



**Meeting Location: Municipal Center
7100 147th Street West
Apple Valley, Minnesota 55124**

June 5, 2025

**Parks And Recreation Advisory Committee Informal Meeting Tentative
Agenda**

6:00 PM

1. Tour of Splash Valley Water Park (14421 Johnny Cake Ridge Road) (until 6:45pm)
2. Misc. Committee/Staff Communications

Parks And Recreation Advisory Committee Regular Meeting Tentative Agenda

7:00 PM

1. Call to Order and Pledge
2. Approval of the Agenda
3. Audience
4. Approval of the May 2025 Minutes
5. Agenda Items
 - A. Committee's Annual Report
 - B. Department's Annual Report
 - C. Division Updates: Aquatics and Youth & Family
 - D. Kelley Park Update
6. Committee / Staff Discussion Items
7. Input from Committee Members on Next Agenda
 - A. Future Meeting Items
 - Update on Joint Powers Agreements
 - Update on City's relationship with local youth athletic associations
 - Volunteer opportunities

- Update on Welcome to Apple Valley sign near Redwood Park

8. Adjourn

NEXT REGULARLY SCHEDULED MEETINGS :

Thursday, July 17, 3:00 p.m. – Visit to Landscape Structures (No Regular Meeting)

Regular meetings are broadcast, live, on Charter Communications Cable Channel 180 and on the City's website at www.applevalleymn.gov



ITEM:
PARKS & RECREATION ADVISORY
COMMITTEE MEETING DATE:
SECTION:

4.
June 5, 2025
Regular

CITY OF APPLE VALLEY
PARKS AND RECREATION
ADVISORY COMMITTEE
June 5, 2025

Minutes of the May 1, 2025, Apple Valley Parks and Recreation Advisory Committee meeting.

PRESENT: Committee Chair Mark Schori; Committee Members Craig Long, Jess Smith, and Jessica Merchant; Parks and Recreation Director Eric Carlson; Park Superintendent Steve Rother; Recreation Superintendent Nate Rosa; and Administrative Coordinator Kayla Hechsel.

ABSENT: Committee Members Randy Bailey, Dave Freed, and Noel Hammill; Recreation Facilities Manager Brian Christianson; and Golf Course Manager Jim Zinck.

ITEM 1. Call to Order

Committee Chair Schori called the meeting to order at 7:00 p.m. Everyone took part in the Pledge of Allegiance. Chair Schori also welcomed Jessica Merchant, our new committee member, who then introduced herself.

ITEM 2. Approval of Agenda

MOTION: by Long, seconded by Smith, approving the agenda as presented.

VOTE: Yes – 4, No – 0

ITEM 3. Audience – 10 Minutes Total Time Limit – For Items Not on the Agenda

No one present to speak.

ITEM 4. Approval of the March 2025 Minutes

MOTION: by Smith, seconded by Long, to approve the March 2025 minutes as presented.

VOTE: Yes – 4, No – 0

ITEM 5.A. Agenda Items – Kelley Park Project Update

Parks & Recreation Director Eric Carlson provided an update on the Kelley Park project, for which the Guaranteed Maximum Price is to be approved at the upcoming City Council meeting on May 8. Director Carlson highlighted the new amenities being added to the park and explained how used water from the splash pad will be used as irrigation for the park.

ITEM 5.B. Agenda Items – 2025 Neighborhood Park Project Plan Update

Director Carlson updated the committee on the neighborhood park projects set to take place in 2025 and explained that improvements at three parks—Apple Valley East, Belmont, and Delaney—will be delayed until 2026 due to staff workload. He highlighted the surveys we used to gather the community’s preferences on the playground equipment at each park and walked through the improvement plans for each park. Discussion about the surface material also took place, and it was explained that we will be replacing the sand in these neighborhood playgrounds with engineered wood fiber to meet ADA requirements. Director Carlson also described stormwater improvements planned for Duchess, Pennock, and Greening parks.

Committee Member Long asked for more information on the construction timeline, and Director Carlson shared that we are going to bid in mid-May, will be awarding bids in July, and have construction take place from July through November. Committee Chair Schori asked how playground manufacturers were chosen, and Director Carlson outlined our process for selection, which included providing the manufacturers with our dollar amount and then presenting their proposals to the community for residents to select their preferred equipment.

ITEM 5.C. Agenda Items – Dakota County Parks, Greenways, and Natural Systems 2050 Vision Plan

Director Carlson provided a brief update on Dakota County’s 2050 Vision Plan for the county’s park system and discussed how citizens can learn more and/or give their feedback.

ITEM 6. Committee/Staff Discussion Items

No additional items were discussed.

ITEM 7. Input from Committee Members on Next Agenda

Committee Member Merchant shared information she learned from Landscape Structures regarding strategic playground design tailored to the needs of the children in that area. Committee Member Long asked for more information about volunteer opportunities to assist with park plantings or cleanup. Committee Chair Schori asked for an update on the Welcome to Apple Valley sign adjacent to Redwood Park.

Director Carlson invited the community to the Hayes Youth Athletic Complex groundbreaking ceremony on May 22 at 6 p.m. and the Splash Valley Water Park ribbon cutting event on June 12 at 4:45 p.m.

CITY OF APPLE VALLEY
PARKS AND RECREATION
ADVISORY COMMITTEE
June 5, 2025

ITEM 8. Adjourn

There being no further business, the Parks and Recreation Advisory Committee meeting was adjourned.

MOTION: by Long, seconded by Smith, to adjourn the meeting at 7:45 p.m.

VOTE: Yes – 4, No – 0

Respectfully Submitted,

Kayla Hechsel, Administrative Coordinator

Approved by the Apple Valley Parks
and Recreation Advisory Committee
on June 5, 2025.

Mark Schori, Chair



ITEM:
COUNCIL MEETING DATE:
SECTION:

5.A.
June 5, 2025
Agenda Items

Description: Committee's Annual Report	
Staff Contact: Kayla Hechsel, Parks and Recreation Administrative Coordinator	Department / Division: Parks and Recreation

Action Requested:

Approve the Parks & Recreation Advisory Committee's 2024 year-end report

Summary:

By City ordinance, the Committee is required to provide an annual report to Council. A staff-prepared Parks & Recreation Advisory Committee's 2024 year-end report is provided for your review.

Background:

Chapter 21 of the City Ordinances outlines establishment, membership and terms of the City's advisory committees. Section 32.03 of the Chapter directs that on or before April 1 of each year, the Committee shall submit to the Council a report of its work during the preceding year. Due to department staff's currently heavy workload, this report is being presented to Council later in the year. The Parks & Recreation Advisory Committee's 2024 year-end report is provided for your approval prior to its submission to Council.

Budget Impact:

N/A

Attachments:

1. 2024 PRAC Annual Report



Apple Valley
Parks & Recreation



2024

PARKS & RECREATION ADVISORY COMMITTEE ANNUAL REPORT

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PARKS & RECREATION ADVISORY COMMITTEE

The Parks & Recreation Advisory Committee (PRAC) is an appointed committee of volunteer citizens. The purpose of the PRAC is to advise and make recommendations to City Council concerning parks, recreation, open space, and trail issues. In addition, the PRAC provides input to City staff, acting as an advisory board on community interests concerning recreation and parks.

The PRAC consists of seven members who are appointed by City Council for three-year terms. The Chair and Secretary are elected annually by the committee at an organizational meeting that is typically held in March.

2024 COMMITTEE MEMBERS

NAME	TERM BEGAN	TERM ENDS
Randy Bailey	2024	2027
Dave Freed	2020	2024
Noel Hammill	2013	2025
Lisa Hiebert (Chair)	2019	2026
Craig Long	2022	2025
Mark Schori (Secretary)	2019	2025
Jess Smith	2024	2026

MEMBERS' ROLE

The PRAC's work covers a broad range of issues that must be acted upon in a timely manner. Occasionally, the formation of a "task force" or "study group" becomes necessary to look into or work further on more complex issues. Participation in these groups is voluntary. In 2024, PRAC members focused on design concepts for signature Parks Referendum projects and gathering community feedback for the Parks Amenity Plan.

PARK DEDICATION

The City has enacted an ordinance under Minnesota law that grants a community the authority to receive land or cash (in lieu of land) for purposes of parks from residential and commercial developers. This dedication is set depending on the size of the proposed development and whether it is a residential or commercial development. If the amount of land is not sufficient to support a park, a cash dedication is accepted. The amount of the cash dedication is based on the type of residential or commercial unit. The cash collected goes into a fund for purchase and/or development of parks throughout the city. The PRAC reviews dedication funds when appropriate.

COMPREHENSIVE PLAN GUIDE

Required by the Metropolitan Council, the City of Apple Valley maintains a "Comprehensive Guide Plan" for the City. Neighborhood service areas are defined to help determine park needs for each portion of the City. A complete copy of the Plan is available on the City's website at www.applevalleymn.gov.

