

# 2019

## YEAR IN REVIEW

### By The NUMBERS:

Park Acreage: **371**

Facilities: **6**

Days Recreation Center Was Open: **364**

Days Eric Brown Skate Plaza Was Open: **364**

Number of Special Events: **27**

Number of Sports and Tennis Academies: **60**

Number of Preschool Programs: **3**

Number of Camps: **66**

Number of Recreation Academies: **26**

Aquatic Classes Participants: **8,011**

Sports and Fitness Classes Participants: **5,224**

Outreach Programs Participants: **524**

Recreation Classes Participants: **1,667**

Camps and Preschool Programs Participants: **1,526**



**Ida Lee Park Recreation Center**

Annual Passes: <b>4,975</b>	Pass Visits: <b>248,942</b>
General Admissions: <b>47,932</b>	Total Active Passholders: <b>7,456</b>



**Department Wide**

Department Expenditures: <b>\$7,645,537</b>
Department Revenue Generated: <b>\$5,185,228</b>
Cost Recovery: <b>68%</b>



**Ida Lee Park Tennis Center**

Net Revenue: <b>\$280,021</b>
Tennis Classes Participants: <b>2,616</b>
Hours the Tennis Courts were Available: <b>51,051</b>
Cost Recovery: <b>143%</b>



**AV Symington Aquatic Center**

Net Revenue: <b>\$208,422</b>	Total Visits: <b>42,688</b>
Resident Visitors: <b>22,758</b>	Cost Recovery: <b>249%</b>

# Leesburg Parks & Recreation DEPARTMENT

**FY19**  
**Annual Report**

TO ACHIEVE EXCELLENCE



## NOTE FROM THE Department Director and Parks Commission Chairman

The Parks and Recreation Advisory Commission and the Parks and Recreation Department are pleased to provide you with the Fiscal Year 2019 Annual Report.

The Department kicked off the 2019 fiscal year strong and with a few major changes for the community. AV Symington Aquatic Center celebrated its 10th summer season with large crowds and a new vendor running the Lily Pad Concessions; five new sculptures were unveiled on the ArtsPARKS sculpture trail in Raflo Park with members of the Leesburg Commission on Public Arts and the Friends of Leesburg Public Arts in attendance. All of the sculptures were created by local artists and will remain on display until June 2020; and the Department brought a brand new event to downtown Leesburg. The 1st Annual TASTE Leesburg was held in August. The event was created to bring awareness of Leesburg's downtown district, while promoting Leesburg as a whole. For the first time in Leesburg, attendees were able to purchase beer and wine to carry with them while sampling local food and enjoying live entertainment. The event drew an overwhelming crowd which surpassed the expectations of everyone involved. These are just a few of the many accomplishments of this past year that we are proud to highlight.

We would like to thank the Mayor and Town Council, members of the Parks and Recreation Advisory Commission, a dedicated team of parks and recreation professionals, as well as the citizens of Leesburg for making Fiscal Year 2019 a success. As we begin another year, we will continue to strive to achieve excellence, while making Leesburg a special place for all.

The Parks and Recreation Department continues to demonstrate its commitment to providing quality programs, facilities, and events that help create a distinct sense of community within Leesburg. Looking forward, we anticipate great things in Fiscal Year 2020.

Sincerely,

Rich Williams, *Director*  
Leesburg Parks and Recreation

Brody McCray, *Chairman*  
Leesburg Parks and Recreation  
Advisory Commission

### 2019

- *Loudoun Times-Mirror* readers' poll named Ida Lee Park Recreation Center as the 1st Place winner for Best Recreational Facility.
- *Loudoun Times-Mirror* readers' poll named Ida Lee Park Tennis Center as the 1st Place winner for Best Tennis Courts.

### 2018

- International Festivals and Events Association Silver Award for Best Newspaper Insert/Supplement – Leesburg Flower & Garden Festival.
- Virginia Recreation and Park Society Best New Facility (Parks, Playgrounds, Blueways, Greenways, and Trails) Award – Catoctin Park.
- Virginia Recreation and Park Society Best New Renovation/Addition (Parks, Playgrounds, Blueways, Greenways, and Trails) Award – Billy Cox Pavilion.
- *Loudoun Now* Loudoun Favorite's poll named Ida Lee Park as the "Favorite Park" in the Loudoun County area.
- *Loudoun Now* Loudoun Favorite's poll named Ida Lee Park Recreation Center as the "Favorite Community Center" and "Favorite Recreation Center" in the Loudoun County area.
- *Loudoun Now* Loudoun Favorite's poll named AV Symington Aquatic Center as the "Favorite Community Pool" in the Loudoun County area.
- *Loudoun Now* Loudoun Favorite's poll named Ida Lee Park Tennis Center as the "Favorite Place to Play Tennis" and "Favorite Tennis Instructor – Kyle Lambkin".
- *Loudoun Now* Loudoun Favorite's poll named the Leesburg Flower & Garden Festival as the "Favorite Festival" in the Loudoun County area.

