The Parks and Recreation Department provides a comprehensive system of facilities, programs and open spaces to enhance the quality of life for all people that live, work and play in Woodbury. We strive to work cooperatively, be highly organized, practice good stewardship and have a positive attitude in all we do.
The Parks and Recreation Department staff are committed to upholding Woodbury’s value statement of Exceeding Expectations: Professional, Responsive, Leaders. The department includes both long-tenured staff, that provide continuity and experience, several new staff that provide a fresh perspective and ideas, as well as seasonal staff and volunteers.

Michelle Okada, Parks and Recreation Director
Josh Kinney, Parks Planner
Jodi Sauro, Parks and Recreation Coordinator
Belinda Reed, Administrative Assistant

Eagle Valley Golf Course
Dan Moris, Recreation Enterprise Manager
Dave Erickson, Superintendent
Joe Otto, Assistant Superintendent
Josh Wendel, Golf Professional
Suzanne O’Connell, Food & Beverage Lead
Katie Ryden, Sports Center Assistant Manager
Kathy Griffith, Administrative Assistant
Andrew Stoffel, Building Maintenance Technician
Nathan Christensen, Building Maintenance Technician

Recreation Division
Reed Smidt, Recreation Manager
Jeremy Bailey, Recreation Program Specialist
Jon Hagen, Recreation Technician
Elizabeth Owens, Recreation Program Specialist

Central Park
Polly Blom, Central Park Manager
Jennifer Anderson, Lead Customer Service Assistant

M Health Fairview Sports Center
(Formerly HealthEast Sports Center)
Katie Ryden, Sports Center Assistant Manager
Kathy Griffith, Administrative Assistant
Andrew Stoffel, Building Maintenance Technician
Nathan Christensen, Building Maintenance Technician

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Parks and Recreation Mission Statements

Recreation Division
The Recreation Division will provide a wide variety of quality recreation opportunities designed to build a culture (or be a leader) in promoting life-long health and well-being for all ages and interests. We will continuously monitor trends that reflect changing demographics with traditional and non-traditional partnerships. Together we will strive for excellence through innovation and positive experiences.

M Health Fairview Sports Center
The M Health Fairview Sports Center ice arena and field house is a recreational facility used by local athletic clubs and community-based user groups. We are committed to providing a well-maintained facility, high quality playing surfaces and providing excellent customer service.

Eagle Valley Golf Course
Eagle Valley Golf Course is committed to providing a great golf course, conditioned to the highest standards every day. We will be timely and prepared for every customer interaction. We provide friendly service that ensures our guests enjoy themselves so much that they cannot wait to return.

Parks and Natural Resources Commission
The Parks and Natural Resources Commission advises the City Council and other advisory commissions regarding matters relevant to park, natural resources, and recreation functions, reflecting the attitudes and concerns of the citizens of Woodbury, as well as review the comprehensive plan and park classification system and encourage the conservation and preservation of natural resources in order to achieve a more sustainable community.

<table>
<thead>
<tr>
<th>2021 Parks and Natural Resources Commissioners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Greta Bjerkness, Chair</td>
</tr>
<tr>
<td>Timothy Brewington, II</td>
</tr>
<tr>
<td>Karin Freymann</td>
</tr>
<tr>
<td>Bruce Montgomery</td>
</tr>
<tr>
<td>Jakob Neau, Student</td>
</tr>
<tr>
<td>Arin Kurttilla, Co-chair</td>
</tr>
<tr>
<td>Deborah Musser</td>
</tr>
<tr>
<td>Rachel Nelson</td>
</tr>
<tr>
<td>Isaac Eikenberry, Student</td>
</tr>
<tr>
<td>Benjamin Sayers</td>
</tr>
</tbody>
</table>
Message from the Parks and Recreation Director

It is with great pleasure we present the 2021 Annual Report for the City of Woodbury Parks and Recreation Department. Throughout 2021, the Parks and Recreation team of dedicated professionals continued to deliver high quality programs and services to our community, even as the impacts and constraints of the ongoing pandemic remained. Connecting people through opportunities to recreate, socialize, gather and play remained our primary focus. Our mantra became one of perseverance, determination, stability, and a push towards getting back to “normal” for our community, guests, and staff.

We accomplished many great initiatives that will enrich and expand Parks and Recreation in future times. The incredible commitment to the long-term funding for the Parks and Trails Replacement Plan, Phase I of Valley Creek Park, completion of Fair Haven and Summerlin Parks, and preliminary needs assessment for renovation of our beloved Central Park.

