

ROCKFORD PARK DISTRICT
ROCKFORD, ILLINOIS

MEMO

To: Jack Armstrong
Doug Brooks
Chuck Brown
Nate Martin
Tyler Smith

From: Tim Dimke, Executive Director

Subject: Annual Internal Monitoring Report of Priority Result III
January 1, 2009 – December 31, 2009

Date: April 26, 2010

Your Priority Result Policy III states that, “Residents value recreation as essential for a healthy life.”

CEO INTERPRETATION:

“Value” in this statement indicates that District residents believe that recreation is vital to their health and well being. Residents are aware of recreational opportunities at the District and understand the value and benefits of park and recreation services in their lives.

It is my interpretation that “residents” to be targeted are those of all ages.

I interpret a key demonstration of “value” to be that residents participate in leisure pursuits including:

- Recreational activities or sports to promote wellness and fitness;
- Appreciation of passive recreational pursuits, such as beautiful parks, gardens, and natural areas;
- Visits to the District’s museums and cultural programs.

This report sets forth the basis for my assurance that, as reasonably interpreted, the District is in compliance with the Board’s Priority Result III policy. The data demonstrates that residents do recognize the importance of parks and recreation and they value and use District services.

Signed: _____
Tim Dimke, Executive Director

III-A. Residents recognize the leadership role that parks and recreation play in a balanced, healthy lifestyle, including the value of leisure skill development, beautification, conservation, and environmental education in reducing unhealthy behaviors and building healthy families and a healthy community.

CEO INTERPRETATIONS:

I interpret “recognize the leadership role” to mean that elected officials (national, state, and local) recognize and regularly promote the RPD benefits to the community. Further, that citizens cite one of the top reasons they live and work in the Rockford area is due to the park and recreation amenities they enjoy using.

“Residents recognize leadership role” means that citizens are realizing the importance of a healthy lifestyle on their quality of life, and are well aware of the strength of the RPD brand in programs and services.

A “balanced, healthy lifestyle” includes a work/life balance that includes taking time for regular exercise, for family activities, and for improving personal health, fitness and wellness.

“Leisure skill development” means that the District offers introductory programs for people to try out different activities to fill their free time. The objective is to draw interest in Park District assets that will be appreciated and supported in the future with fees.

“Beautification” includes appreciation and support for beautification, environmental, and conservation initiatives.

The role of “environmental education” in District initiatives is to educate target markets of their responsibility in maintaining a sustainable environment by conserving resources, recycling, and caring for the natural world.

I interpret “reducing unhealthy behaviors” and “building healthy families” as the District’s role in helping people make better choices when it comes to food, exercise, and building stronger relationships within our community.

I interpret the District’s role is to provide places where people can spend time together in enjoyable activities that improve their lives and create a stable environment for our community. I further interpret the importance of a healthy community to be one of physical, social, and economic stability.

I interpret a key demonstration of “value” to be that residents participate in leisure pursuits including:

Recreational activities and sports promote wellness and fitness

REPORT:

- An interest in wellness and fitness is evident in the 3.37% overall increase in 2009 in activities at the Sportscore Complexes including participation in soccer, softball, volleyball, basketball and Pickleball, for players aged 6 to 70 years of age. Pickleball was introduced in 2009 for ages 55+ with over 600 participants
- There was an overall increase of almost 5% in golf participation through individual play, playdays, tournaments, leagues and lesson programs: 229,132 compared with 218,708
- To promote wellness and fitness, the tennis program expanded outreach and 3,686 youth were served with tennis lessons

Passive recreational pursuits, including parks, gardens, and natural areas

REPORT:

- Citizen's desire for family and passive leisure activities is shown by increases in use of picnic shelters/areas (146,568 compared to 104,670), unsupervised use of parks (2,248,706 compared to 2,215,474), boat docks/canoe launches (39,728 compared to 26,485), and visitors at the flower gardens (168,446 compared to 160,425)

Visits to the District's museums and cultural programs

REPORT:

- Attendance increased 58% at the Sounds of Summer free family entertainment program at the Sennissippi Park Music Shell (32,980 compared with 20,826), reflecting the need for affordable family outings and the success of the "Free for All" campaign
- Museum attendance increased 17% overall in 2009 (608,060 compared with 519,502), with increases occurring at Midway Village Museum (6%), 84,441 compared to 79,723; Rockford Art Museum (6%), 29,187 compared with 27,562; and Tinker Swiss Cottage Museum (40%), 9,818 compared to 7,002.

