

Parks Action Plan Update Committee

MEMORANDUM – PUBLIC ACTIVITY VENUE

WILDWOOD 2020

As part of the Mayor's 2020 Vision, he requested this Committee review the feasibility of including in the revised Action Plan a goal to install a public activity venue. He requested the Committee discuss and decide if the members wanted to include this type of venue and, if so, what it would include, where it would be located, and how it would be funded. To assist the Committee Members in this discussion, below are the applicable sections of the recently completed survey relative to this type of improvement.

QUESTION #3

The third survey question polls respondents on what type of facilities they would like added by the City.

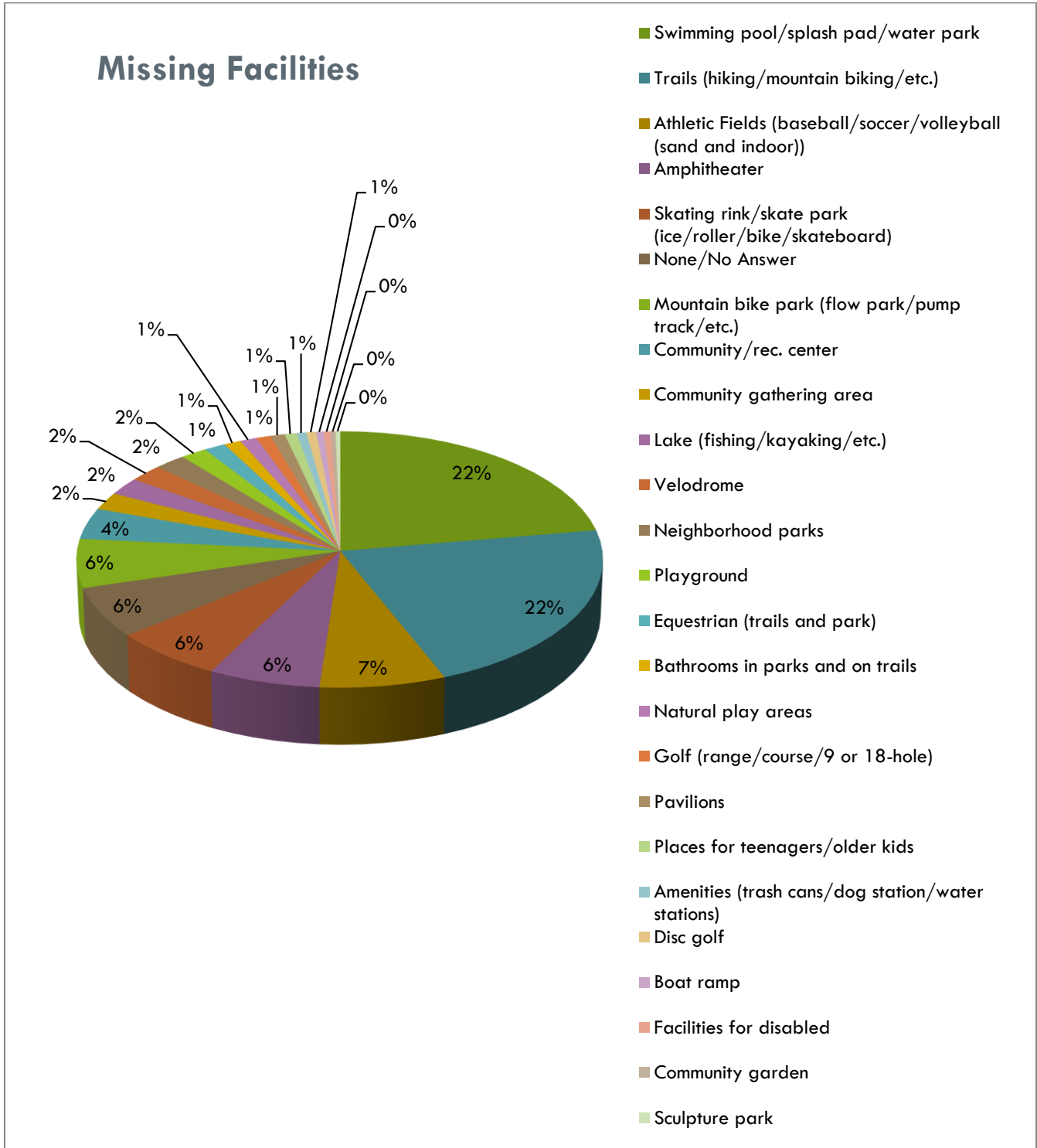
3. Acknowledging the number of parks and trail corridors located within the City of Wildwood, what facilities or play venues are missing that you would support additional funding towards in the next ten (10) years?

Question #3 Responses in Table Format:

Activity	Responses	% of Responses
Swimming pool/splash pad/water park	142	22.05%
Trails (hiking/mountain biking/etc.)	137	21.27%
Athletic Fields (baseball/soccer/volleyball (sand and indoor))	46	7.14%
Amphitheater	41	6.37%
Skating rink/skate park (ice/roller/bike/skateboard)	41	6.37%
None/No Answer	40	6.21%
Mountain bike park (flow park/pump track/etc.)	39	6.06%
Community/rec. center	25	3.88%
Community gathering area	14	2.17%
Lake (fishing/kayaking/etc.)	14	2.17%
Velodrome	14	2.17%
Neighborhood parks	13	2.02%
Playground	11	1.71%
Equestrian (trails and park)	9	1.40%
Bathrooms in parks and on trails	7	1.09%

Natural play areas	7	1.09%
Golf (range/course/9 or 18-hole)	6	0.93%
Pavilions	6	0.93%
Places for teenagers/older kids	5	0.78%
Amenities (trash cans/dog station/water stations)	4	0.62%
Disc golf	4	0.62%
Boat ramp	3	0.47%
Facilities for disabled	3	0.47%
Community garden	2	0.31%
Sculpture park	2	0.31%
ATV trails	1	0.16%
Benches	1	0.16%
Camping	1	0.16%
Dog park	1	0.16%
Fitness equipment on trails	1	0.16%
In-ground bounce bubbles	1	0.16%
Long roller slide (Japan)	1	0.16%
Public beach	1	0.16%
Tree drop-off/mulch facility	1	0.16%
Total	644	100.00%

Question #3 Responses in Chart Format:



These results show twenty-two percent (22%) of respondents are interested in some type of municipal swimming pool, water park, or sprayground. Additionally, another twenty-two percent (22%) would like to see additional trails built and added to the current network. Respondents mentioned the importance of

providing key connections within the system to close gaps and connect regional parks and surrounding trail systems. These two (2) responses were by far the most requested 'missing' facility in the survey.

