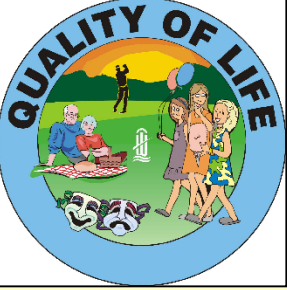


# Quality of Life

City Manager's Office

Park and Recreation Department

Library



# Members

## Member - Department:

John D' Angelo	City Manager's Office (team leader)
Larry Foos	Park and Recreation Department
Don Henry	Environmental Services Department
Jean Hatfield	Library
Scott Knebel	Metropolitan Area Planning Department
Thomas Byler	Housing & Community Services Department
Curtis Bowen	Office of Central Inspection (facilitator)
Trinh Bui	Finance Department (budget analyst)



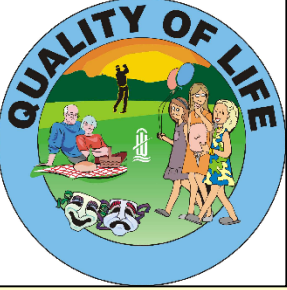
# Goal & Indicators

## Quality of Life

Definition: Be a healthy, safe community that has a vibrant recreation, entertainment, and arts and cultural focus that embraces diversity and builds pride. Provides a healthy place to live, learn, work and play.

### Indicators:

1. Citizens are retained in the community.
2. Citizens are satisfied with the quality of life
3. Citizens receive a return on all of their quality of life investment.



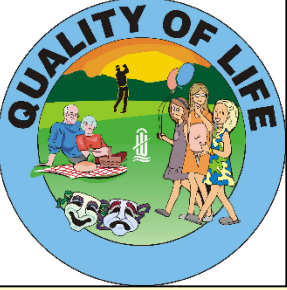
# Accomplishments

## Arts and Cultural Services

- New ordinance for special events was adopted in September 2006, effective January 2007.
- Managed and executed the distribution of one mill in city funds to local arts and cultural organizations for the next four years.
- The Division represented Wichita for the Americans for the Arts *Arts and Economic Prosperity II* study that measures economic impact of arts in the local economy.

## **Recreation Division**

- Northeast Activity Camp for Kids – Reduced fees for camp provided additional summer recreational and educational opportunities for children in northeast Wichita.
- Special Events - The division offered the Easter Egg Hunt, Christmas Tree Lighting and Night With Santa, Senior Fall Festival, Jr. NBA/WNBA Tournament and concerts and movies in Riverside Park. Park and Recreation added wellness activities for City Employees.



# Accomplishments

## Recreation Division

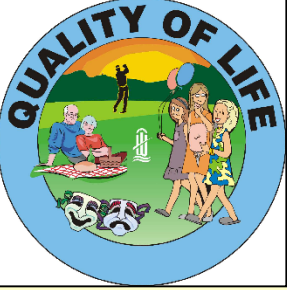
- Creation and distribution of surveys for all participants.
- Initiation of preliminary plan, securing funding from consortium of other government agencies, and selection of the consultant for development of the Arkansas River Corridor Access Plan.

## Golf Division

- The Golf Division increased rounds of golf 3.8% from 181,934 in 2005 to a total of 188,883 in 2006, while maintaining rates for green fees 21% below other comparable area golf courses.
- In 2006, the Park and Recreation Department hosted over 17,500 rounds of youth golf at the five municipal golf courses at an average cost of \$4.05 per round.
- Over 750 surveys were distributed to customers. A response rate of approximately 47% was achieved. The combined results for all five golf courses produced a rating of 4.3, which correlates to a very good to excellent rating.

## Century II Division

- Century II staff maintained a public facility that provided diverse entertainment and cultural activities for citizens and visitors.