- The playground at Greenway Park received a redesign where new play components were installed to the existing structure to provide different levels of challenges for activities such as sliding, balance, climbing, and ground level play.
- The 1st Annual TASTE Leesburg was held on August 11, 2018. The inaugural event provided an opportunity for visitors to experience over 50 booths showcasing local food, breweries, wineries, businesses, artisans, and entertainment within four blocks of downtown. There was plenty of live entertainment by local musicians that took place on three stages throughout the event.
- A Room to Grow Preschool program won the Stairway to Success award, supporting early childhood education for the third year in a row. The program encourages local government to be involved in early childhood education, which in turn, builds a qualified, well-educated work force. Stairway to Success recognizes specific actions that enhance the early childhood experience.
- Working to promote families spending time together outdoors, the Department partnered with the Childhood Obesity Committee, Loudoun County Health Department, Loudoun County Public Libraries, and other local non-profits to bring a Storybook Walk to Ida Lee. Families gathered for the walk along the Ida Lee Trail and then participated in crafts, free book distribution, and outdoor play at Billy Cox Pavilion.
- An accessible path was installed at Rotary Park, consisting of red brick and a concrete border, along with a bench offering companion seating. The path is designed to accommodate people with disabilities to access and gather around the playground from the adjacent North Street sidewalk.
- Foul netting was installed at Freedom Park to ensure a level of safety from baseballs entering vehicular traffic on Battlefield Parkway.
- The gymnastic program expanded their equipment with uneven bars.

- A shade structure was installed over the patio of the skate plaza at Catoctin Park to provide comfort to the users of the park.
- The Department reintroduced the position of Outdoor Facilities Supervisor in February 2019 to meet the ever growing field usage coordination needs of the department.
- A new playground was installed at Foxridge Park incorporating inclusive playground design principles. With a \$25,000 grant from GameTime, in partnership with Virginia Recreation and Parks Society, the department was able to install a universal design playground for ages 2 to 12. The components accommodate users of all abilities and challenges them at their own developmental level. The playground also serves as a National Demonstration Site for promoting physical activity, nature engagement, and inclusion.
- A 14'x 28' pre-built shed was purchased to store the town's Holiday decorations at Freedom Park.
- New holiday garland was purchased to wrap the downtown street lights and utility poles for the holiday season. The Department purchased 3,481 feet of artificial garland, allowing for an expanded footprint to include an additional block on West Market and West Loudoun, Harrison Street, and the Town parking garage entrance/exit points.
- In May 2019, lights were temporarily installed to illuminate the Town garage façade teal blue, in recognition of Ovarian Cancer Awareness Month. The spot lights provide a full spectrum of colors and will be used in the future to host awareness events and to decorate for the holidays.
- In honor of National Kids to Parks Day, the department hosted a photo contest to encourage families to visit the town's parks. The winner received a one-day family pass to AV Symington Aquatic Center and was invited to attend a Town Council meeting to be recognized by the Council.
- This past fall, a new Safety Academy program called Wilderness First Aid was created.

- After several years of a joint venture, the Town of Leesburg took over full production of the award winning summer concert series Acoustic on the Green for its 16th season, offering free concerts on Saturday evenings from June to August in downtown Leesburg.
- Surpassed the annual pass revenue goals for the recreation center and exceeded a million dollars in annual pass sales for a second year in a row.
- To keep up with current trends and meet the needs of our patrons, new fitness classes (Bang, Outdoor Yoga) were added to the schedule, and kettlebells and dumbbells were purchased for class use.
- To meet the needs of the Pickleball community, an extra hour of play time was added on Tuesday/Thursday, and an additional day (Friday) was added to the schedule.
- Inclusion of open youth volleyball was added to the gym schedule to meet the demand for youth volleyball.
- A personal training pass was created to help with check in and tracking processes at the recreation center.
- The preschool program and camp program full time staff were certified in MAT diabetic training.
- An extra week of camps were added to the 2019 camp program to accommodate more patrons.
- The lily pads and floating snake were refurbished for the AV Symington Aquatic Center.
- During closedown of the recreation center, a new boiler was installed and new carpet was installed at the front desk and offices.
- Two roof-top HVAC units were replaced at Ida Lee Park Recreation Center.
- The existing wood chip mulch was removed from Olde Izaak Walton Dog Park and was replaced with a new layer.
- Maintenance staff helped to renovate the kitchen space at Olde Izaak Walton Park.
- Cracks were repaired on the outdoor tennis courts.