner
- St. Louis Cardinals Program
- Free for participants
- Rawlings donates equipment & uniforms

Reading, good sportsmanship, skills building are the focus rather than winning. 246 participated in 2014.

---

Fredbird joins Redbird Rookies players on opening day in Decatur.



# Resourcing Challenges: Income/Health Factors

## Staley Striders

- Tate & Lyle local partner for athletics programs
- Running options at all levels
- Cross Country/Track & Field
- Tuesday Night Park Runs (\$1/person)





# Resourcing Challenges: Facilities

## Decatur Indoor Sports Center

- Mutual need for sports facility
- Partnership in building/maintaining/operating
- Shared staff
- Benefits Millikin students, staff, and entire community



# Resourcing Challenges: Facilities

## Decatur Indoor Sports Center

- Fitness Center
- Indoor Soccer Field
- 200 Meter Track
- Basketball/Volleyball Courts
- Rock Climbing Wall
- Indoor Golf Center
- Dance Studios
- Locker Room/Lounge



# Resourcing Challenges: Facilities

## Decatur Indoor Sports Center

- Partnership in facility operations, capital improvements
- College coaches and teams lead/assist with basketball, baseball, softball, football, and soccer camps





# Resourcing Challenges: Facilities

## Decatur Soccer Complex

- Soccer Advisory Committee
  - Secures tournament sponsorships
  - Helps with grants
- Program growth to help spur \$\$
  - New developmental program & youth leagues
  - Academy
  - Club program
  - Adult rec league
- Keys are high-quality coaching & facilities





## Resourcing Challenges: Facilities

### Sunnyside Park Baseball Diamond

- Partnership with Decatur Commodores/MU
  - Facility improvements
  - Fundraising through advisory committee & annual tournament
  - Sponsorship
- Former pro players coach/mentor
- Advocates for highest-level players (college, scholarships, pro)

# Resourcing Challenges: Facilities

## Sunnyside Park Baseball Diamond

### New Additions

- Lighted Scoreboard
- Grass infield
- New dugouts
- Warning track

### Future Plans

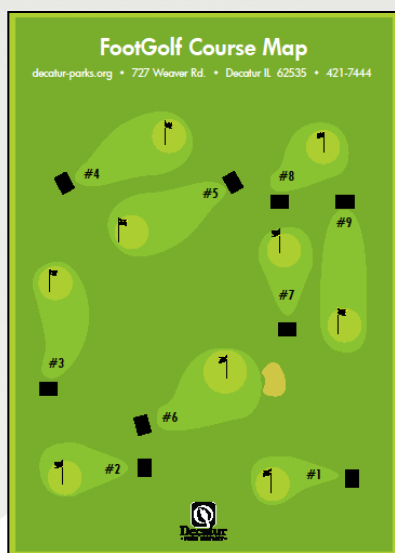
- Enhanced lighting
- New press box & bleachers
- Restroom upgrades



# Hickory Point Golf Course

# Footgolf

- 9-hole, par 3 course
- Site of junior course
- Free to play, \$3 ball rental

[illegible]



# Resourcing Challenges: Facilities/Repurpose

## Hickory Point Golf Course

### IHSA Cross Country Sectionals

- Annual site for XC meet
- Thousands of students, coaches, families and fans
- Tourism \$\$



# Resourcing Challenges: Facilities/Repurpose

Local parks

Tennis courts used for:

Bike polo

Pickleball

Roller hockey

Dodgeball





# Resourcing Challenges: Facilities/Renovate

## Nelson Park Golf Course

### Overlook Adventure Park

- Closed golf course has been converted to mini golf, CherryBerry Yogurt and Ted's Taters
- Will soon feature batting cages, water park
- Part of Nelson Park lakefront development





# Resourcing Challenges: Facilities/Renovate

## Nelson Park Golf Course

**THEN**



**NOW**



# Resourcing Challenges: Facilities/Renovate

## Part of Nelson Park lakefront development

- DISC Golf
- Walking trail
- Outdoor fitness equipment
- Mountain Bike Trails & pump tracks
- Marina – future options of kayak rentals
- Dog Park

# Resourcing Challenges: Impact of Tourism

## Community Awareness/Impact of Tourism

### Collaboration with DACVB (Convention's Bureau)

- Stay & Play Golf Packages
- Softball Tournaments (state and national)
- Tumbling championships, 3-on-3 basketball tourneys
- Document impact to show community value/need
- Helps with grants, sponsors, donors

# Resourcing Challenges: Impact of Tourism

Group/Event	Facility	Rm Nights	Impact
MidState Soccer Adult Futsal Tournament	Decatur Soccer Complex	4	\$1,312.00
Penguin in the Park Run	Fairview Park	20	\$6,560.00
Millikin Golf Classic (Women's)	Red Tail Run	31	\$10,168.00
MidState Classic Cup Tournament (Rainout)	Rescheduled	120	\$39,360.00
MidState Classic Cup Tournament	Decatur Soccer Complex	118	\$38,704.00
Decatur/Forsyth Classic Golf Tournament	Hickory Point	261	\$85,608.00
Junior Optimist Championship - Golf	Red Tail Run	124	\$40,672.00
Decatur Commodores Baseball Tournament	Sunnyside Park	201	\$65,928.00
NSA Men's Tournament	Rotary Park	12	\$3,936.00
ASA 10U Girls	Rotary Park	282	\$92,496.00
Central Illinois Junior Tennis Open	Fairview Tennis Complex	22	\$7,216.00
Rodney T Miller Lakeside Triathlon	Nelson Park	24	\$7,872.00
Ursula Beck Pro Tennis Classic	Fairview Tennis Complex	221	\$72,488.00
ASA Men's D & E Slow Pitch St. Tournament	Rotary Park	98	\$32,144.00
ReMax Long Drive Championship	Red Tail Run	9	\$2,952.00
PB & PA #39 Softball	Rotary Park	93	\$30,504.00
Shoreline Classic	Nelson Park	22	\$7,216.00
Special Olympics - softball and golf	Rotary Park, Hickory Point	514	\$168,592.00
Golf Stay & Play Packages	Scovill, RTR, HP	567	\$185,976.00
IHSA Girls Golf State Championship	RTR, HP	687	\$225,336.00
IHSA Cross Country	HP	79	\$25,912.00
Total		3509	\$1,150,952.00



# Resourcing Challenges: Competition for Funding

- Competition between public, private & non-profit organizations for funding
- Engage the political process
- Connect with local legislators
- Involve the media

Governor Quinn visits Decatur to announce \$400,000 OSLAD grant for Nelson Park Lakeshore Landing project.



# Discussion/Questions

Jamie Gower, Director of Recreation & Facilities

Decatur Park District

[Jamieg@decparcs.com](mailto:Jamieg@decparcs.com)

217/422-5911