# Accomplishments

## **Library**

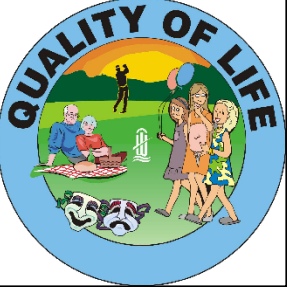
- Involvement in the first Kansas Book Festival
- Presentation of a complete program schedule highlighted by cultural diversity events and record-breaking participation in Summer Reading Club and Teens Read programs.
- Sustained levels of materials circulation and reference transactions with increasing availability and use of on-demand access to electronic resources.
- Maintaining a positive return on investment for use of library services in relation to general fund expenditures.
- Adoption and endorsement of updated Master Plan for Library Facilities.

## **City Manager's Office**

- Successfully participated in passage of Affordable Air Fares and other significant legislative issues before the 2006 Kansas Legislature

## **Metropolitan Area Planning Department**

- Assisted Parks & Recreation Department to initiate Parks, Recreation and Open Space (PROS) Master Plan



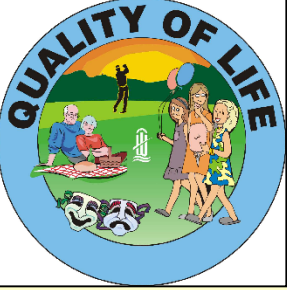
# Links to Goals & Indicators

## Arts and Cultural Services

- Special events ordinance will enhance citizen involvement through an expedited process in planning and executing public events.
- The 2007 City of Wichita Cultural Arts Funding grants will demonstrate to citizens a return on their investment through an executive summary presented to the City Council that details the benefits of continued support to local arts and culture.
- The completion of administrating the Arts and Economic Prosperity II study will provide the City with the necessary financial data to build a case for continuing to fund and support local arts and culture.

## Recreation Division

- The Northeast Activity Camp for Kids program will provide positive outlets of recreation and learning for northeast area youth. The success of this program will bring about parent/citizen satisfaction as area youth become more productive.
- Special Events will greatly add to the Quality of Life Goal. Citizens who participate will become more connected to the community and more active in other programs. This participation will help retain citizens in the community and also increase the levels of satisfaction of citizens with the quality of life.



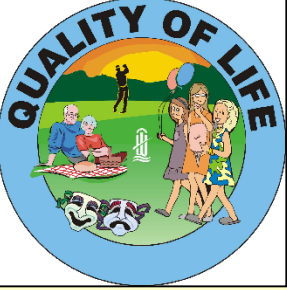
# Links to Goals & Indicators

## **Recreation Division**

- Surveys will assist staff in evaluating programs and in reacting to the desires of citizens, thereby increasing citizen satisfaction.
- Development of this plan will provide a blueprint for increasing recreational opportunities for the Arkansas River corridor from Hutchinson to Oxford and will help satisfy citizens with quality of life recreational opportunities.

## **Golf Division**

- Links to Internal Perspective of maintaining affordable fee rates, which helps ensure citizens receive a positive return on investments.
- Links to retaining citizens in community by providing healthy recreational opportunities for youth and young professionals.



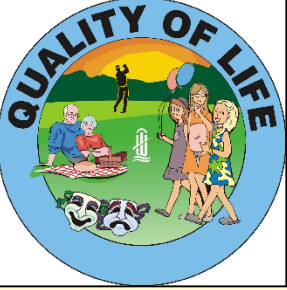
# Links to Goals & Indicators

## Library

- With nearly perfect ratings on the Wichita Public Library's involvement in the Kansas Book Festival, 96.5% satisfaction ratings for the Summer Reading Club, 97.4% satisfaction with surveys of Technology Training Center participants, and higher than projected attendance at library programs, the Library is a positive contributor to citizen satisfaction with quality of life in Wichita.
- Sustained levels of library usage help to fuel a return on investment on general fund support for library services of more than 4:1.
- The Master Plan will not only help maintain satisfaction with quality of life and a positive return on investment on library services, but will also impact the indicator of maintaining and optimizing public facilities and assets in the Efficient Infrastructure Goal.