We began work on the design of parks in the developments of Arbor Ridge, Briarcroft, Highcroft and Bridlewood Farms, progress was made on the park sign replacement and way finding project for our beautiful parks and continued to address important ADA improvements across the parks system.

Our team truly cares about the future and sustainability of Parks and Recreation in Woodbury and will continue to strive for not only providing excellence now, but to leave lasting legacies for our community and guests alike for many, many years to come. I look forward to great things for all of us in 2022.

Sincerely,

Michelle Okada
Parks and Recreation Director
Facebook Pages

Woodbury Parks and Recreation
@WoodburyParkRec
- Woodbury residents make up 50.5% of page “likes”
- Page reach: 37,912
- Page visits: 8,417

Woodbury, MN Adult Athletics
@WoodburyAdultAthletics
- Woodbury residents make up 35% of page “likes”
- Page reach: 3,225
- Page visits: 1,174

Carver Lake Park Off-road Cycling Trail
@mtbcarverlake
- Woodbury residents make up 18% of page “likes”
- Page reach: 73,930
- Page visits: 15,475
- 27 different countries are represented by page fans

East Metro Miracle League
@EastMetroMiracleLeague
- Woodbury residents make up 27.6% of page “likes”
- Page reach: 195,462
- Page visits: 1,068

M Health Fairview Sports Center
@MHealthFairviewSportsCenter
- Woodbury residents make up 40.9% of page “likes”
- Page reach: 339,155
- Page visits: 4,855

Eagle Valley Golf Course
@EagleValleyGC
- Woodbury residents make up 22.9% of page “likes”
- Page reach: 80,131
- Page visits: 3,942
Demographics, Data and More

Year after year, Woodbury proves itself to be a fantastic place to live, work and thrive. Woodbury is the 8th largest city in Minnesota and is projected to reach 88,000 people by 2040.

Woodbury’s parks and trails are essential assets that enhance the quality of life in our community. The City maintains, 3,540 acres of park and open space land including Eagle Valley Golf Course and 173.8 miles of trails, within the entire park system.

In 2021 the Parks Replacement Fund plan was approved to ensure that our parks and trails assets will be protected well into the future.

Sources: US Census Bureau and MN DEED
Recreation Sponsorships Partnerships

More than 117 individuals and/or groups volunteered

25 local businesses contributed $27,450

City & County Credit Union
A.J. Alberts Plumbing
Central & Priority Pediatrics
Twin Cities Orthopedics
Peace of Mind Childcare
Family Achievement Center
Goddard School
Harper & Peterson P.I.L.C.
TRIA Orthopedics
Warner's Outdoor Solutions
Henseler & Kocian Orthodontics
Keller Williams Premier Realty
Pediatric Home Services
Heppner's Auto Body
CorTrust Bank
Pet Evolution
Pearle Vision
Cub Foods
The Urgency Room
Engelbrecht Family Dental
ACR Homes
Dunn Orthodontics
Wings Financial
Dentists of Woodbury
Pioneer Press
2021 Park Projects

Valley Creek Park
Previously undeveloped 70 acre community park. Entrance to the park is located off of Valley Creek Road. Open space is a mixture of oak woodland, coniferous tree plantation and retired agricultural fields. Significant investment has been made to restore the barn on the site. Project was substantially completed in 2021, while the playground and trail will be finalized in 2022.

Fair Haven
Fair Haven Park, located south of Dale Road and west of Woodbury Drive, will include a playground for ages 5-12, multi-purpose open/active field space, basketball court, tennis/pickleball court and trail connections.

Wedgewood Heights Playground
The playground at Wedgewood Heights Park was replaced in 2021.

Summerlin Park
A new park located south of Dale Road and west of Woodbury Drive, includes playground, open space and trail connections.

Menomini Playground Replacement
The playground at Menomini Park was replaced in 2021.

Pioneer Park
Four (4) pickleball courts were added at Pioneer Park and the tennis and basketball court was reconstructed.
Recreation Division

Overview

The Recreation Division is responsible for managing recreation facilities and coordinating a variety of recreation programs. The division’s 9 full-time and 78 seasonal staff are responsible for renting Central Park facilities, including Lookout Ridge Indoor Playground, scheduling athletic fields, park buildings and coordinating recreation programs for all ages, special events, mobilizing volunteers, developing partnerships with other community recreation providers and publicizing services. The division also provides all of the administrative support for the Parks and Recreation Department and serves the Parks and Natural Resources Commission.

