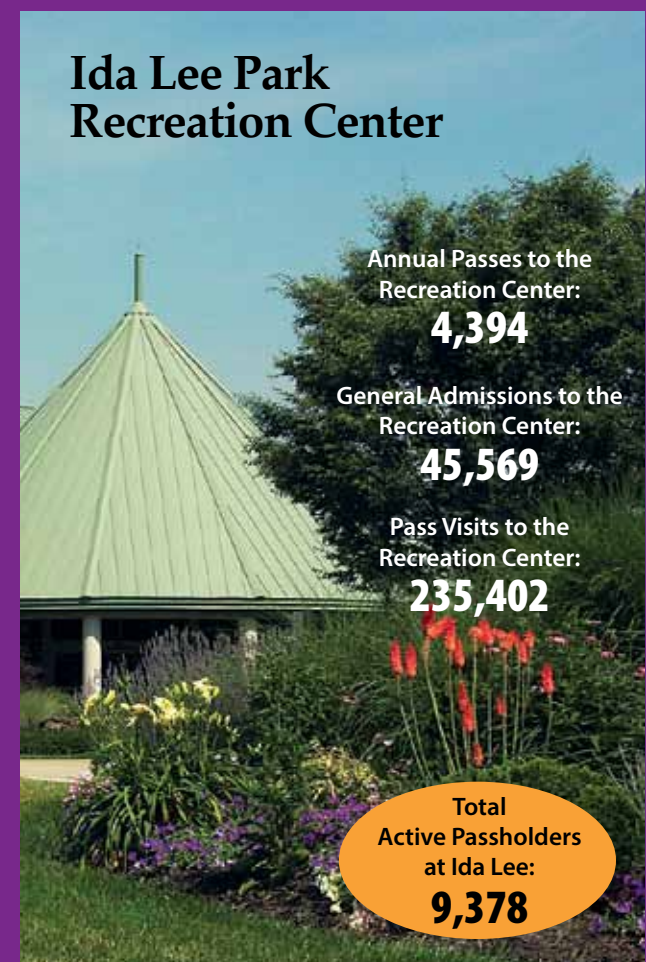



*To Achieve Excellence*



**Department Wide**  
 Expenditures: **\$7,561,654**    Revenue Generated: **\$4,931,236**  
 Cost Recovery: **65%**



**Ida Lee Park Recreation Center**  
 Annual Passes to the Recreation Center: **4,394**  
 General Admissions to the Recreation Center: **45,569**  
 Pass Visits to the Recreation Center: **235,402**  
 Total Active Passholders at Ida Lee: **9,378**

**AV Symington Aquatic Center**  
 Net Revenue: **\$102,812**    Resident Visitors: **22,616**    Total Visits: **54,020**  
 Cost Recovery: **132%**

**By The Numbers**

<b>371</b>	Park Acreage
<b>6</b>	Facilities
<b>362</b>	Days Recreation Center Was Open
<b>260</b>	Days Catoctin SkatePark Was Open
<b>29</b>	Special Events
<b>82</b>	Sports and Tennis Academies
<b>4</b>	Preschool Programs
<b>40</b>	Camps
<b>19</b>	Recreation Academies
<b>8,008</b>	Aquatic Classes Participants
<b>4,236</b>	Sports & Fitness Classes Participants
<b>317</b>	Outreach Programs Participants
<b>1,623</b>	Recreation Classes Participants
<b>1,386</b>	Camps & Preschool Programs Participants



**Ida Lee Park Tennis Center**  
 Net Revenue: **\$344,457**    Tennis Classes Participants: **4,718**    Available Hours: **43,600**  
 Cost Recovery: **164%**

# Annual Report

## FY 2016



**Leesburg Parks & Recreation Department**



## NOTE FROM THE

# Parks Commission Chairman and Department Director

The Parks and Recreation Advisory Commission and the Parks and Recreation Department are pleased to provide you with the Fiscal Year 2016 Annual Report.

It is with great pride that we share the department's accomplishments of the past year. Especially the milestone of celebrating Ida Lee Park Recreation Center's 25th Anniversary. Leesburg has seen incredible growth since the Recreation Center first opened in 1990. Back then, the population was just 16,000 residents. With the current population sitting at over 51,000, an increase of 20% in the past five years alone, there is an ongoing demand to maintain our level of service. During this period of growth, the Parks and Recreation Department has continued to achieve excellence and provide its citizens with a comprehensive range of programs and services.

In addition to this milestone, a location for the Catoctin SkatePark redevelopment project was finalized and the conceptual designs were released. These accomplishments, along with numerous other items outlined in this report provide you with a highlight of how we are working to build the Leesburg community.

We would like to thank the Mayor and Town Council, a dedicated team of parks and recreation professionals, as well as the citizens of Leesburg for making Fiscal Year 2016 a success. As we move forward, we will continue to help build our community, and move toward our goal of achieving excellence.