QUESTION #4

The fourth survey question queried respondents on the type of facility, whether passive or active, they would like the City to invest for the future.

4. As the City considers strategic purchases of property for specific needs, both active and passive uses of them are being considered. What percentage of any new parkland areas should be active or passive (assuming a total of one hundred (100) percent)? a. % Active (athletic fields, courts, playgrounds, multiple-use trails, skate parks, band shells, and horse arenas) b. Passive (picnic areas, pavilions, gardens, and open grass and native/wild flower plantings)

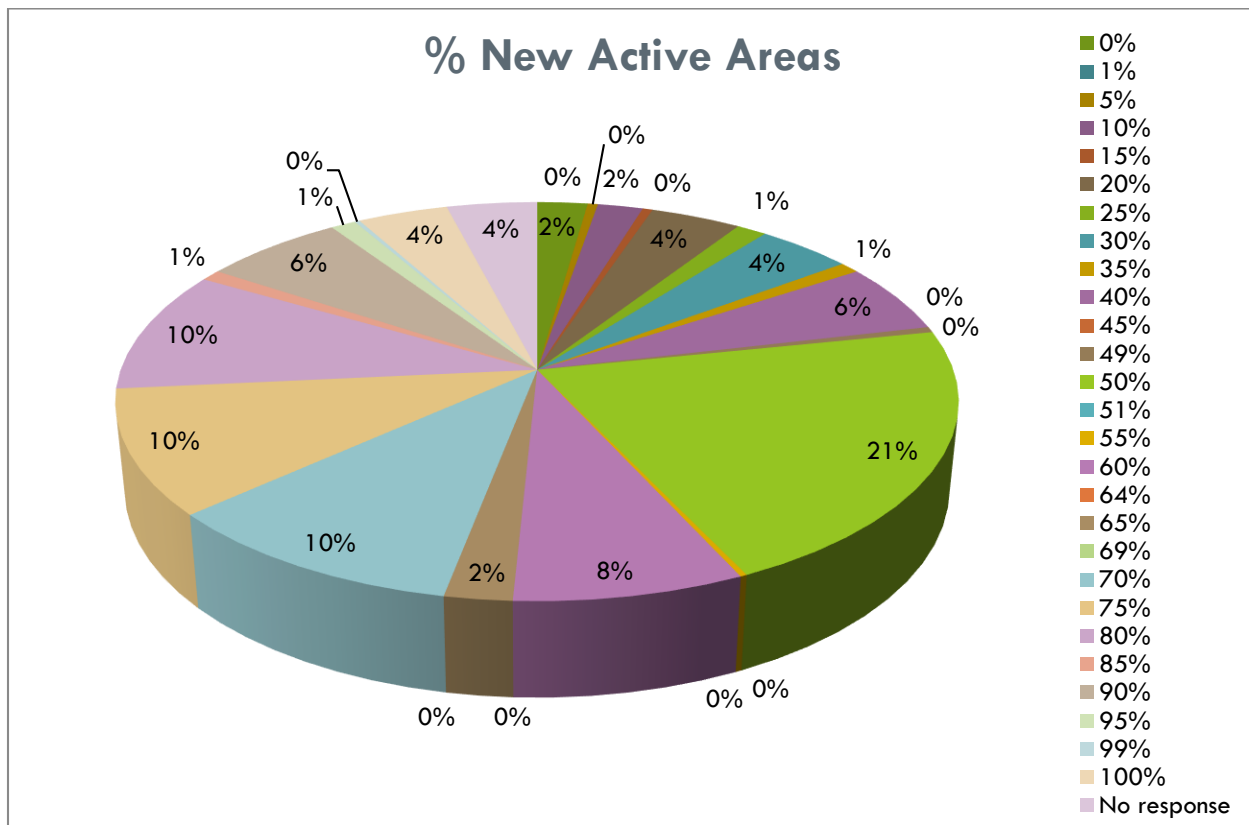
Question #4 Responses in Table Format:

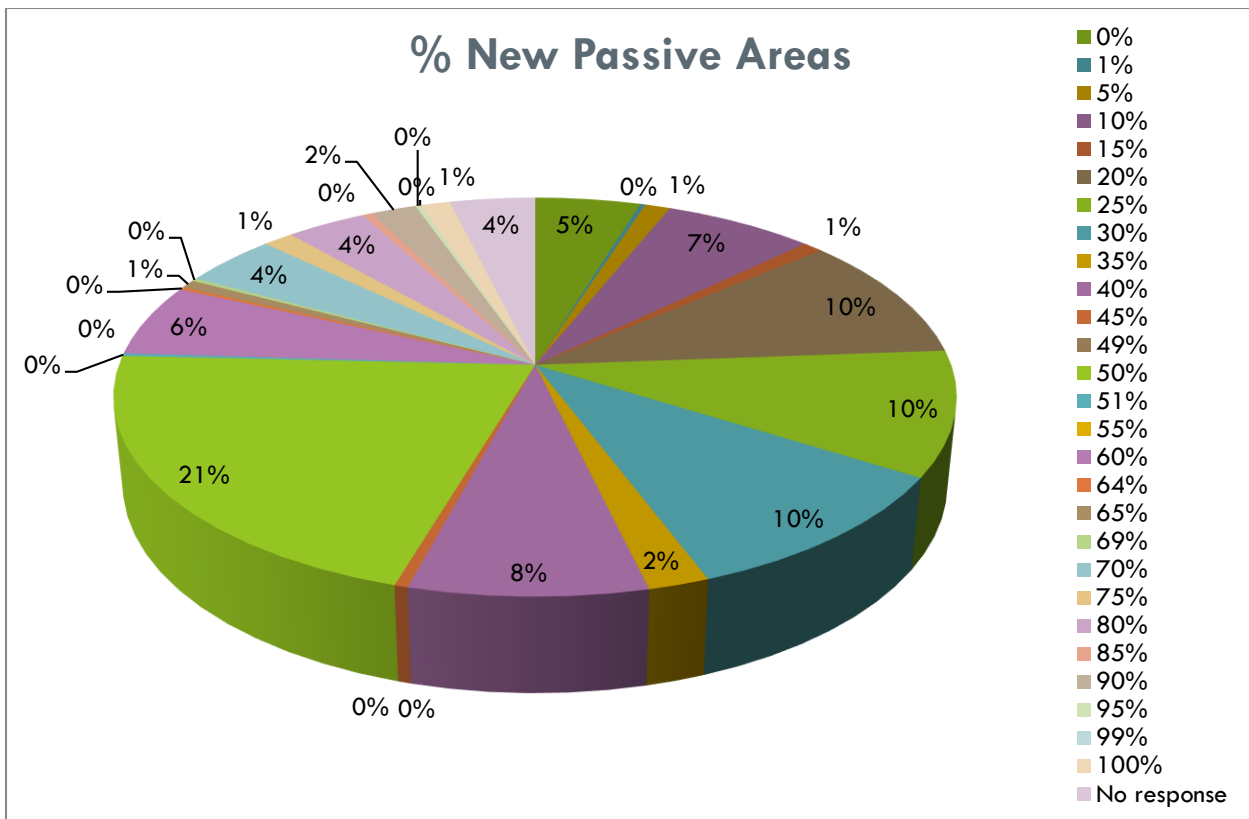
Question # 4 Response	Active Qty	Active %	Passive Qty	Passive %
0%	10	2.25%	21	4.72%
1%	0	0.00%	1	0.22%
5%	2	0.45%	5	1.12%
10%	9	2.02%	30	6.74%
15%	2	0.45%	4	0.90%
20%	18	4.04%	45	10.11%
25%	6	1.35%	45	10.11%
30%	19	4.27%	46	10.34%
35%	4	0.90%	9	2.02%
40%	25	5.62%	35	7.87%
45%	0	0.00%	2	0.45%
49%	2	0.45%	0	0.00%
50%	94	21.12%	94	21.12%
51%	0	0.00%	1	0.22%
55%	1	0.22%	0	0.00%
60%	34	7.64%	26	5.84%
64%	0	0.00%	1	0.22%
65%	10	2.25%	3	0.67%
69%	0	0.00%	1	0.22%
70%	46	10.34%	19	4.27%
75%	45	10.11%	6	1.35%
80%	44	9.89%	16	3.60%
85%	4	0.90%	2	0.45%

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90%	28	6.29%	9	2.02%
95%	5	1.12%	1	0.22%
99%	1	0.22%	0	0.00%
100%	18	4.04%	6	1.35%
No response	18	4.04%	17	3.82%
Totals	445	100.00%	445	100.00%

Question #4 Responses in Chart Format:





The largest response was a 50/50 split of monies to be spent on both active and passive areas, with over twenty percent (20%) of respondents noting the budget should be spent equally on both types of facilities.

QUESTION #6

The sixth survey question sought respondents' opinions on partnering with organizations and neighboring communities or building its own facilities to serve all needs.

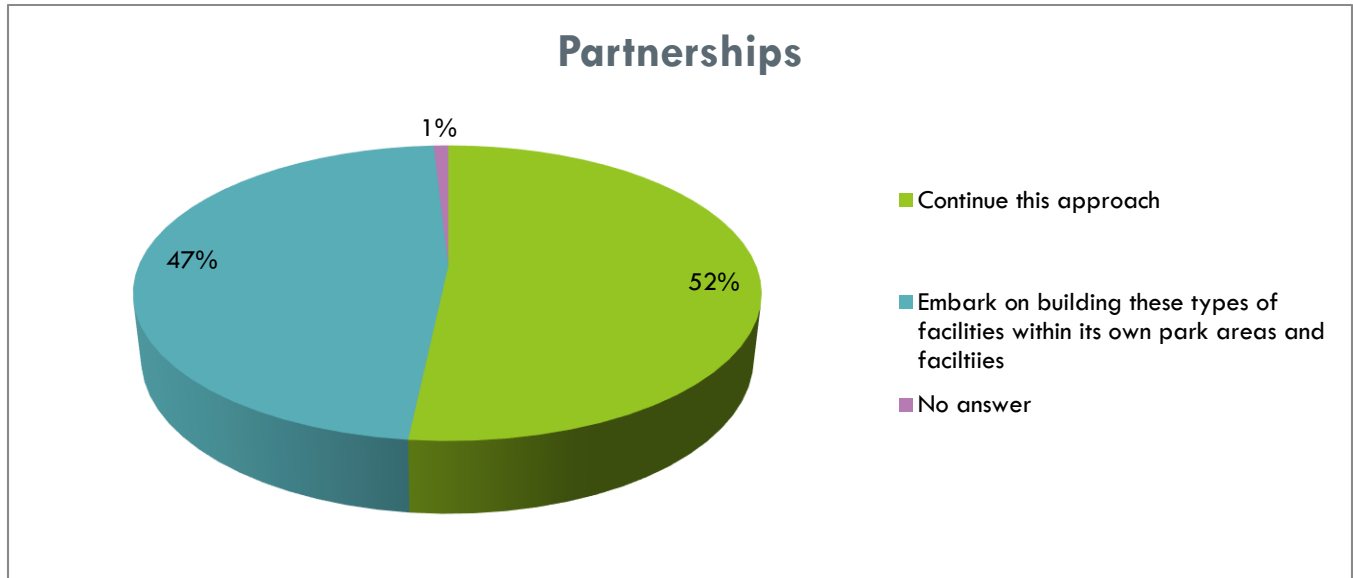
6. The City of Wildwood has always capitalized on partnering with other providers of parks and recreational opportunities in meeting residents' needs. The Summer Swimming Pool Pass Program with the Cities of Ballwin and Ellisville is an example. Should the City of Wildwood:

Question #6 Responses in Table Format:

Question #6 Responses	Qty	%
Continue this approach	230	51.69%
Embark on building these types of facilities within its own park areas and facilities	211	47.42%
No answer	4	0.90%

Totals	445	100.00%
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Question #6 Responses in Chart Format:



These results will pose a challenge for the Committee to determine an approach within the revised Action Plan, since the results were so close between those respondents that believe partnerships should be continued and others that believe the City should build its own facilities.