Highlights

- Voted “Best Place for Kids’ Activities” in Woodbury Magazine’s Best of Woodbury 2021.
- The Carver Lake Park Bike Park Playground was awarded a Minnesota Recreation and Parks Association Awards of Excellence - Parks and Facility.
- Full-time recreation program staff provided support to Central Park and M Health Fairview Sports Center through mid-May due to staff shortages.
- Recreation program offerings were very limited January through May. Summer programming kicked off in June and registrations numbers were very strong with most every program at or near capacity. Many recreation programs experienced record participation numbers with additional sessions and classes being added to meet the community’s programming needs.
- Recreation team members created and coordinated several new programs and events, including: The Coin Quest, Nature Exploration Camp, Youth Cricket Camp, Zombie Apocalypse Chase and the New Year’s Eve Matinee.
- 2021 special events were very successful despite the pandemic continuing its course. The Coin Carnival, Big Truck Day, Halloween Hoopla, Cookies and Crafts with Santa and the New Year’s Eve Celebrations were all able to take place. Special events were well received by the community with nearly all registration-based events selling out.

Revenue/Expenditures 2018-2021

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$1,062,473</td>
<td>$720,878</td>
</tr>
<tr>
<td>2019</td>
<td>$1,053,477</td>
<td>$661,181</td>
</tr>
<tr>
<td>2020</td>
<td>$1,059,174</td>
<td>$338,396</td>
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<tr>
<td>2021</td>
<td>$881,461</td>
<td>$1,599,772</td>
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</table>

2018 2019 2020 2021

Parks and Recreation 2021 Annual Report
Recreation Division by the Numbers

71,299

Total Participants in 2021
11,058 in 2020

29,178 participants in revenue programs
4,305 in 2020
35,792 in 2019

42,121 participants in non-revenue programs
6,753 in 2020
47,149 in 2019

90 Adult Softball teams
48 Adult Soccer teams
27 Adult Volleyball teams
20 Adult Yard Game teams
6 Adult Broomball teams

60,388 Hours of Field Rentals
260% increase over 2020

Shelter/Building Rentals
had 12,963 Hours of Use
190% increase over 2020

In 2021, 92% of programs offered were ran; 533 out of 580 programs.

71,299

Total Participants in 2021
11,058 in 2020

29,178 participants in revenue programs
4,305 in 2020
35,792 in 2019

42,121 participants in non-revenue programs
6,753 in 2020
47,149 in 2019

90 Adult Softball teams
48 Adult Soccer teams
27 Adult Volleyball teams
20 Adult Yard Game teams
6 Adult Broomball teams

60,388 Hours of Field Rentals
260% increase over 2020

Shelter/Building Rentals
had 12,963 Hours of Use
190% increase over 2020

In 2021, 92% of programs offered were ran; 533 out of 580 programs.

Revenue
$881,517

Expenses
$1,589,846

Percentage of activity Fees to Expenditures
55%

26% in 2020
63% in 2019

Averaged 120 trail counts per day at the Carver Off-road Cycling Trail in 2021

Bike Park Playground averaged 254 counts per day in 2021
Central Park by the Numbers

Closed due to Minnesota Department of Health (MDH) COVID-19 guidelines through February 2021. LOR daily admissions and rentals made a slow return through out the year.

Lookout Ridge Numbers

Lookout Ridge slowly re-opened up in 2021, with limited hours February – June. Birthday party reservations started to increase late in the year.

Rentals and Events

Liberty Church continued their use in 2021

Central Park staff was limited in 2021, so full-time Recreation staff filled in to support operations

Big Truck Day returned in 2021, with 2,770 participants

St. Paul Farmers’ Market Sundays June-October

<table>
<thead>
<tr>
<th>Total Paid Admissions</th>
<th>2020</th>
<th>2021</th>
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<tr>
<td></td>
<td>5,677</td>
<td>11,087</td>
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<table>
<thead>
<tr>
<th>Total Birthday Parties</th>
<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td></td>
<td>36</td>
<td>55</td>
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<table>
<thead>
<tr>
<th>Total Groups</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5</td>
<td>2</td>
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</tbody>
</table>
Eagle Valley Golf Course

Overview

Eagle Valley Golf Course features amenities including a regulation length 18-hole course, 60 station practice range, deli style food/beverage operation and banquet/meeting room. The division employs 3 and ¾ full-time staff and approximately 70 seasonal employees. The facility encompasses 225 acres of open space and is utilized in the winter for cross-country skiing, snowshoeing, and sledding. In addition to public access golf, Eagle Valley offers programs which include options for a diverse variety of players. There is also an option for players, who frequent the facility, to participate in the Eagle Club program. This program offers benefits not available to the general public, including reduced pricing on green fees, range benefits, merchandise discounts and access to make advanced reservations. The facility offers lesson programs for both adults and juniors, with junior lessons offered as a part of The First Tee® of Minnesota at Eagle Valley. The facility also supports programs in partnership with the Special Olympics, South Washington County Community Education, with several local high schools utilizing the facility during their spring golf season.