VOLUNTEER RECOGNITION

The City is fortunate to have many citizens who step forward and volunteer to help in the community. One prime example can be found on our various advisory committees and commissions, where we currently have over 40 active citizens dedicating their time and talents to the betterment of our community. National Volunteer Recognition Week was observed April 21–27, 2024, and the City extended thanks to all our volunteers. In addition to our City committee/commission volunteer members, the Parks & Recreation Department was extremely fortunate to have 813 individuals volunteer over 4,000 hours in our parks system in 2024. We are grateful for their dedication to keeping our parks clean and beautiful.

2024 MEETINGS

City Resolution 2010-39 outlines that Parks and Recreation Advisory Committee meetings are held the first Thursday of January, March, May, September, and November. The resolution also permits the Committee Chair to call special meetings as needed. Due to the volume of projects resulting from the successful 2023 Parks Referendum, the Committee scheduled meetings for the first Thursday of every month in 2024. Staff cancelled unnecessary meetings when there were no business items to discuss.

Meetings were held on Feb. 1, March 7, April 4, May 2, June 6, July 18 (park tour), Aug. 1, Sept. 5, Oct. 3, and Nov. 21. Regular meetings were held in the Municipal Center's Council Chambers and broadcast on Charter Communication Cable Channel 180 starting at 7 p.m. Recordings of Regular meetings were also made available on YouTube. Informal meetings were held at 6 p.m. in a Municipal Center conference room prior to each Regular meeting.

Items of Discussion at Meetings Included:

- ❖ Alimagnet Park NRMP
- ❖ Aquatic Center renaming
- ❖ Department staff changes
- ❖ Division updates
- ❖ Naming rights of parks facilities
- ❖ North Creek Region Greenway plans
- ❖ Parks Amenity Plan
- ❖ Park sign master plan
- ❖ Parks referendum projects

BUS TOUR OF THE PARK SYSTEM (July 18, 2024)

On this year's annual tour, staff and the PRAC visited parks located close together to discuss the concentration of similar amenities in the park system and prepare for conversations with the community about an amenity replacement plan. These parks included Keller, Duchess, Greening, Pennock, Newell, Wallace, Heritage, Belmont, Chaparral, Palomino, Cedar Knolls, Nordic, Findlay, Faith, and Greenleaf Parks. Stops at Alimagnet Park and Hayes Arena also occurred for updates on projects at those locations.



PARKS REFERENDUM PROJECTS

The Parks and Recreation Advisory Committee dedicated most of 2024 to projects from the 2023 Parks Referendum. They reviewed concepts and designs, analyzed budgets, and helped select colors, themes, and playground equipment. This year, the PRAC focused on the following projects:



- ❖ Pickleball Court Complex Addition at Johnny Cake Ridge Park
- ❖ Concrete Skate Park Construction
- ❖ Cobblestone Trail Reconstruction
- ❖ Splash Valley Water Park Improvements and Rebranding
- ❖ Redwood Park and Redwood Community Pool Reconstruction

- ❖ Kelley Park Reconstruction
- ❖ Hayes Youth Athletic Complex Construction
- ❖ Hayes Arena Refrigeration Replacement
- ❖ Park Sign Master Plan

For more information on the Parks Referendum projects and their progress, visit www.applevalleymn.gov/parksprojects.





PARKS AMENITY PLAN

Of the \$73.25 million approved by Apple Valley residents in the 2023 Parks Referendum, \$18,750,000 is dedicated to making improvements in Apple Valley's neighborhood parks. The Parks and Recreation Advisory Committee spent several months assisting staff with the creation of the Parks Amenity Plan, which defines the type and schedule of improvements that will be made in each of Apple Valley's parks.

The City launched a strategic public engagement initiative to gather community input on the Parks Amenity Plan, focusing on residents' views on proposed park improvements. The PRAC participated in 50 public meetings (one in each park) from late July through August 2024, engaging with over 1,000 attendees. Dozens of citizens also spoke with the PRAC at their regular meetings to share their feedback on the Parks Amenity Plan.

The Parks Amenity Plan contains specific guidelines regarding the following park amenities:

- ❖ Playgrounds
- ❖ Tennis courts
- ❖ Pickleball courts
- ❖ Basketball courts
- ❖ Trails
- ❖ Ballfield backstops
- ❖ Stormwater retention basins

The Parks Amenity Plan was adopted by the PRAC on Nov. 21, 2024, and by the City Council on Dec. 26, 2024.





THANK YOU

Thank you to the Apple Valley City Council and the residents of Apple Valley for your continued support of the Parks & Recreation Department and the Parks & Recreation Advisory Committee in our efforts to provide opportunities for outstanding quality-of-life experiences.

Sincerely,
The Parks & Recreation Advisory Committee





ITEM:
COUNCIL MEETING DATE:
SECTION:

5.B.
June 5, 2025
Agenda Items

Description: Department's Annual Report	
Staff Contact: Kayla Hechsel, Parks and Recreation Administrative Coordinator	Department / Division: Parks and Recreation

Action Requested:

Approve the Parks & Recreation Department's 2024 year-end report

Summary:

Each department is required to provide an annual report to Council. Staff prepared the Parks & Recreation Department's 2024 year-end report, and it is provided for your review.

Background:

It is customary for City departments to provide the City Council with an annual report, and the Parks & Recreation Department typically submits this report to Council at the end of March or beginning of April. According to Chapter 21, Section 32.03 of the City Ordinances, the Parks & Recreation Advisory Committee shall also submit to the Council a report of its work during the preceding year on or before April 1 of each year. The delay in bringing this report to the Committee and Council this year is due to department staff's heavy workload at present. The Parks & Recreation Advisory Committee's annual report makes up the first few pages of the full Parks & Recreation Department's report. The full Department's 2024 year-end report is provided for your approval prior to its submission to Council.

Budget Impact:

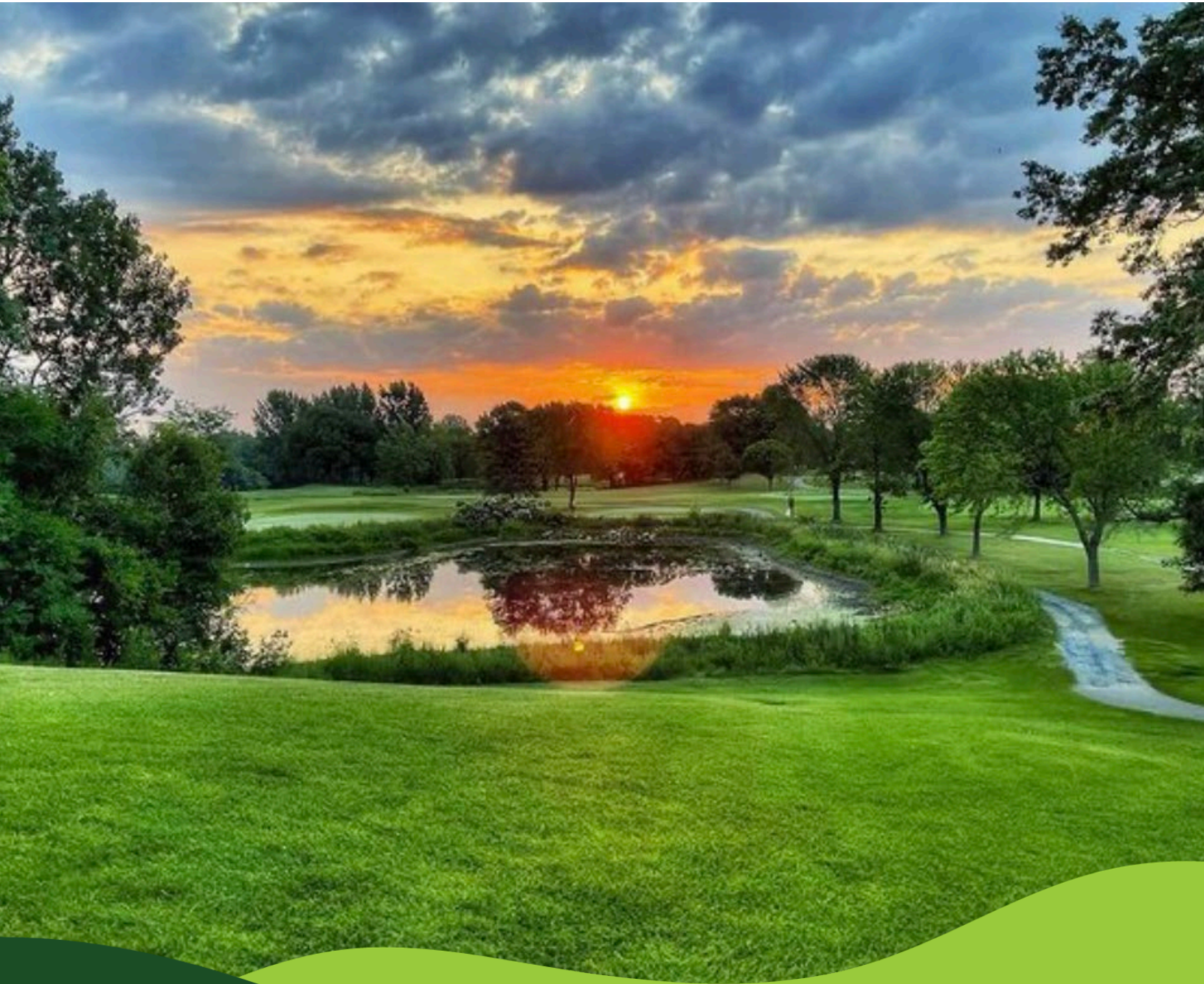
N/A

Attachments:

1. 2024 Parks & Rec Dept Annual Report



Apple Valley
Parks & Recreation



2024

ANNUAL REPORT

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DIRECTOR'S LETTER

Dear Apple Valley Community:

I'm excited to share highlights from a remarkable year in our 2024 Annual Report. Thanks to your continued support, we've strengthened our parks system, expanded recreation opportunities, and laid the groundwork for an even brighter future.

