

NEWS RELEASE

ROCKFORD PARK DISTRICT MAKING MEMORIES FOR A LIFETIME

From: Rockford Park District
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Financial Advisory Committee Recommendations Continue to Reduce Expenses and Increase Revenues

ROCKFORD IL – The Rockford Park District Board of Commissioners received a six-month report this evening that demonstrated the cost savings realized through recommendations made by a citizens advisory group to reduce expenses or generate new revenue.

Implementing the nine recommendations from the Financial Advisory Committee resulted in expense reductions totaling \$396,357, and generated new revenues in the amount of \$318,699 during the first six months of 2010.

According to Tim Dimke, Executive Director, “This is our second year of working through the nine recommendations made by the seven-member citizen group known as the Financial Advisory Committee. Park District team members, partners, and citizens have enthusiastically embraced and implemented significant expense savings through budget reductions, and revenue enhancements through flexible, innovative, and highly creative ideas.”

Examples of cost reductions or revenue enhancements included in the report:

- A new playground at Tenth Avenue Park was accomplished through a KaBOOM! grant and funded by MetLife Foundation and built by 300 volunteers, a \$70,000 value
- Aldeen Golf Club received a donation of \$100,000 for the construction of a patio at the Aldeen clubhouse; matching funds are being solicited so the project can get underway
- Standfield Beach’s operation was transferred to an outside contractor, Beach Watch LLC, who specializes in beach management and offered to operate the beach at no tax cost to the Park District (Savings of \$14,625 in expenses)
- Several golf promotions have increased revenue and encouraged new customers, netting almost \$15,000 in new revenue
- Golf expenses were reduced by \$23,000 through creative maintenance techniques
- Leasing Marinelli Field to the professional baseball team the Rockford Foresters reduced expenses by \$4,300 and increased revenues by \$12,500
- Contractual mowing at parks and facilities saved \$30,000 by altering specifications in the bidding process
- Food and beverage operations and cleaning services at Magic Waters were analyzed, and budgeted expenses reduced by \$10,500. Additional cabanas were added for increased revenue and have sold out daily.
- Employee manuals and seasonal handbooks were published online, saving \$5,000 in printing costs
- The District’s sponsorship program has garnered 24 new sponsors and generated \$453,293 in cash and in-kind budget-relieving support

The entire 15-page report is available on the District’s web site, www.rockfordparkdistrict.org.

For more information, please contact: **Tim Dimke, Executive Director, 815-987-8800**

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ROCKFORD PARK DISTRICT

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