Leisure skill development and introductory programs

REPORT:

- Therapeutic Recreation received a \$500 grant for equipment to introduce and offer archery to youth and teens with disabilities through afterschool and summer camp programs. The new program will be implemented in 2010
- One athlete with a physical disability was able to compete in a Chicago area adapted cycling race because of a grant Therapeutic Recreation received for \$5,000. The adapted cycling program will be fully launched this spring with hand-cranked cycles for athletes with physical disabilities to train and compete in a new cycling program
- More than half of the respondents from the Therapeutic Recreation customer survey indicated the reasons for participation in the recreation program offerings at the District was due to their interest in "exposure to new activities"(65.7%) and "physical activity" (72.7%). Within the top five reasons given for participation: social, entertainment, and fun/enjoyment. Based on these results, therapeutic staff re-aligned 2009 program and service offerings to include expanded or new most-requested activities for swimming, bowling, camping, and walking, and gymnastics
- Parents indicated that their child "increased his/her recreational skills and confidence with a rating of 3.3 on a 4.0 scale upon completion of a summer survey conducted at 12 summer playground and camp sites. These sites offered varied instructional and lesson programs that included but are not limited to; tennis, golf, track & field, flag football, inline skating and skateboarding, and swimming
- Participants were introduced to skateboarding and inline skating at Washington Park with four free clinics, and three Center youth competed in the Bearings & Bruises event
- Indoor Learn to Swim lessons were offered in cooperation with Rolling Green School as a host site with 60 participants enrolled in the pilot program
- Learn to Skate registrations increased 6% (899 compared with 849 in 2008) due to more convenient program times and multiple sessions offered
- Open hockey participation increased 60% (3,830 compared with 2,387) as a result of additional session times that were made available to patrons when ice was open for use
- The new Junior Ice Hogs training facility opened in September, providing new off-ice activities that helped improve skills for 6,010 users. Four new "School's Out" events were also held at the facility, introducing skill development to 80 youth

- A new Jr. NFL Mini Camp was developed during 2009, designed to be a feeder program for the NFL Flag Football program that begins in the 2010 season. Sixteen boys, ages 3-5 years old, participated in the four day program
- NFL Cheer was a new program to develop, organize, and promote cheerleading activities for youth. Sixty-two girls ages 5-14 enrolled and performed at NFL Flag Football games
- The Girl Scouts Horse and Animal Badge program increased from 30 participants in 2008 to 147 participants in 2009, with a corresponding revenue increase of \$2,970. This program received rave reviews from participants last year, who promoted the program by word of mouth resulting in this substantial increase

Environmental education in District initiatives is to educate target markets of their responsibility in maintaining a sustainable environment by conserving resources, recycling, and caring for the natural world.

REPORT:

- Atwood's Residential Education program served 2,127 students, teachers, and chaperones during 2009, a decrease of 6% from 2008, primarily due to several school groups canceling the spring session
- In 2009, 2,181 individuals participated in environmental outreach and special events held at the Atwood Environmental Center or off-site, an increase of 18% over 2008 (1,849). As the new day option is less expensive for field trips, it is likely that groups are choosing this option as a cost-saving measure
- Camp Lone Oak served 273 youth ages 9-14. We offered two weeks of daily camp (instead of residential) which was poorly attended and one week was canceled. The average weekly participation was down at the residential camp, generally due to economic factors
- Eco Factor Camp, in its second year, served sixteen youth ages 14 to 17. Attendance declined along with the number of eligible campers that continued with the Leaders in Training camp, and the program was eliminated for the 2010 budget
- Fifteen Comcast Cares volunteers joined District staff and youth at Washington Park Community Center for spring cleaning of the grounds, replacing wood chips, weeding and planting
- Twenty-five youth and teens, with the support from the District's Horticultural Department and City of Gardens program, put in a new garden at Washington Park. The garden has raised beds where they planted tomatoes, flowers, greens, peppers, corn, and pumpkins. The youth and a neighborhood mentor cared for the garden throughout the summer camp and harvested crops all the way into November. They learned how to cook and enjoy eating the vegetables they grew. This new effort was funded through a grant with the Community Foundation of Northern Illinois
- Energy audits were performed at facilities and recommendations made to reduce electrical (i.e. installing motion detecting light fixtures) and gas usage to meet the goal of 5% reduction in costs, which we have not yet been able to meet
- The Green Team continues to explore new ways to reinforce green and sustainable principles to the staff and to continue to seek energy efficient tactics. Tap filters have been installed and water dispensers eliminated at the Webbs Norman Center. Additional locations were selected for motion detecting light fixtures. The Green Team is also responsible for coordinating battery recycling
- The Park District regularly recycles the following materials: antifreeze, ballasts, batteries, computer components, landscape waste, light bulbs, metal scrap, used motor oil, oil filters, paint and tires
- Magic Waters re-initiated recycling efforts at the Waterpark by adding 100 new 4-foot tall bottle receptacles, which were distributed throughout the park for customer use
- The amount of material sent to recycling in 2009 increased 19% (290 cubic yards) over 2008. Recycling was on the upswing with Sportscore One's return to operation following the flood year, and the new bottle bins at Magic Waters helped increase recycling totals dramatically. To avoid the

disparity of recycling not being available in all areas, bin numbers and locations were evaluated and in some cases redistributions performed between facilities.

SUCCESS INDICATORS:

1. Participation increases for free programs due to greater awareness and enjoyment.

REPORT:

- The “Free for All” marketing campaign promoted the many free and low-cost programs and activities offered to residents. As a result of the promotion, attendance increased at Music in the Park concerts from 20,826 to 32,980, a 58% increase. We also had increases in recreation path use (27%), 1,063,016 compared with 837,844; picnic shelter areas (40%), 146,568 compared to 104,670; and disc golf play (20%), 2,304 over 2008’s 1,916
- Over 6,500 participants in family events occurred during 2009, including the City’s Largest Egg Hunt and the Holiday Tree Lighting event, compared with 2,200 in 2008. Increased promotion and favorable weather led to the increased participation

2. More citizens participate in recreational activity to improve health and well-being, with 5% improvement in the reasons given in the 2010 Citizen Survey.

REPORT:

- The 2009 survey taken at the Feedback Forum indicated that Health and Wellness was cited by 78% of the respondents who said it was the reason they participated in leisure and recreation services, a 14% improvement over the 2008 survey where 68% of people cited this as the reason ✓ *Achieved*
- The Therapeutic Recreation customer survey conducted during 2009 placed a “strong value” on recreation experiences by 74% of respondents
- Because of the results of the Therapeutic Recreation survey, staff updated program offerings to include the most desired activities, such as swim lessons, art and dance, walking, and biking/cycling. The results were a 7% overall increase in TR participation
- Ten playground program sites surveyed participants to discover the effectiveness of promotions and how they heard about the program. There was almost a 3% increase in participation at the ten sites and information coming through the schools was a top reason given
- In order to provide customers with more options for providing feedback on services, standardized online surveys were made available using Constant Contact. This new system provides staff with the ability to create a hard copy to hand out at program sites or an online option, and provides instant results by tallying responses
- The Citizen Survey will be conducted in June and results will be reported in the Global Priority Results monitoring report in October. *In process*

3. The RPD is recognized locally, regionally, and nationally.

REPORT:

- Dr. Ted Flickinger, President and CEO of the Illinois Association of Park Districts stated in a letter dated October 30, 2009; “*The Rockford Park District’s global Priority Results are superb! Could we send these around to the membership of IAPD as a great example of how park and recreation agencies should prioritize and get the highest return on their investment?*” We recommended that the membership could easily access these on our web site and directed agencies there
- Breane Cory with the Therapeutic Recreation Services team received the *New Professional of the Year Award* by the Illinois Therapeutic Recreation Section of the Illinois Park and Recreation Association
- *Golf Digest* named Aldeen Golf Club and Practice Center “best municipal golf course” in the state of Illinois

- RPD is recognized as a national leader in the field of turf management by *Turf Magazine*
- Coverage of the District's successful Canada goose management program was covered by MSNBC online and the Bend (Oregon) Bulletin
- A regional publication of Northwest Quarterly reported on the District's 100 year anniversary and included information on several recreation facilities and services. According to citizen Denise Noe, "The activities and programs, indoors or outdoors, are fun and affordable, and the upkeep of the facilities is impeccable. I can't think of a better way for my family to spend time together, than at a Park District event or program."
- The District's resource library is a credible source of reliable reference and in the past year has been accessed by a *Rockford Register Star* reporter to prepare an article about the trolley going back into operation, assistance was offered to students preparing college papers, and a genealogist was assisted while researching one of our financial contributors
- The District's representative on the Illinois Parks and Recreation Association's Environment Committee provided information from our environmental policy for use in green networking and the committee's "Green Blog"
- Magic Waters received three SWIM! (Superior Waterpark Inspiration and Motivation) awards from the World Waterpark Association for achieving the highest levels of aquatic safety and operational standards. The categories awarded were Best Employee Retention and Rewards Program; Best Employee Training Program; and Best Recruiting and Hiring Program
- Magic Waters received the Platinum Award and Aquatics received the Gold Award from Ellis & Associates for excellence in aquatics safety
- Jessica Steinberg (Magic Waters), and Stacie Talbert (CFO), were recognized by the Rockford Area Chamber of Commerce as two of the community's top leaders under the age of 40
- PDRMA Excellent Level A (first time achieved, 96.09%)
- "Leave No Employee Behind" health and wellness award, IPRA/IAPD, 35 out of 38 possible (first time program)
- The *Certificate of Achievement for Excellence in Financial Reporting* for 2008 from the Government Finance Officers Association – we also earned the *Popular Annual Financial Reporting* (PAFR) for the 2008 Board Annual Report

4. RPD is the community expert and resource on recreation.

REPORT:

- RPD Code, policies, and Policy Governance materials are regularly requested by other park and recreation agencies as a reference and guide
- Breane Cory presented at the Southern Illinois University of Carbondale's Allen Symposium on visual systems for working with youth with Autism in April of 2009
- Brenda Parrish, team member with Community Therapeutic Recreation Services, was invited to present at UW-Lacrosse at a Therapeutic Recreation student and alumni campus conference on including youth with disabilities into recreation programs in February of 2009
- In 2009, Becky Stokes Lambert served as treasurer for the Environmental Education Association of Illinois and as scholarship chair for the National Association for Interpretation Region 5
- Therapeutic Recreation Team members serve on local and state organizations contributing professional to the advancement of recreation opportunities for citizens with disabilities
The boards and organizations include but are not limited to the following:
 - Rockford Chariots Wheelchair Athletic Association
 - Illinois Therapeutic Recreation Section (Inclusion, Adapted Sports, and State Conference committees)
 - Rockford's Transition Planning Committee
- A summer survey with parents completed at 12 summer camp sites rated District staff, program offerings, and expertise as high:
 - 4.8 on a 5.0 scale was the rating from parents indicating that they "strongly endorse" that