QUESTION #7

The seventh survey question queried respondents on what type of facilities they believe are missing from the City’s current parks.

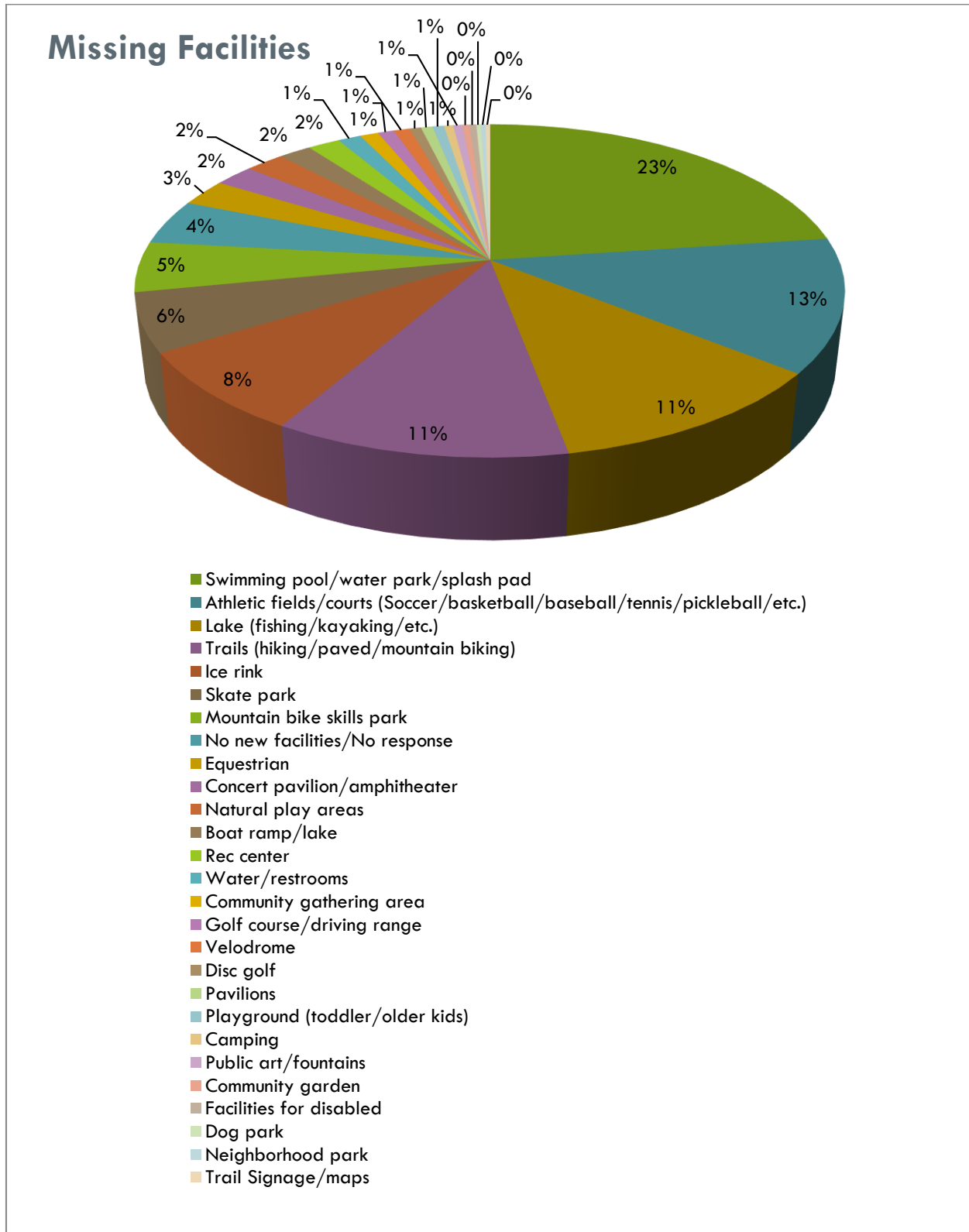
7. What should future Wildwood park facilities include that is currently missing within them (athletic fields, equestrian facilities and trails, boat ramps, fishing lakes, skate parks, tennis and other hard court areas, ice rinks, outdoor swimming pools, etc.)?

Question #7 Responses in Table Format:

Facility	Responses	% of Responses
Swimming pool/water park/splash pad	182	22.69%
Athletic fields/courts (Soccer/basketball/baseball/tennis/pickleball/etc.)	103	12.84%
Lake (fishing/kayaking/etc.)	90	11.22%
Trails (hiking/paved/mountain biking)	90	11.22%

Ice rink	63	7.86%
Skate park	45	5.61%
Mountain bike skills park	39	4.86%
No new facilities/No response	35	4.36%
Equestrian	21	2.62%
Concert pavilion/amphitheater	17	2.12%
Natural play areas	17	2.12%
Boat ramp/lake	14	1.75%
Rec center	14	1.75%
Water/restrooms	10	1.25%
Community gathering area	8	1.00%
Golf course/driving range	7	0.87%
Velodrome	7	0.87%
Disc golf	5	0.62%
Pavilions	5	0.62%
Playground (toddler/older kids)	5	0.62%
Camping	4	0.50%
Public art/fountains	4	0.50%
Community garden	3	0.37%
Facilities for disabled	3	0.37%
Dog park	2	0.25%
Neighborhood park	2	0.25%
Trail Signage/maps	2	0.25%
American Ninja Warrior Course	1	0.12%
Archery	1	0.12%
ATV trails	1	0.12%
Outdoor movie theater	1	0.12%
Performing arts center	1	0.12%
Total	802	100.00%