## City Manager's Office

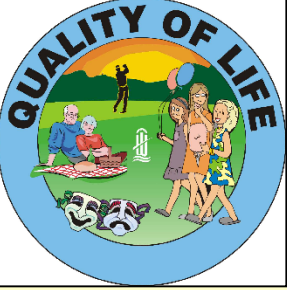
- Quality of Life and Economic Vitality: Bringing affordable air fares to the region enabled local citizens and businesses to travel out of Wichita, enjoying their business and leisure travel, while maintaining their home base in Wichita. In addition, this brings more opportunity for affordable business and tourism in the area, bring outside tax dollars to the region.



# Key Issues and Challenges

## Arts and Cultural Services

- Identifying and developing a creative class in Wichita. The city needs to attract and retain these creative professionals to ensure economic and competitive vitality and improved quality of life for its citizens.
- Examining the capacity of non-profits in Wichita through board assessments, financial assistance work with the non-profit chamber.
- Develop joint marketing strategies for the arts and cultural organizations.
- A Cultural Facilities Assessment would consist of three major phases: an inventory, needs assessment, and analysis.
- Assessing the current education programs being offered at CityArts and identifying ways to tailor these programs according to changing needs and demographics.
- Budget authority to meet projected demands for classes.



# Key Issues and Challenges

## Recreation Division

- Maintain staffing and service levels at Recreation Centers with 1 less FTE.
- Aging assets (recreation center buildings and pools)
- Reluctance of non-profit organizations to use and/or pay for facilities.
- Rising costs of instructors, lifeguards and part-time seasonal staff with no annual increases in part-time/seasonal budget.
- Secure a lease agreement for operating and managing Stryker Soccer Complex and/or to establish a programming and maintenance budget for Stryker Soccer Complex should no agreement be formulated.

## Golf Division

- The Golf Division is faced with considerable debt service for the next several years and will be challenged to provide funds for capital improvements to older facilities, parking lots, and golf course infrastructure.
- Rising costs for commodities and personnel will affect the city's ability to maintain affordable golf green fees.
- Increased competition from new courses in the area will challenge the city's ability to provide high quality golf experiences for our citizens.



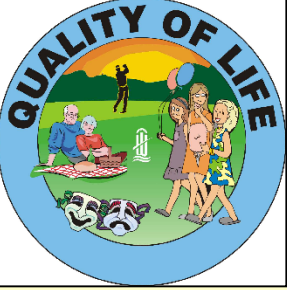
# Key Issues and Challenges

## Century II

- ❑ New Century management staff, position vacancies, and working towards improving the business processes (tenant MOU's, booking policy, etc).

## Library

- ❑ The need to complete migration to the Horizon automation system in order to make most effective and efficient use of technology in library service delivery.
- ❑ The need to work toward implementation of the key components of the master plan for library facilities.
- ❑ The need to continue to address security issues and the perception of safety problems at the Central Library.
- ❑ The need to find new ways to expand the capacity to meet customer expectations for collection sizes/access, programs and library services.
- ❑ The opportunity to increase community awareness of the availability and benefits of library programs, services and activities.



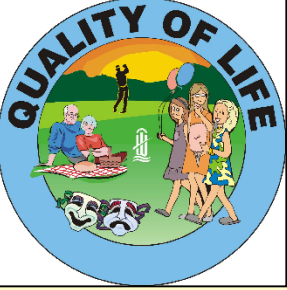
# Key Issues and Challenges

## **City Manager's Office**

- Improve Wichita's status and standing in the state legislative community.
- Create and implement an effective strategy to facilitate constructive relationships with internal contacts, other governmental entities, special interests and the general public.

## **Metropolitan Area Planning Department**

- Continuing implementation of neighborhood plans.
- Initiation of major Comprehensive Plan Update.



# Goal & Indicators

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