This year, community events like **Mid-Winter Fest**, **Freedom Days**, and our new **Fall Food Truck Festival** brought thousands together. At the **Senior & Event Center**, over **27,000 visits** were recorded by **804 active members**.



With your support of the **2023 Parks Referendum**, we made major progress on \$73.25 million in improvements, including:

- ❖ Renovating the newly rebranded **Splash Valley Water Park**
- ❖ Building **pickleball courts**, a **skate park**, and new **trails**
- ❖ Developing the **Hayes Park Youth Athletic Complex**
- ❖ Reconstructing **Redwood Park** and the **Redwood Community Pool**
- ❖ Upgrading **Kelley Park** and **Hayes Arena**

We also adopted the **Parks Amenity Plan**, which was shaped by your feedback from 50 public meetings and outlines \$18.75 million in neighborhood park improvements.

Thanks to **813 volunteers** and our hardworking staff, all **51 city parks** were adopted—an incredible milestone. **Valleywood Golf Course** and **Hayes Arena** saw major upgrades, while participation in programs across all ages continued to grow.

As we look ahead to 2025, we remain committed to innovation, inclusion, and building a stronger Apple Valley.

With Gratitude,
Eric Carlson, Parks & Recreation Director

DEMOGRAPHICS*



POPULATION

56,252



HOUSEHOLDS

21,927



EMPLOYMENT

15,549



HOUSEHOLD SIZE

2.53



**MEDIAN
HOUSEHOLD
INCOME**
\$99,300



**AVERAGE
WAGE**
\$49,768



ETHNICITY

White: 69%
Black: 10%
Other: 8%
Hispanic: 7%
Asian: 6%

Benchmark	Average	Apple Valley	Burnsville	Eagan	Lakeville	Rosemount
Population Estimate	57,971	55,673	64,522	68,889	73,828	26,943
Square Miles	30	18	27	33	38	35
Number of City Parks	58	51	76	60	67	36
Number of City Park Acres (excl. golf course)	1,024	701	1,106	1,396	1,214	705
Number of City Park Acres (incl. golf course)	1,067	891	1,127	1,396	1,214	705
Miles of Concrete Sidewalk	59	145	40	37	89	71
Miles of Bituminous Trails	87	74	57	112	142	51
Residents per Square Mile	2,189	3,283	2,599	2,209	2,044	810

*Data obtained from Met Council, 2022

DEPARTMENT STAFF INFORMATION



FULL-TIME EQUIVALENTS (FTEs)	FULL TIME/PART TIME (BENEFITTED)	SEASONAL (NON-BENEFITTED)	TOTAL
Parks & Recreation Administration	7.85	-	7.85
Park Maintenance	16.49	5.72	22.22
Recreation Programs	-	3.44	3.44
Apple Valley Community Center	1.00	2.75	3.75
Apple Valley Senior Center	3.15	0.53	3.68
Aquatics	-	13.53	13.53
Valleywood Golf Course	4.0	12.08	16.08
Arenas	2.0	3.32	5.32
Total FTEs	34.49	41.37	75.87
Number of People	36	400 +/-	

PARKS & REC EMPLOYEES	2020	2021	2022	2023	2024
Combined Years of Service	748	686	637	638	619

FOUR STAFF RETIRED IN 2024.

Thank you for your combined **118 years** of dedicated service,
Pat Casperson (36 years), Rich Wiggin (46 years), Mike Endres (24 years) &
Debby Shepard (12 years)!



PARKS & RECREATION ADVISORY COMMITTEE

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PARKS REFERENDUM PROJECTS

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- ❖ Pickleball Court Complex Addition at Johnny Cake Ridge Park
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For more information on the Parks Referendum projects and their progress, visit www.applevalleymn.gov/parksprojects.



PARKS REFERENDUM PROJECTS (CONT.)



PARKS AMENITY PLAN

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- ❖ Trails
- ❖ Ballfield backstops
- ❖ Stormwater retention basins

The Parks Amenity Plan was adopted by the PRAC on Nov. 21, 2024, and by the City Council on Dec. 26, 2024.



COMMUNITY EVENTS



Apple Valley Parks & Recreation hosts special events throughout the year to bring the community together in celebration. The two primary events held every year are Mid-Winter Fest in February and Freedom Days in July. This year's events also included the fourth annual Trunk-or-Treat, which was held in the parking lot of the Apple Valley Family Aquatic Center. The Apple Valley Police Department hosts this event, and Parks & Recreation assists. And new this year was the inaugural Fall Food Truck Festival, which took place at Kelley Park in September.



MID-WINTER FEST (Saturday, Feb. 3)

This year's mild weather brought nearly 1,500 people together to enjoy activities, entertainment, and refreshments at the annual Mid-Winter Fest at Johnny Cake Ridge Park West. The event kicked off with over 150 people participating in the annual Medallion Hunt. For the first time in Mid-Winter Fest history, the medallion was hidden in Greening Park! Due to a lack of snow and ice, the traditional Mites Hockey Jamboree and snowshoeing, sledding, and skating activities were replaced with a coloring contest and s'mores making around the six firepits. Families also enjoyed tasty food truck meals, horse-drawn wagon rides, and hours of garden-cart train rides pulled by the Police Department's UTV.

Entertainment included Kidsdance DJ and 90's music by cover band Flannel. The event concluded with a spectacular, newly designed fireworks show. The launch site of the show was repositioned and greatly improved the spectators' view. Thank you to our sponsors and the Police and Fire Departments for making the event a huge success!

COMMUNITY EVENTS (CONT.)

FREEDOM DAYS (Friday, June 28–Friday, July 5)

The annual July Fourth celebration, Freedom Days, has been coordinated by a committee of dedicated volunteers for many years. The Apple Valley Seniors were back for their second successful year serving root beer floats on Saturday, June 30. The Parks & Recreation Department hosted the annual two- and five-mile Fun Runs, which were held on the morning of Thursday, July 4. Unfortunately, storms rolled in right after the run, forcing the parade, carnival, and fireworks show to be postponed for the first time in the history of the 58-year celebration. However, a good time was had by all at the make-up fireworks show on Friday, July 5!

FALL FOOD TRUCK FESTIVAL (Saturday, Sept. 14)

An inaugural Food Truck Festival was held in Kelley Park and 10 food trucks with a wide variety of tasty fares participated. From egg rolls to 20 different kinds of brownies, roughly 500 attended the festivities. Live music and community groups offering family activities complemented the food vendor offerings. Staff look forward to making this an annual event.



TRUNK-OR-TREAT (Saturday, Oct. 26)

The fourth annual Trunk-or-Treat event was held on Saturday, October 26, in the Apple Valley Family Aquatic Center parking lot. Over 1,000 kids wearing costumes trick-or-treated their way through rows of 30+ decorated vehicles sponsored by local businesses and community groups. This event is organized by the Police Department with assistance from the Parks & Recreation Department.





PARK MAINTENANCE DIVISION

In 2024, the Park Maintenance Division continued to maintain more than 680 acres of parkland on a daily basis, which included plowing over 81 miles of trails and walkways during snow events. These efforts ensured our facilities, athletic fields, trails, and playgrounds remained clean, safe, and playable.



COMMUNITY SUPPORT

Volunteers from across the community provide invaluable assistance in maintaining our parks. Parks Maintenance staff routinely work with private individuals, boy scout troops, and local businesses and churches to tackle large projects such as pulling weeds, laying mulch, and removing invasive species. Thank you to the numerous volunteers who help keep our parks clean!

DID YOU KNOW?

In 2024—and for the first time in history—all 51 of Apple Valley's parks were adopted by the Adopt-a-Park program!

PARK MAINTENANCE (CONT.)

HIGHLIGHTS OF 2024:

- ❖ With help from a few City contracts, parks staff performed or oversaw the removal of all remaining non-treated ash trees (nearly 300) from maintained areas of the parks.
- ❖ In partnership with Tree Trust, three planting beds were replaced at Cobblestone Lake Park.
- ❖ Old siding at the Galaxie Park warming house was replaced with maintenance-free siding.
- ❖ Using a forestry mower, site lines were cleared in various parks.
- ❖ Parks staff worked with City engineers and Dakota County to complete a missing trail segment of the North Creek Regional Greenway from 155th Street W to 160th Street W. As part of the project, parks crews were able to correct some drainage issues within Quarry Point Park.
- ❖ Parks staff also facilitated the following volunteer projects:
 - ❖ Willow and weed removal around Cobblestone Lake and mulch replacement in flower beds and around trees with 200 Wings Financial volunteers.
 - ❖ Two “Buckthorn Busts” at Alimagnet Park.
 - ❖ Replanted a section of wooded area at Wildwood Park after buckthorn removal with the Eco Advocates.
 - ❖ Installation of two bat houses on the west side of Cobblestone Lake with a local boy scout.