As a division of the Parks and Recreation Department, the golf course is operated as an enterprise fund within the city budget. In 2011, the Eagle Valley Golf Course Task Force established a benchmark operating margin of 20 percent. In 2021, the golf course recorded $727,251 as operating income and an operating margin of 35.4 percent, compared to $498,681 operating income and 28.7 percent margin in 2020.

Highlights

• Averaged 220 rounds per day in 2021, which is 27 more than the previous five-year average.

• The 2021 golf season was absolutely amazing. The golf industry boom continued as the gains recorded in 2020 were multiplied with a positive spring and fall weather impact during the 2021 season. Eagle Valley recorded the best year ever in both rounds played and total revenue.

• Eagle Valley’s group lesson program set a record for most participant enrollments in a season. Our junior and adult sessions included more than 400 participants for the first time ever.
Eagle Valley Golf Course by the Numbers

44,679
Rounds Played in 2021, 4,949 more than 2020

427
Lesson Participants, 275 more than 2020

84
Banquet Rentals 35 in 2020, 96 in 2019

$30,186
Banquet Rental Revenue

35.4%
Operating Income as a % of revenues

Banquet Rentals 35 in 2020, 96 in 2019

$30,186
Banquet Rental Revenue

35.4%
Operating Income as a % of revenues
M Health Fairview Sports Center
(Formerly HealthEast Sports Center)

Overview

M Health Fairview Sports Center, formerly HealthEast Sports Center, provides a well-maintained, self-supporting indoor recreation facility for ice skating and indoor activities. It is one of the largest multi-use sports centers in the state. The sports center serves the community and region with high-quality indoor facilities, including a 90,000 square foot indoor field house, two indoor ice arenas, an outdoor recreational ice skating rink and a splash pad water feature. It is home to three local high school hockey teams and Madison’s Place, a completely accessible inclusive playground.

As a division within the Parks and Recreation Department, the sports center is operated as an enterprise fund within the city budget. In 2021, the sports center recorded $553,946 as operating income and an operating margin of 33.8 percent, compared to the current operating benchmark of 30 percent.

Highlights

Sports center ice programs, which include skating lessons and open program participants, continued to grow in popularity. Recorded revenues surpassed expectations in excess of $20,000, coming in at 113 percent of budget.

Another indicator of operational success measures the utilization of our facility during peak rental times. Both surfaces within the sports center were in high demand. The ice side of the business recorded a peak utilization of 94 percent, while the fieldhouse utilized 89 percent of its peak rental hours.

Operating Revenue vs Expenditures

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$1,195,473</td>
<td>$1,177,753</td>
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<tr>
<td>2019</td>
<td>$1,212,246</td>
<td>$1,673,227</td>
</tr>
<tr>
<td>2020</td>
<td>$1,045,544</td>
<td>$907,120</td>
</tr>
<tr>
<td>2021</td>
<td>$1,085,454</td>
<td>$1,639,400</td>
</tr>
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</table>
M Health Fairview Sports Center by the Numbers

Due to Minnesota Department of Health (MDH) COVID-19 guidelines, open programs, rentals and concessions were limited until August 2021.

341,611 Visitors
2020 - 285,704
2019 - 447,783

27,010 Field House Program Participants
43,657 Ice Program Participants

94% of available peak ice hours rented
89% of available peak field hours rented

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
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</thead>
<tbody>
<tr>
<td>Field</td>
<td>87%</td>
<td>93%</td>
</tr>
<tr>
<td>Ice</td>
<td>92%</td>
<td>87%</td>
</tr>
</tbody>
</table>

Total Ice Hours Sold = 3,890

Off-Peak Hours: 2,630
Peak Hours: 1,260

Total Field House Hours Sold = 2,015

Off-Peak Hours: 1,316
Peak Hours: 699

Operating Margin

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peak</td>
<td>$600,981</td>
<td>$138,424</td>
<td>$553,946</td>
</tr>
<tr>
<td>Off-Peak</td>
<td>35.3%</td>
<td>13.2%</td>
<td>33.8%</td>
</tr>
</tbody>
</table>

Food Service

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peak</td>
<td>$128,980</td>
<td>$42,740</td>
<td>$49,381</td>
</tr>
<tr>
<td>Off-Peak</td>
<td>35.3%</td>
<td>13.2%</td>
<td>33.8%</td>
</tr>
</tbody>
</table>