Sincerely,

Rich Williams, Director  
Leesburg Parks and Recreation

Rob Fulcer, Chairman  
Leesburg Parks and Recreation  
Advisory Commission

## Awards

- International Festivals and Events Association (IFEA) Gold Award for Best Single Newspaper Display Ad – Memorial Day Observance.
- IFEA Silver Award for Best Single Magazine Display Ad – Leesburg Flower & Garden Festival.
- IFEA Silver Award for Best Miscellaneous Printed Materials (Single Page) – Independence Day Celebration.
- IFEA Silver Award for Best Company Image Pieces – Leesburg Flower & Garden Festival.
- IFEA Silver Award for Best Ad Series – Leesburg Flower & Garden Festival.
- Virginia Recreation and Park Society Best New Renovation/Addition Award (Parks, Playgrounds, Blueways, Greenways, or Trails) – Potomac Crossing Park.
- *Family Magazine* readers voted Ida Lee Park Recreation Center as the Best Recreation Center for Families in the DMV (District, Maryland and Virginia) area.
- The *Loudoun Times-Mirror* readers' poll named Ida Lee Park Recreation Center as the 1st Place winner for Best Fitness Center/Gym and Best Recreational Facility.
- The *Loudoun Times-Mirror* readers' poll named Ida Lee Park Recreation Center as the 1st Place winner for Best Camp/Summer Program.
- The *Loudoun Times-Mirror* readers' poll named Ida Lee Park Tennis Center as the 1st Place winner for Best Tennis Courts and Best Tennis Instructor – Mark Elliott.
- The *Loudoun Times-Mirror* readers' poll named the Leesburg Flower & Garden Festival as the 1st Place winner for Community Festival.
- The *Loudoun Times-Mirror* readers' poll named Ida Lee Park Recreation Center as the 2nd Place winner for Swim School.

## Highlights

- The Town held public input sessions and hosted a Facebook page to receive feedback on the Catoctin Skatepark redevelopment project, created by, Spohn Ranch. The new design incorporates ramps, stairs and handrails with modern, cement-based structures and takes into consideration that park users have different levels of abilities.
- On July 14, 2015, Ida Lee Park Recreation Center celebrated its 25th Anniversary. On that day, visitors to the recreation center entered to win a 25-visit pass. Refreshments were served and historical photographs of Ida Lee Park were on display, showing just how far the department has come in the 25 years. The anniversary was also marked with a float in the Independence Day parade and with a resolution to recognize the accomplishment from Town Council.
- The Leesburg Commission on Public Arts invited the public to submit applications for the inaugural installation of ArtsPARKs, an outdoor sculpture exhibit on display in Raflo Park. Five artists were selected for a two-year installation along a newly constructed paved walkway through Raflo Park, with an unveiling in July of 2016. New picnic tables, benches and recycling containers were also installed in the park.
- The Ida Lee Park Tennis Center's Ladies 40 & Over 3.5 Tennis Team, the Heat Strokes, won the Mid-Atlantic Sectional Championship Tournament in Newport News, Virginia and earned a slot at the 2015 United States Tennis Association (USTA) League's Adult National Championship, held in Tucson, Arizona in the month of October.
- Fitness replaced the body pump equipment, purchased new mats for the group fitness classes, and offered new classes along the lines of PiYo and water exercises.
- In partnership with the Leesburg Garden Club, the Native Tree Walk was installed at Ida Lee Park along the backside of the paved walking trail. To celebrate the Club's 100th Anniversary, they installed 25 native trees. To educate the public, each tree plaque has a QR code that links to a description of the tree.
- The 2016 Flower and Garden Festival saw a new street layout of South King Street with wider sidewalks on the west side of the street. The new layout allowed vendors to have two selling sides to their booths as well as greater visibility to storefronts of downtown shops. The event also received an increase in participation for the landscape design competition due to changes in the contest criteria. The new format allowed for more creativity by landscapers to create landscaped designs to appeal to a larger customer base.
- Due to the success of the Nike Basketball Camps in the past, a third summer session was added in August of 2015, as well as a Spring Break Camp for the first time in 2016. All four of these camps received their maximum for enrollment.
- The Ida Lee Park Recreation Center Gym closed down after suffering structural damage as a result of a vehicular accident.
- In the summer of 2016, the Teen Adventure Camp changed from two week sessions to one week, allowing more flexibility. The camp saw an increase in participation from 10 to 25, with all sessions filling up.
- The Fitness division hosted "Intro workshops": for Yoga, Body Pump, PiYo, Ripped, Step, and Cycle. These workshops helped to introduce and educate our new customers on our class offerings.
- Flag Football team pictures were taken for the first time and participants were excited to receive a copy via email.
- The Community Outreach Program completed its first full year of the Food Recovery Program, partnering with Loudoun Interfaith Relief, Loudoun County Public Schools, and Loudoun County's R.E.A.L. program. The program provides unused perishable foods from various elementary schools to R.O.C.K. and R.E.A.L. participants for after-school snacks and donates the remaining food to Loudoun Interfaith Relief.
- Loudoun Interfaith Relief partnered with the Recreation Outreach to Community Kids (R.O.C.K.) program to provide breakfast and snacks, during the summer, to school age children and their siblings residing in The Fields of Leesburg, Evans Ridge, Heritage Square, and Fort Evans neighborhoods.
- The Ida Lee Park Recreation Center closed for an unprecedented three days due to Winter Storm Jonas.
- New technology was established; The AV Symington Aquatic Center created an Instagram account, the recreation center incorporated WhenToWork for more staff members, and the camp's website was revamped to allow for fillable forms as well as greater camper information readily available to parents including a newly updated parent handbook. An app, remind.com, is now being used to better communicate with camp parents about upcoming needs and changes.
- Maintenance to the recreation center included replacing a portion of the roof over the pool area that was damaged in a wind storm and two pool paks were refurbished through a Capital Improvement Project. The AV Symington Aquatic Center's maintenance included 500 feet of new coping, replacement of the lily pad netting, powder coating of all the tumble buckets, and caulking of the bathhouse.