HAYES ARENA

Big changes came to Hayes Arena in 2024. The refrigeration project as part of the 2023 Parks Referendum kicked off in early March, and the Hayes Arena was closed March through May for construction. The facility re-opened in time for the summer ice season to begin in mid-June. The first season with the new refrigeration system went incredibly well, and staff are already seeing reductions in both energy and water use thanks to the new equipment. While the mechanical aspects of the project are complete, we look forward to making additional cosmetic upgrades to the interior and exterior of Hayes Arena in the future.

The refrigeration replacement project included:

- ❖ New rink floor and dasher boards
- ❖ New refrigeration system
- ❖ Upgraded bleacher seating
- ❖ Garage door replacement
- ❖ New scoreboard
- ❖ Updated interior branding
- ❖ Laser level added to ice resurfacer



HAYES ARENA ENERGY	2022	2023	2024
Water Used (gallon)	1,207,000	1,403,000	707,000
Electricity Used (kWh)	695,616	670,656	561,083
Natural Gas Used (BTU)	30,260	31,391	27,125

SPORTS ARENA

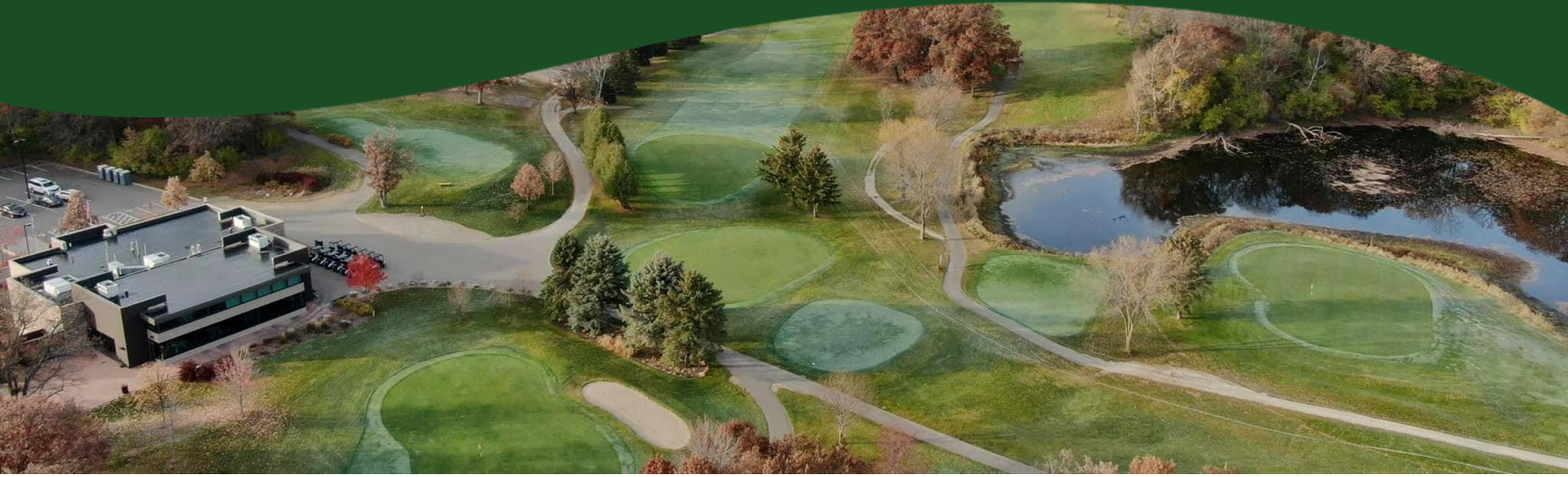
The ice season at the Sports Arena was extended one week to accommodate the ice needs of our user groups while allowing construction to start on time at Hayes Arena. In addition to the ice season, we hosted many dry floor events in 2024 including:

- ❖ Apple Valley High School boys’ and girls’ tennis seasons
- ❖ Community bounce house event
- ❖ Inaugural Dakota Valley Recycling furniture sway event
- ❖ Just Between Friends annual kids’ consignment sale
- ❖ San Francisco 49ers walk-through practice before playing the Vikings
- ❖ Two craft sales hosted by Perfectly Unique

The scoreboard at Hayes Arena was replaced this year, and the old scoreboard was installed in the Sports Arena at the other end of the ice. The feedback to having the second scoreboard has been fantastic.



SPORTS ARENA	2020	2021	2022	2023	2024
Hours of Ice Time Rented	908	954	1,178	1,189	1,236
Hours of Ice Time per JPA	347	456	565	611	628
Learn to Skate Participants	240	380	470	491	377
Dry Floor Hours Rented	70	110	105	147	160
Dry Floor Time Used per JPA	115	220	233	268	307



VALLEYWOOD GOLF COURSE

In 2024, Valleywood continued to see growth in annual rounds as well as revenue. The completion of the irrigation system replacement and on-course improvement projects received rave reviews from our patrons, and the new irrigation system worked flawlessly. As part of the improvement project, we added a new ball distribution machine on the driving range that accepts credit card transactions. By the end of the 2024 season, approximately 40% of all range ball purchases were made at the range machine. The automatic range ball machine and the new irrigation allowed golf shop and maintenance staff to provide better service to patrons and focus on improving course conditions. With nearly all leagues filled and the great word of mouth advertising our course improvements, Valleywood saw a healthy operational profit for the 2024 season.

NEW GOLF CART FLEET

Valleywood's fleet of 55 golf carts were due for replacement at the end of the 2024 season, and with an ever-increasing number of golfers choosing to ride in carts for their rounds, it was the perfect time to increase the fleet from 55 carts to 60. The operational profits Valleywood generated over the last few years allowed staff to purchase the new fleet of carts outright, which saved approximately \$40,000 in lease interest fees. By purchasing them before the end of the year, staff received an additional \$25,000 in rebates.



STRATEGIC BUSINESS PLAN

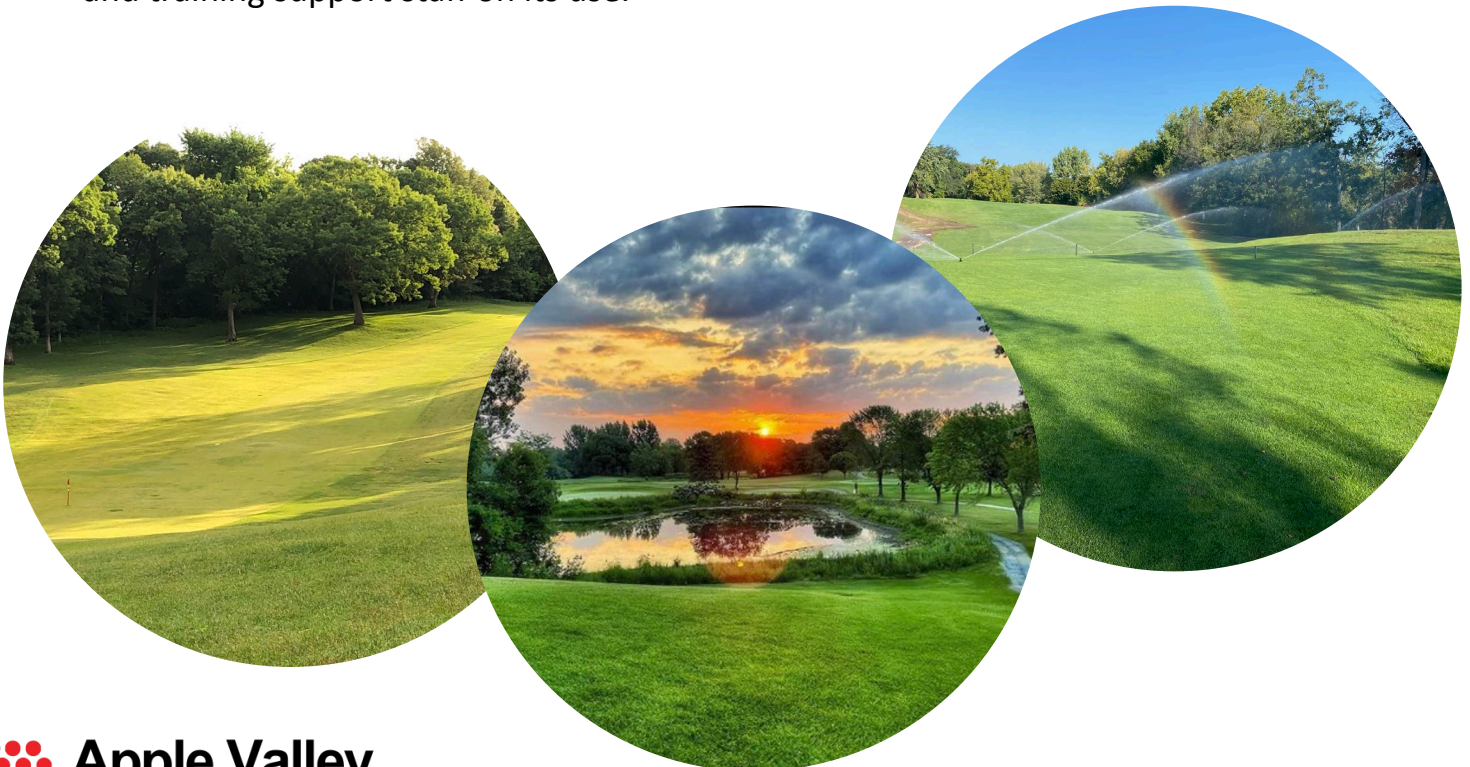
Valleywood continues to use the Valleywood Strategic Business Plan as an outline for growing business. Noteworthy highlights include:

- ❖ Implementing a deli-style food and beverage operation has been an absolute success.
- ❖ Event hosts appreciate being able to use a caterer of their choice, though many continue using popular Valleywood caterers such as Las Tortillas, Hy-Vee, and Rascals.
- ❖ Our now veteran food and beverage staff have grown their talents and now oversee most events. Staff working directly with event hosts ensures events are successful.
- ❖ Revenue per round of golf continues to grow, increasing by over \$2 per round in 2024.

VALLEYWOOD OPERATIONAL IMPROVEMENTS

Valleywood continues to find ways to improve our guest's experience.

- ❖ In 2023, staff launched the new Valleywood website (www.valleywoodgolf.com), and in 2024, staff expanded the website offerings to include a web store where customers can purchase patron cards and gifts cards as well as pay league dues.
- ❖ Late in fall 2024, Valleywood received approval to implement a new point-of-sale system, which will minimize technology glitches and reduce staff and customer frustration. Working closely with the City's Finance and IT departments, staff will spend the first few months of 2025 implementing the new point-of-sale system and training support staff on its use.



VALLEYWOOD EVENTS

We continue to see growth in our event business, with the number of events in 2024 surpassing pre-pandemic levels. Valleywood is open to hosting nearly any type of event, from golf outings and business meetings to family celebrations. Here is a snapshot of the most popular events hosted in 2024.

- ❖ Celebrations of life
- ❖ Chamber of Commerce Par-Tee outing
- ❖ Graduation parties
- ❖ Grand Fall Tasting Event and other wine tastings
- ❖ High school athletics banquets
- ❖ High school conference golf tournaments
- ❖ Police department SWAT training and banquet
- ❖ Weddings



VALLEYWOOD BY THE NUMBERS

	2020	2021	2022	2023	2024
Patron Card Holders	21	41	86	73	64
Senior Patron Card Holders	184	284	274	271	288
Members – Women’s League (18)	92	93	93	76	85
Members – Women’s League (9)	116	136	143	143	144
Members – Men’s League	72	104	120	116	124
Members – Senior League	96	110	105	98	100
Number of Rounds Played	32,910	38,959	34,465	32,747	34,579
Large Range Buckets Sold	6,874	7,003	8,705	7,133	4,548
Medium Range Buckets Sold	1,846	2,825	2,670	2,189	1,725
18-Hole Cart Rentals	11,877	14,391	13,514	13,412	14,144
9-Hole Cart Rentals	5,907	8,766	8,766	8,916	7,954

SENIOR & EVENT CENTER



APPLE VALLEY SENIOR & EVENT CENTER

The Apple Valley Senior & Event Center is a 21,000 square foot facility that provides space for senior recreation during weekdays and meeting/banquet space available for rent in the evening and on weekends. In the 2023–24 fiscal year, there were 917 members of the Apple Valley Seniors Organization (presently there are 804 members in the 2024–25 fiscal year). Senior programming focuses on education, recreation, arts and crafts, exercise, entertainment, games, and day trips.

REGULARLY SCHEDULED ACTIVITIES AT THE SENIOR & EVENT CENTER

Bicycle Groups	Color & Chat	Painters
Billiards (Men's and Women's)	Core & Cardio	Pet Discussion
Bingo	Dinner Club	Puzzles
Board Games	Dominoes	Quilting Bees
Book Clubs	Donated Bread	Re-Created Cards
Card Games	Driver Improvement	Senior Jam
❖ 500	Drum Fit	Senior Learning Zoom
❖ Bridge	Feed My Starving Children	Sing Along*
❖ Cribbage	Friday Flicks	Stitchers
❖ Euchre	Gentle Yoga	Story Telling
❖ Hand & Foot	Hardanger	Table Tennis
❖ Pinochle	Line Dancing	Tai Chi
Catered Lunch	Lunch Bunch*	Wii Games
Chair Pilates*	Knitting & Crocheting	Xa Beat
Coffee (Complimentary)	Mah Jong	

***New in 2024!**

APPLE VALLEY SENIORS ORGANIZATION

The Senior & Event Center is home to the Apple Valley Seniors Organization, which is lead by a volunteer Executive Committee. Other volunteer committees include Education & Service, Finance, Historians, Membership, and Lettuce Do Lunch. Adults aged 55+ are eligible to become a member, and benefits of membership include a monthly newsletter, discounts on some activities, new member orientation of the Senior & Event Center, and participation in bingo, movies, and the Discounted Bread program. Senior Center staff also put on an annual holiday party for interested seniors, which includes a catered meal and entertainment. In 2024, there was a record turnout of 161 seniors at the holiday party!

OUR MEMBERS

There are currently 804 members, and new members continue to sign up daily. Our members come from 27 cities across the state (with five out-of-state members).

TRIPS & TOURS

Many Apple Valley Seniors enjoyed several trips and tours in 2024. Trips included The Jason Show, Pavek Broadcast Museum, Lacrosse Rotary Light Tour, Old Log Theater (“Million Dollar Quartet”), Chanhassen Dinner Theatres (White Christmas), and a Trolley Tour of Stillwater.

SENIOR ACTIVITY
PARTICIPANTS IN 2024

January	2,278
February	2,344
March	2,463
April	2,493
May	2,657
June	2,053
July	2,440
August	1,858
September	2,162
October	2,651
November	2,138
December	2,046
TOTAL	27,613



SENIOR & EVENT CENTER (CONT.)



RENTAL GROUPS

The Apple Valley Senior & Event Center is the ideal location for celebrations, events, banquets, and meetings. Groups as small as five or as large as 200 will find this facility a welcoming place to host their event.

ROOM	# OF RENTALS	HOURS RESERVED
1 Section of Yellowstone Room	80	249
2 Sections of Yellowstone Room	31	110
Full Yellowstone Room (3 Sections)	14	114
Glacier Room	5	23
Yosemite Room	60	154
TOTALS	190	650

FACILITY PROJECTS

Projects that occurred at the facility in 2024 include:

- ❖ Replaced fittings, lines, actuator, and electrical on cooling tower.
- ❖ Installed a new hot water pump and motor; prepared a refurbished backup pump to have on hand to swap in if needed.
- ❖ Had all carpet professionally cleaned in the facility.
- ❖ Cleaned and performed repairs on the fireplace.
- ❖ Rewired and replaced fire alarm.



APPLE VALLEY FAMILY AQUATIC CENTER

Although the season got off to a cold and rainy start, attendance climbed quickly once the weather improved in July, and the facility attracted over 700 people per day on average. The end of the 2024 swimming season meant the end of an era at the Family Aquatic Center; after undergoing extensive renovations and improvements in the off season, it will be reopening in 2025 under the new name of Splash Valley Water Park.



FAMILY AQUATIC CENTER	2020	2021	2022	2023	2024
Open Swim Attendance	-	53,950	57,330	67,909	47,487
Water Walking Attendance	-	8,770	6,333	8,430	5,561
Days Open	-	79	72	76	63
Days Closed	-	3	5	3	14
Average Daily Attendance	-	683	796	893	753

AQUATICS
(CONT.)



REDWOOD COMMUNITY POOL

In 2023, the community showed their love for the Redwood Community Pool by voting to build a new pool at Redwood Park as part of the 2023 Parks Referendum. In 2024, while designs for a new pool were underway, the community enjoyed the 60th and final season of Redwood Pool. A final farewell gathering was held at the end of the pool season, and many past patrons and employees returned to say goodbye to the original pool and building. Redwood Park will be under construction in 2025, and the new park and pool will open in summer 2026.

REDWOOD POOL	2020	2021	2022	2023	2024
Open Swim Attendance	-	5,021	5,441	5,544	5,233
Swim Lesson Participants	-	240	340	355	339
Private Pool Reservations	-	77	74	67	42
Days Open	-	67	72	73	60
Days Closed	-	12	7	6	17
Average Daily Attendance	-	75	101	91	87

ADULT ATHLETICS



ADULT ATHLETIC LEAGUES & OPEN GYMS

The Parks & Recreation Department offers adult leagues in the following sports: volleyball, bean bags, softball, basketball, and kickball. Open gym time for adults is also offered for badminton, basketball, pickleball, and volleyball at the Apple Valley Community Center. Adult open gym numbers soared in 2024 with 19,218 total participants, which represents a 27.2% increase over participation in 2023.