Question #7 Responses in Chart Format:



This question is very similar to Question #3. Each of these questions were asked in a slightly different manner, and reflective of this approach, with the responses varying slightly. These responses do, however, again provide insight to the desire for some type of swimming facility, with twenty-three percent (23%) noting it as a missing amenity. Trails did not rank quite as high in this response, while athletic fields and a lake both had significantly more responses with the question worded this way, versus its format in Question #3.

QUESTION #8

The eighth survey question sought information in how respondents would budget City funds to pay for park and recreation facilities.

- 8. If it were up to you, and assuming each cost were the same, how would you spend \$100.00 among each of the following park and recreation facilities in the City of Wildwood?**
- a. Acquisition of additional properties for parkland, trail, and open space purposes;**
 - b. Development of active indoor recreational facilities;**
 - c. Development of parks and outdoor recreational facilities and fields;**
 - d. Implementation on new programming utilizing existing and nearby facilities;**
 - e. \$100.00 total**

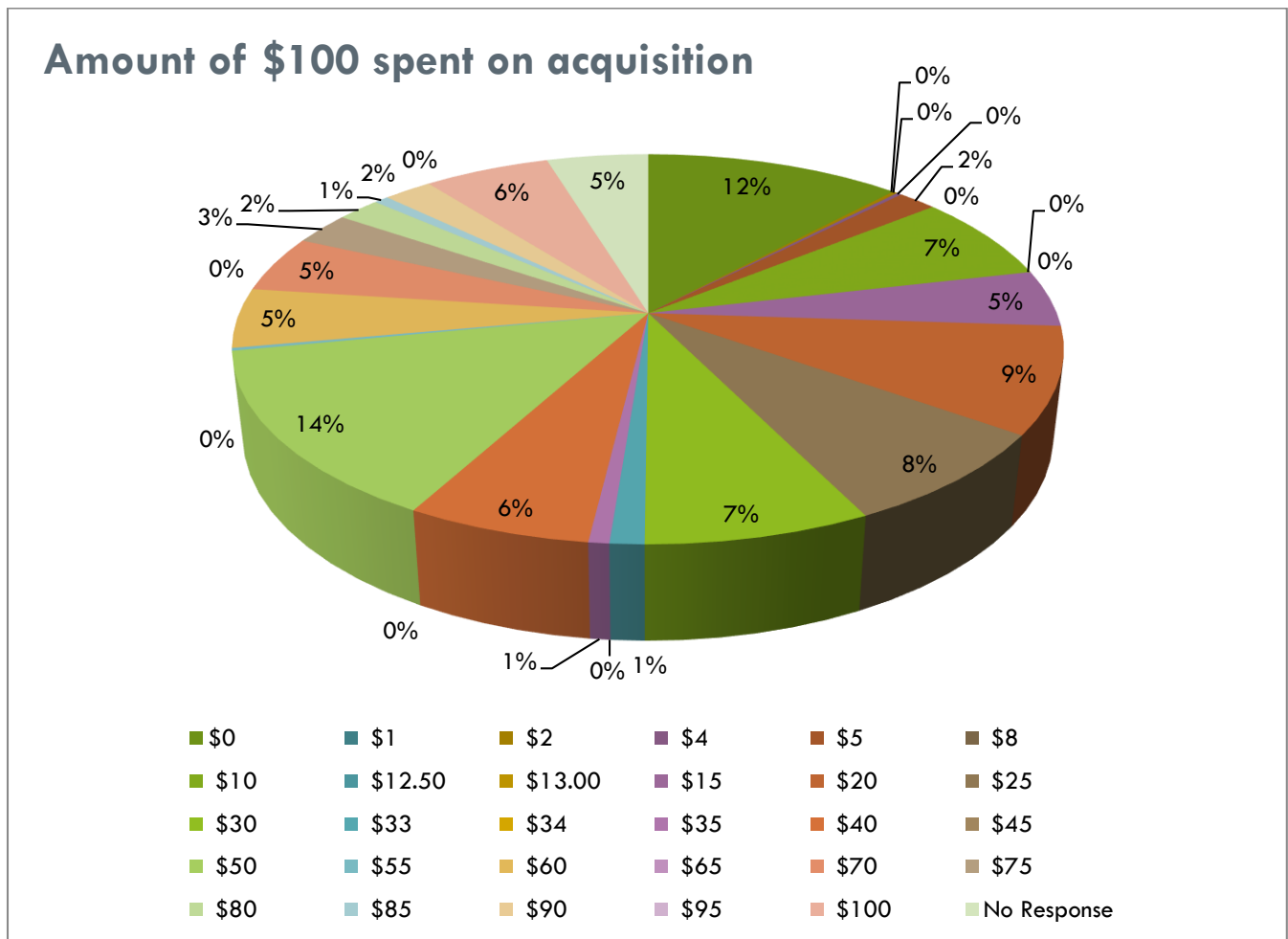
Question #8 Responses in Table Format:

Question #8 Responses (in dollars)	a. Acquisition Qty.	a. Acquisition %	b. Indoor	b. Indoor %	c. Outdoor	c. Outdoor %	d. Programing	d. Programing %
\$0	53	11.91%	148	33.26%	56	12.58%	118	26.52%
\$1	0	0.00%	0	0.00%	0	0.00%	1	0.22%
\$2	1	0.22%	1	0.22%	0	0.00%	0	0.00%
\$4	1	0.22%	1	0.22%	0	0.00%	0	0.00%
\$5	8	1.80%	18	4.04%	14	3.15%	26	5.84%
\$8	0	0.00%	0	0.00%	0	0.00%	1	0.22%
\$10	32	7.19%	62	13.93%	36	8.09%	101	22.70%
\$12.50	0	0.00%	1	0.22%	1	0.22%	0	0.00%
\$13	0	0.00%	0	0.00%	0	0.00%	1	0.22%
\$15	21	4.72%	12	2.70%	12	2.70%	16	3.60%
\$20	39	8.76%	53	11.91%	56	12.58%	57	12.81%
\$25	35	7.87%	32	7.19%	52	11.69%	50	11.24%
\$30	33	7.42%	36	8.09%	46	10.34%	11	2.47%
\$33	5	1.12%	2	0.45%	4	0.90%	1	0.22%
\$34	0	0.00%	1	0.22%	1	0.22%	1	0.22%
\$35	3	0.67%	3	0.67%	5	1.12%	3	0.67%
\$40	27	6.07%	22	4.94%	48	10.79%	8	1.80%

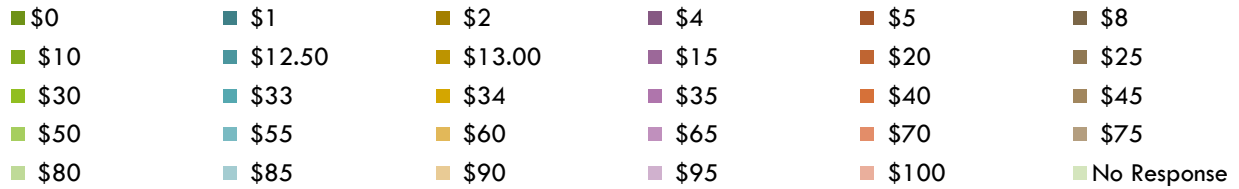
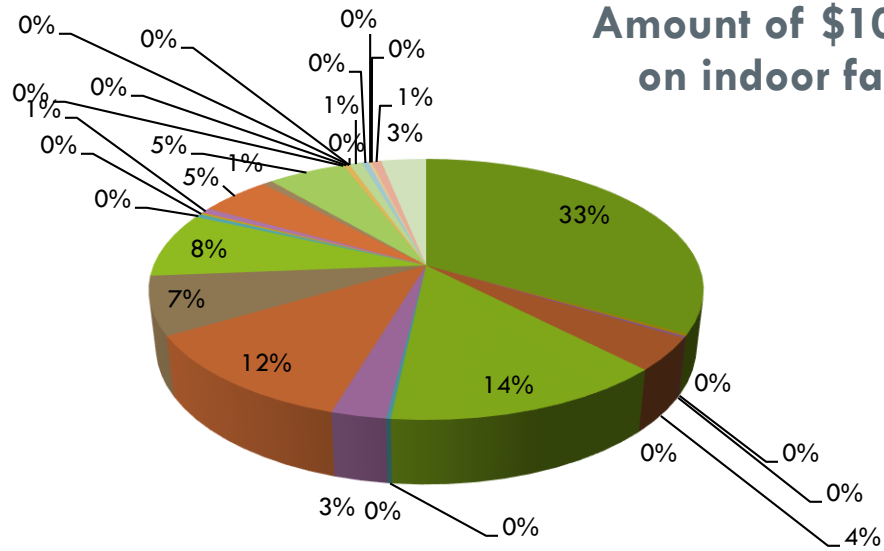
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\$45	0	0.00%	3	0.67%	6	1.35%	1	0.22%
\$50	62	13.93%	24	5.39%	55	12.36%	15	3.37%
\$55	1	0.22%	0	0.00%	1	0.22%	0	0.00%
\$60	22	4.94%	2	0.45%	10	2.25%	2	0.45%
\$65	0	0.00%	0	0.00%	2	0.45%	0	0.00%
\$70	21	4.72%	0	0.00%	8	1.80%	0	0.00%
\$75	12	2.70%	0	0.00%	8	1.80%	2	0.45%
\$80	9	2.02%	4	0.90%	0	0.00%	0	0.00%
\$85	3	0.67%	2	0.45%	0	0.00%	0	0.00%
\$90	10	2.25%	1	0.22%	2	0.45%	1	0.22%
\$95	0	0.00%	0	0.00%	0	0.00%	1	0.22%
\$100	26	5.84%	3	0.67%	10	2.25%	13	2.92%
No Response	21	4.72%	14	3.15%	12	2.70%	15	3.37%
Totals	445	100.00%	445	100.00%	445	100.00%	445	100.00%

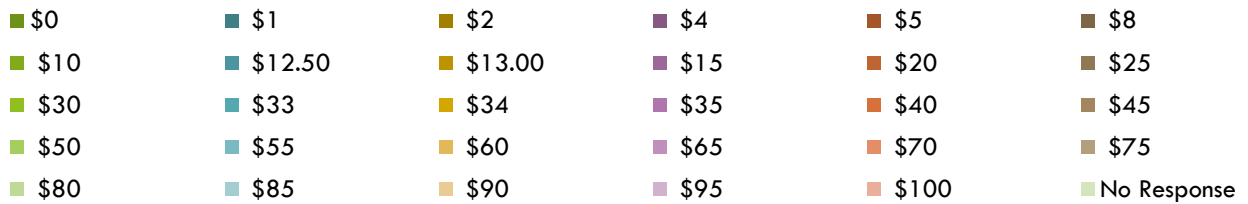
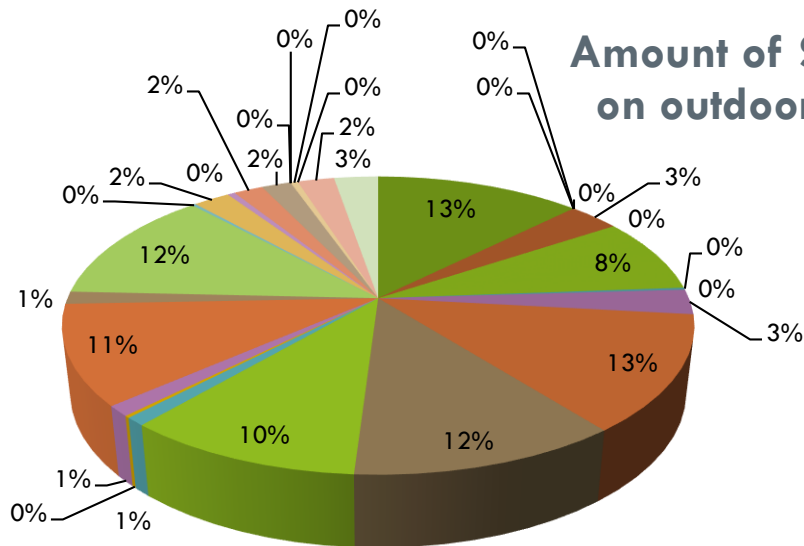
Question #8 Responses in Chart Format:

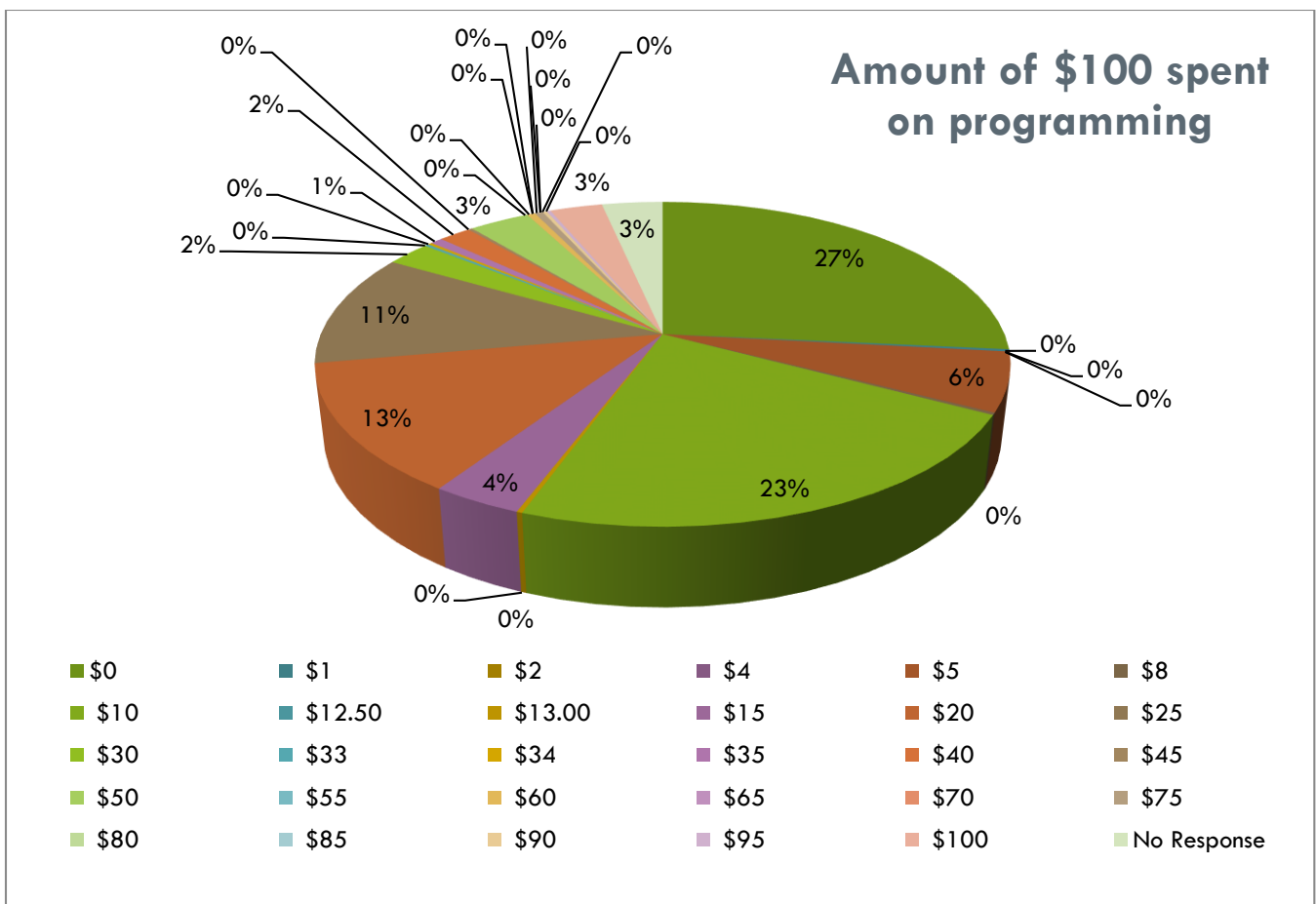


Amount of \$100 spent on indoor facilities



Amount of \$100 spent on outdoor facilities





The responses to this question identify the highest amount of votes for the following:

- \$50 of every \$100 to be spent on acquisition (14%);
- \$0 of every \$100 to be spent on indoor facilities (33%);
- (tie) \$0 of every \$100 and \$20 of every \$100 to be spent on outdoor facilities (13%); and
- \$0 of every \$100 to be spent on programming (27%)

These responses again provides a challenge for the Committee on how to balance the need for parks, trails, and programming requested by respondents, yet satisfying their desire on how the money is spent. If the highest selected dollar amount to be used in acquisition (\$50 of every \$100) is a guideline, how does the plan balance the use of these acquired facilities with the remaining fifty percent (50%) of the budget amount?