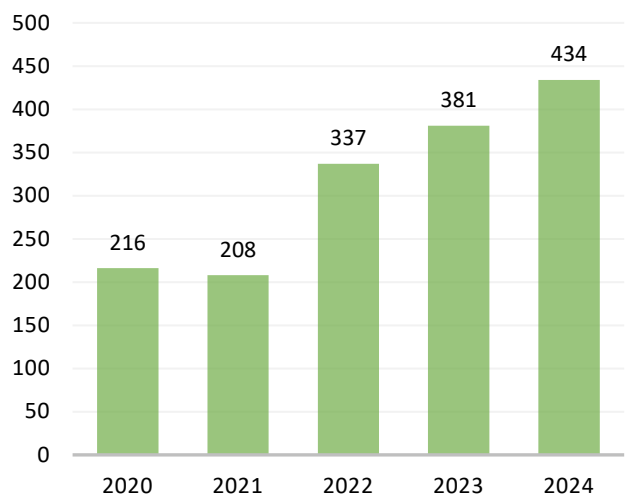
FIELD RENTALS

When fields are not in use by City programs or local youth athletic organizations, they are rented out to private groups and clubs for games and tournaments. Field rentals were heavy again in 2024: they were up 11.5% from 2023 and brought in \$151,811 of revenue.

VOLLEYBALL LEAGUES

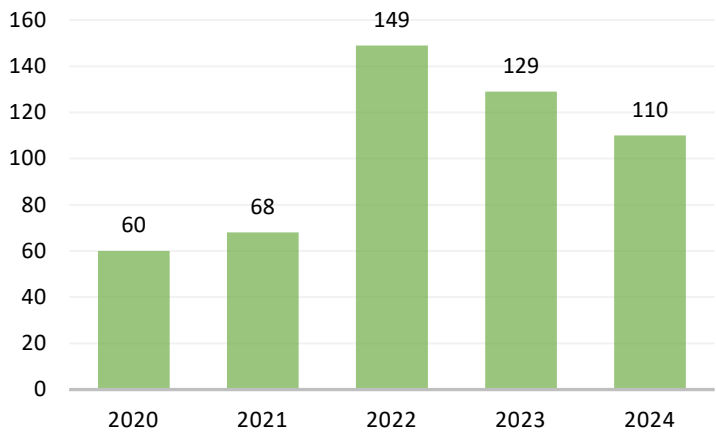
2024 was another banner year for the adult volleyball program with 434 total volleyball teams participating in leagues and an annual tournament, which is a 13% increase over 2023. Leagues are offered year-round, and a tournament is held during Mid-Winter Fest. Indoor leagues at the Apple Valley Community Center include women’s officiated, women’s self-officiated, open self-officiated, co-rec self-officiated, and a new Reverse 4’s league. Summer outdoor sand volleyball leagues are also offered at Johnny Cake Ridge Park East. This year, 13 skills clinics were also offered and had 181 participants.

Adult Volleyball Team Registrations



ADULT ATHLETICS (CONT.)

Bean Bag League Registrations



BEAN BAG LEAGUES

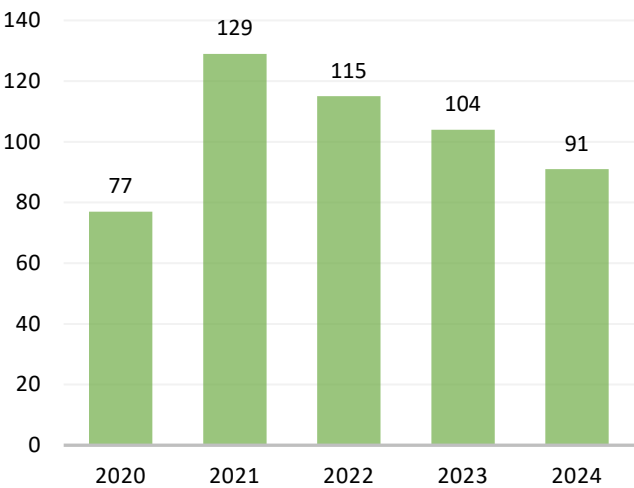
Bean bags leagues peaked in 2022 and have leveled off over the past two years. Indoor leagues are offered in the winter, spring, and late fall at the Apple Valley Community Center, and outdoor leagues are offered in the summer and early fall at Johnny Cake Ridge Park East. A total of 110 teams participated in bean bags leagues in 2024.



SOFTBALL LEAGUES

Softball numbers continue to trend down state-wide, and Apple Valley’s softball program has mirrored those trends with a 12.5% decrease in teams in 2024 from 2023. Even so, 91 teams participated in the summer and fall seasons. While team numbers and associated registration revenue have dropped, much of that revenue has been replaced with expanded field rentals. Private groups and local baseball clubs are happy to have available fields.

Softball League Registrations



RECREATION PROGRAMS



RECREATION PROGRAMS FOR YOUTH AND FAMILIES

The Parks & Recreation Department offers many recreation programs for youth and families that emphasize all different kinds of learning and fun. These programs include the Little Orchard Preschool, preschool classes, the summer playground program and puppet wagon, holiday programming, open gyms, outdoor ice skating, and contracted programs such as Music Together and Soccer Shots.

LITTLE ORCHARD PRESCHOOL & PRESCHOOL CLASSES

Little Orchard Preschool is held on Mondays, Wednesdays, and Fridays at the Apple Valley Community Center from September through May. For children not enrolled in Little Orchard Preschool, we offer other preschool classes throughout the year.

MUSIC TOGETHER & SOCCER SHOTS

We continue to share successful partnerships with local programs Music in the Valley Together and Soccer Shots, which are both geared toward children up to five years of age. In 2023, we had 107 Music Together participants and 43 Soccer Shots participants.



RECREATION PROGRAMS (CONT.)

SUMMER PROGRAMS

SUMMER PLAYGROUND PROGRAM – 211 Total Participants in 2024

The Summer Playground Program—one of Apple Valley’s longest-running programs—keeps kids ages 6–11 active and engaged on summer mornings. In 2024, the program was held for six weeks Mondays through Thursdays at Wildwood and Cedar Isle Parks.

SUMMER CAMPS – 481 Total Campers in 2024

We expanded our camp offerings for children ages 6–11 to include more full-day opportunities. Camps included Summer Surge, Day Camp, Awesome Adventure Camp, Camp Quest, and a variety of afternoon camps.

PUPPET THEATER

The Apple Valley Puppet Theater, now in its 46th year, visited 20 parks per week from mid-June through mid-August. In addition to these regular shows, the Puppet Wagon made appearances at a July concert at Music in Kelley Park at two Night to Unite neighborhood locations. While many families have several generations of familiarity with the Puppet Theater and their performances, these after-hours events provided an opportunity for exposure to new families and groups of people.



JIGSAW PUZZLE CONTEST - NEW THIS YEAR!

In November, 12 teams battled it out in Apple Valley Parks & Recreation’s inaugural jigsaw puzzle competition, which are currently very popular in Minnesota. Each team consisted of up to four people and were given the same 500-piece puzzle. Puzzle assembly was timed, and the three teams with the fastest times were awarded prizes. Additional puzzle contests are planned for 2025!

RECREATION PROGRAMS (CONT.)

OUTDOOR SKATING

Due to an unseasonably warm winter, the 2024 outdoor skating season was very short. The rinks at the Community Center and Johnny Cake Activity Center were open for eight days, and the remaining sites were open for six days. While the outdoor skating season normally runs through mid-February, rinks were closed by end of January this year. The Parks Maintenance crew did a great job maintaining ice whenever possible, but we all hope to see better ice conditions next winter!



OPEN GYM PROGRAMS

Open gym time for youth and families is offered at the Apple Valley Community Center seven days a week and at no cost or a nominal fee. During the school year, additional days and times were added to all open gyms on non-school days, including during winter and spring breaks, MEA, and conference days. An overall 40% attendance increase occurred on these days in 2024, with a 50% increase during Thanksgiving week.

PRESCHOOL OPEN GYM – 170 Registered Families in 2024

Preschoolers ages five and under have full access to scooters, trikes, balls, and tumbling mats during this gym time, which is held on Mondays, Wednesdays, and Fridays during the school year and Wednesdays in the summer. This year, four special theme days added some excitement to Preschool Open Gym: Halloween Costumes, Princesses & Superheroes, Santa Stop, and a Mid-Winter Fest mascot visit.

YOUTH OPEN GYM – 648 Registered Participants in 2024

Youth open gym is designed for students in grades 6–12 to play basketball or volleyball Mondays through Fridays from 2:30–4:30 p.m. and weekends from noon–2 p.m. The program is free, and parents do not stay.

FAMILY OPEN GYM

Adults and children ages 17 and under play basketball and volleyball together during this free gym time. Family Open Gym is offered daily from noon–2 p.m.



THANK YOU

Thank you to the Apple Valley City Council, the Apple Valley Parks and Recreation Advisory Committee, and the residents of Apple Valley for your continued support of the Parks & Recreation Department in our efforts to provide opportunities for outstanding quality-of-life experiences.

Sincerely,





ITEM:
COUNCIL MEETING DATE:
SECTION:

5.C.
June 5, 2025
Agenda Items

Description: Division Updates: Aquatics and Youth & Family	
Staff Contact: Nate Rosa	Department / Division: Parks and Recreation

Action Requested:
N/A - Informational Item

Summary:
During the regular meeting, Recreation Supervisor Bill Bird will be giving an update on his programs and Recreation Superintendent Nate Rosa will be giving updates on behalf of Recreation Supervisor Steve Skinner on his programs. Included in the agenda packet, you will find copies of the two presentations. These are provided for informational purposes.

Background:
Bill Bird oversees youth & family programming and special events, and Nate Rosa is presenting on behalf of Steve Skinner, who oversees the pools and aquatics programs. For this meeting, Bill and Nate will give oral presentations updating the Committee on specific recreation programs. If a committee member wishes for additional details regarding a specific area, please feel free to discuss during the agenda item or contact Nate at nate.rosa@applevalleymn.gov or (952) 953-2311.

Budget Impact:
N/A

- Attachments:**
1. Youth & Family presentation
 2. Aquatics presentation



YOUTH AND FAMILY PROGRAMMING & SPECIAL EVENTS

Prepared By: Bill Bird - Recreation Supervisor
Created By: Mia Sorensen - Recreation Intern

PROGRAM SNAPSHOT

> Youth Programs and Camps

> Family Programs

> Open Gym

> Special Events

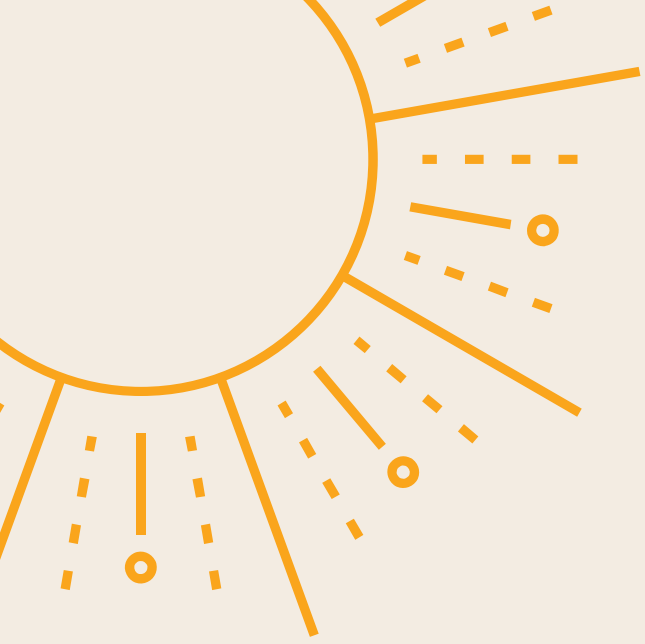


YOUTH & FAMILY PROGRAMS

Apple Valley Parks & Recreation offers a wide range of recreational opportunities for all ages. From youth camps and open gym basketball to early childhood activities, there are programs designed to engage the entire community.

Summer offers several opportunities for hosting special events. Freedom Days provides residents with a week's worth of opportunities to gather and enjoy community-centered experiences. Free weekly concerts occur in Kelley & Quarry Point Parks, and summer officially wraps up with the Food Truck Festival in early September.





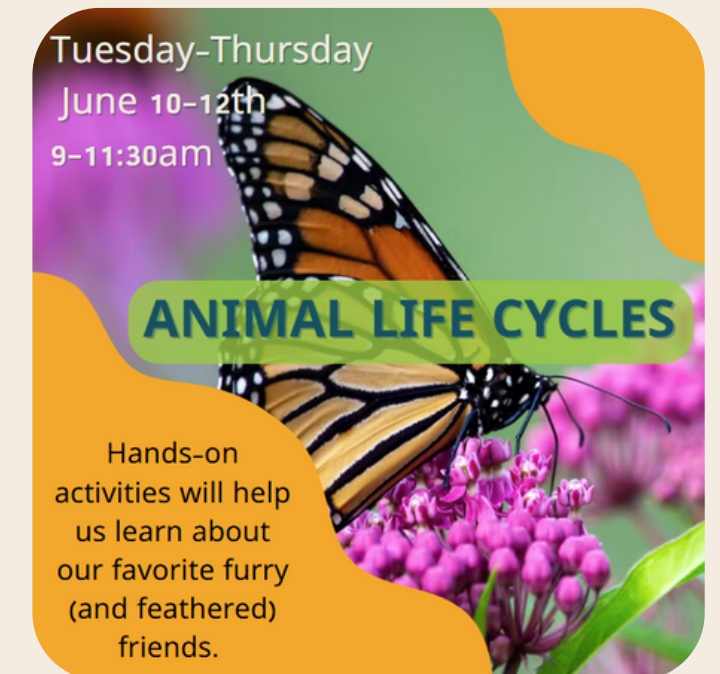
LITTLE ORCHARD PRESCHOOL

Preschool offers educational classes, recreational activities, and themed programming.

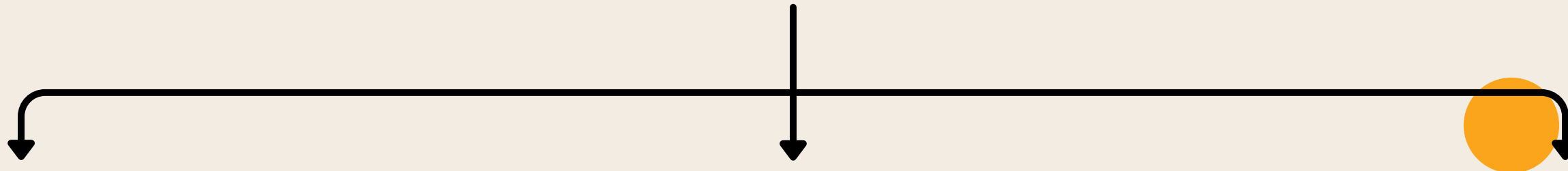
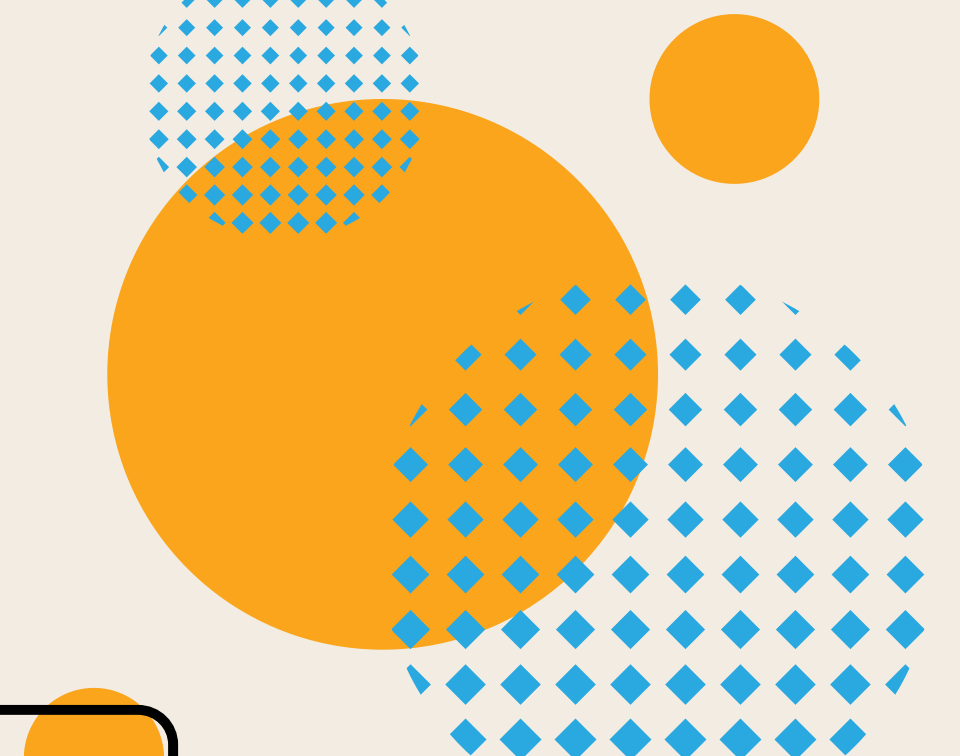
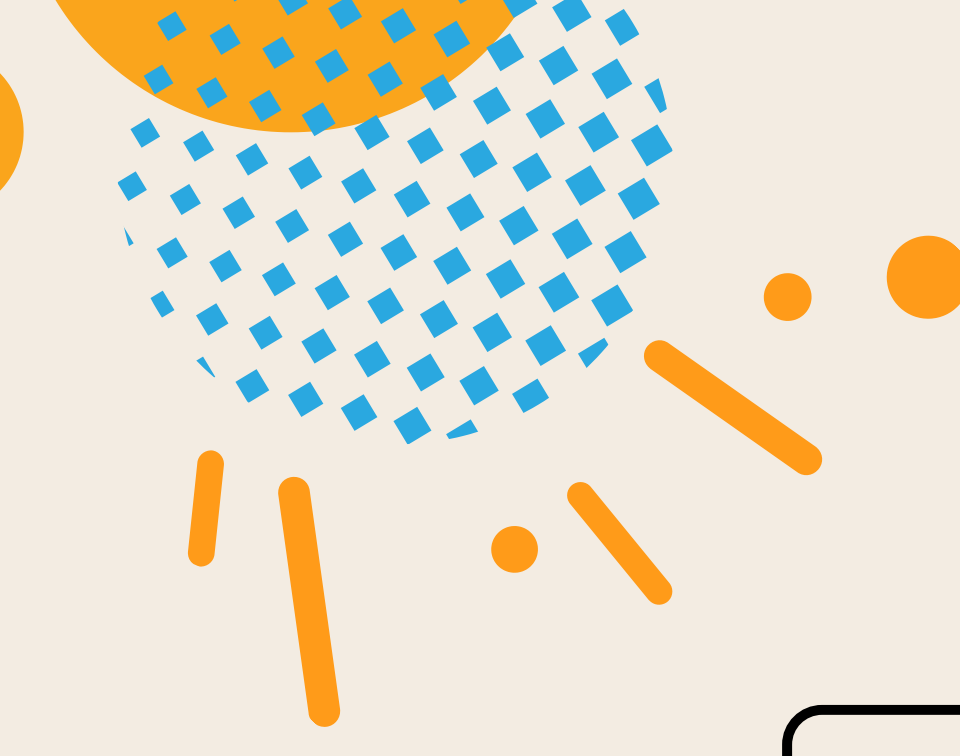