QUESTION #9

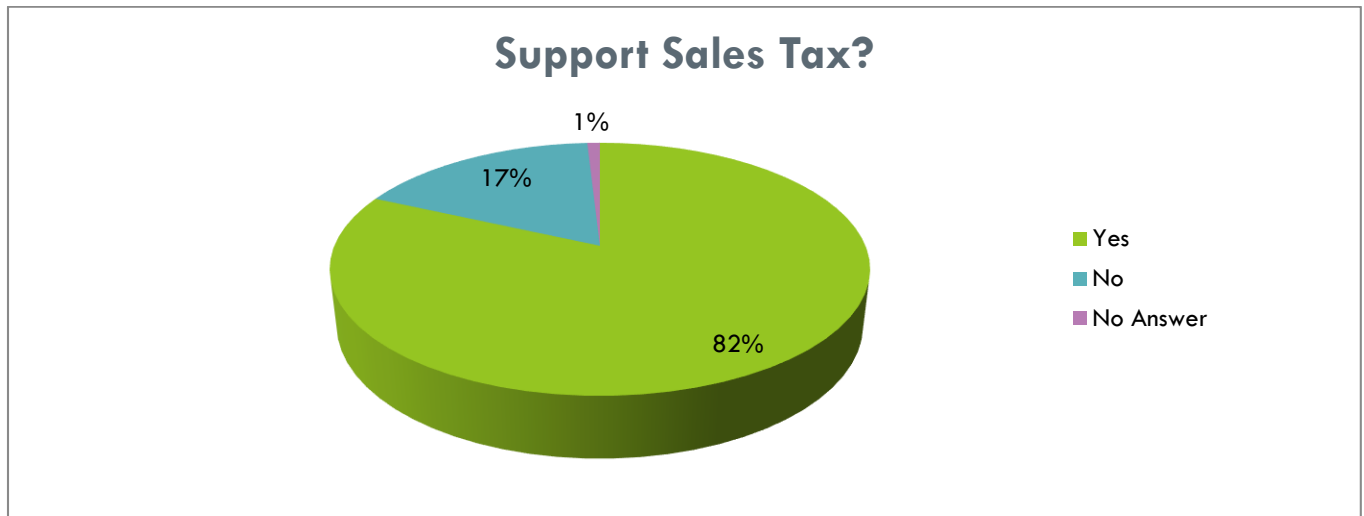
The ninth survey question queried respondents on if they would support a sales tax dedicated to park and trail development and maintenance.

9. Many communities adjoining the City of Wildwood have been successful in having their residents support a sales tax increase to support park and trail development, along with maintenance. Would you support a park sales tax, if presented to the voters of Wildwood within the next ten (10) years?

Question #9 Responses in Table Format:

Question #9 Responses	Qty	%
Yes	364	81.80%
No	77	17.30%
No Answer	4	0.90%
Totals	445	100.00%

Question #9 Responses in Chart Format:



These results show substantial support of a majority of respondents for a park/trail dedicated sales tax within the next decade.

QUESTION #10

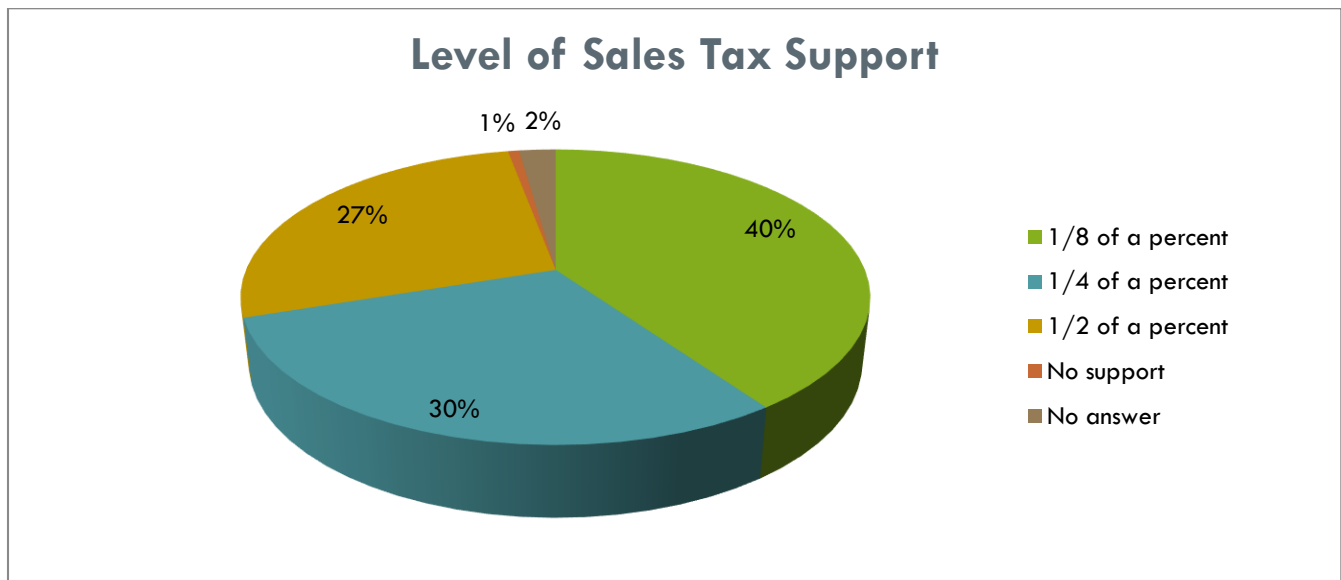
The tenth survey question queried respondents on the amount of tax they would support.

10. This sales tax for park, trail, and recreational purposes can range from one-eighth of a percent to one-half of a (1) percent, with the potential to raise up to \$750,000.00 per year for these purposes. Assuming you support a park sales tax, what level do you believe is appropriate:

Question #10 Responses in Table Format:

Question #10 Responses	Qty.	%
1/8 of a percent	179	40.22%
1/4 of a percent	132	29.66%
1/2 of a percent	121	27.19%
No support	3	0.67%
No answer	10	2.25%
Totals	445	100.00%

Question #10 Responses in Chart Format:



These results indicate the majority of those respondents that answered this question selected 1/8 of a percent. The online version of the survey did not include an option of 'none', so some respondents were upset that a selection had to be made. However, noting that over eighty percent (80%) of those individuals responding did support some type of tax, this data remains reasonably accurate.