This is where recreation and education collide, providing quality programming for young youth in our communities.

PRESCHOOL PROGRAMS



CAMPS



Sports
Camp



Themed
Camps
&
Trip Camps



Day Camp



PUPPET WAGON



Year	Puppet Show Attendance
2023	3,100
2024	2,900
*2025	3,000

*Projected Attendance

Show Attendance - Top 5

Kelley Park: 390

Quarry Point: 240

Delaney: 230

Westview Elem.: 220

Apple Grove: 190

2024 PROGRAM HIGHLIGHTS



2025 Summer Shows

Schedule: June 9-Aug. 15

Total Stops: 20 per week

Admission: Free

Audience: Open to all ages

Puppet Wagon Appearances

- Freedom Days Parade
- Music in Kelley Park
- Night to Unite

OPEN GYM



Preschool Open Gym

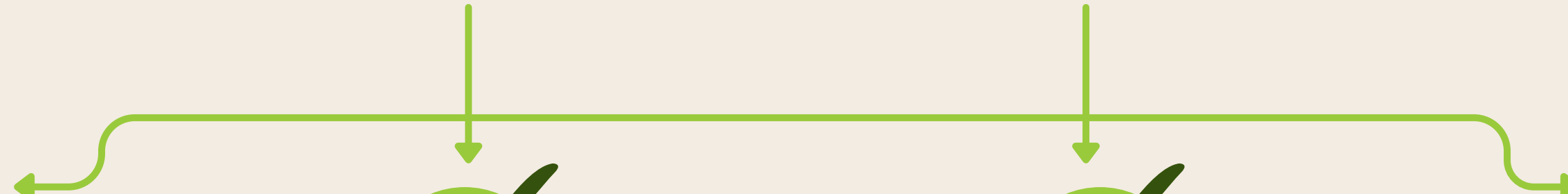
- Wednesday during the summer
Monday, Wednesday, Friday during the school year



Youth & Family

- Youth: Monday-Friday 2:30-4:30
Saturday & Sunday noon-2
- Family: Monday-Sunday noon-2

SPECIAL EVENTS SNAPSHOTS



Food Truck
Festival



Music in
Kelley Park

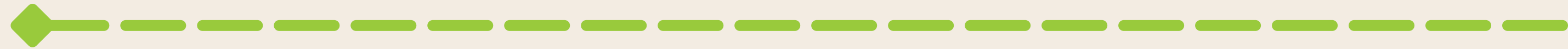


Freedom Days
Fun Run



Mid-Winter
Fest

SUMMER SNEAK PEAK



Playground Program

01

Forest Bathing

02

Indoor & Outdoor Camps

03

Puppet Wagon

04

Freedom Days Activities

05

Music in Kelley Park

06

Food Truck Festival

07

Youth, Pre-K, and Family Open Gyms

08

Basketball Camp

09

Skateboard Camp

10

SPLASH VALLEY WATER PARK

Renovation 2025





A NEW LOOK

Facility and landscaping improvements for cooling and ease of entry.

Apple Valley
Parks & Recreation

A NEW LOOK

Brighter interiors





A NEW LOOK

Improved changing spaces and additional improvements for those needing adapted accommodation.

A NEW LOOK

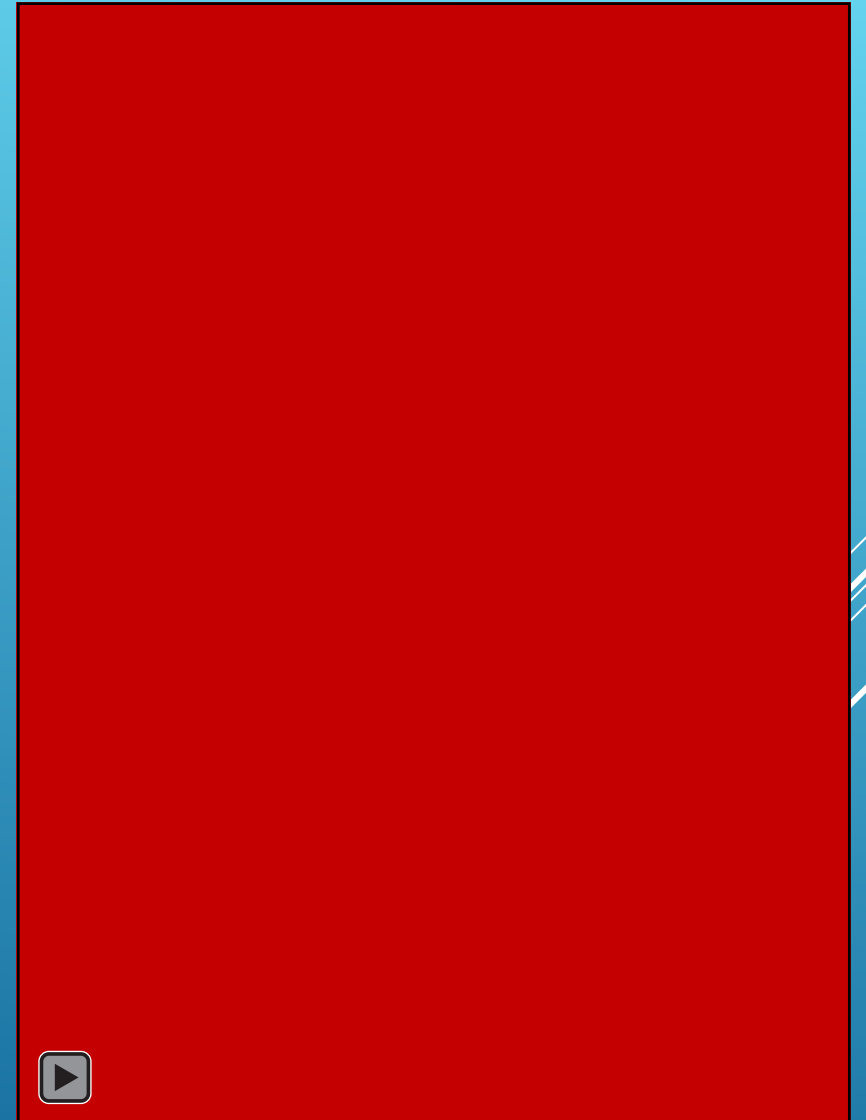
Improved and branded signage throughout the park.





A NEW LOOK
And otters, lots of otters.

MECHANICAL UPGRADES TO IMPROVE ENERGY EFFICIENCY





SOLAR UPGRADES TO SUPPLEMENT ENERGY USE AND REDUCE COSTS



EXTERIOR IMPROVEMENTS TO CREATE
A MORE HARMONIOUS LOOK



RESURFACING OF THE SLIDES



NEW SHALLOW WATER PLAY FEATURES



GREATLY INCREASED SHADE
THROUGHOUT THE PARK



BIRTHDAY PARTY PAVILION



RIVER CABANAS

SEASON PASSES (PILOTING IN 2025)



IMPROVED LAYOUT IN CONCESSIONS
TO IMPROVE FLOW

QUESTIONS?

SPLASH VALLEY WATER PARK

Renovation 2025