- Rockford Park District is an excellent recreation resource
- 4.6 on a 5.0 scale were the rating parents indicated that the Rockford Park District was “an expert in quality recreation programs for youth”
- 4.88 on a 5.0 scale was the average rating for District staff at camp sites in regards to topics of safety, fun play and activities, caring and knowledgeable
- Jessica Steinberg, Director of Magic Waters, was recognized for leadership excellence and elected Chairman of the Public Sector Committee of the World Waterpark Association
- An educational session entitled “Emergency Response Plans Made Easy” was presented by Jessica at the World Waterpark Association’s 29th Annual Symposium and Trade Show
- An article was published in the October/November issue of *World Waterpark Association Magazine* entitled, “Are you Doing Enough for Your Community?” written by Jessica Steinberg

5. Improvement in healthy lifestyles tracked – improved youth fitness and reduction in youth and adult obesity as reported by Health Systems Research annual community health report.

REPORT:

- RPD is participating as a partner in the Healthy Community 2010 survey, not undertaken since 2005. The District is participating as one of forty community organizations being interviewed. Results and comparisons are expected to be available in October, and will be reported in the Global Priority Results monitoring report. *In process*
- Community and Recreation Services partnered with the YMCA of Rock River Valley to further address childhood obesity by offering the YMCA “Fit for Life” program at selected summer camps and after school program locations. Activities focus on games that increase physical activity and nutritional information. Results of the program are not yet available. *In process*
- Recreation Staff actively serves on the community-wide initiative launched in the spring of 2009, “Get Moving.” This initiative was convened by the YMCA with several organizations providing and advocating for a healthier community. Through these efforts, the Park District challenged the YMCA to an employee program to increase physical activity in the fall of 2009. District staff and Board members “logged in” over 17,421 minutes of purposeful exercise in one week. Although 90 employees participated (surpassing the goal of 50), the Park District took second place to the YMCA
- In 2009, there was a decline in the total adult memberships for use of the gym and fitness rooms with 154 compared to just over 200 in 2008 when the fitness rooms opened after being closed for a year due to Center renovations. However, the 154 members increased their daily visits and usage by 30%
- The FIRE Track and Field Program engaged 145 youth in the basics of staying fit. The program was expanded to reach a larger age range, with 5-12 year old participants, and an invitational meet was added to the program. This compares to 100 youth participating the prior year

6. Food choices in our programs/concessions offer healthy alternatives.

REPORT:

- All lunches and dinners at Atwood Lodge provide a salad bar with fresh fruit and vegetable options.
- In an effort to fill the nutrition gap and make sure children can get the nutritious meals they need, over 43,400 healthy meals and snacks were served to youth and teens attending the after school, evening, and summer camp programs at Washington Park Community Center and Lewis Lemon through the Northern Illinois Food Bank, Rockford School District, and the City of Rockford Human Services Department valued at over \$120,000. Research has proven that a lack of nutrition during the summer months may set up a cycle for poor performance once school begins again. Hunger also may make children more prone to illness and other health issues
- Magic Waters Waterpark concessions offers fruit smoothies, grilled chicken breasts and salads as healthy alternative food choices

7. Expanded neighborhood participation for City of Gardens and beautification initiatives with volunteers, donations, and area greenhouses/garden centers.

REPORT:

- The Kiwanis of Rockford, Specialty Screw, and St. Aubin’s Nursery supported the City of Gardens initiative with the gift of 400 books titled: “If I Were a Tree” which promotes reforestation and environmental stewardship. The book has been recognized by the Arbor Day Foundation and awarded a “Growing Good Kids” award by the American Horticulture Society. More than 400 books were distributed to youth at Park District programs including Washington Park Community and the Linda K. White Center, and east and west side library branches.
- City of Gardens partnered with the *Rockford Register Star* to promote Arbor Day and reforestation efforts. The newspaper collected essays from youth, and the winning individual received seedlings and books for their entire class.
- Results from the Rockford in Bloom survey indicated that 99% of the respondents feel that beautification initiatives are important and should be continued. Reasons given were exercise benefits, uniting neighbors and neighborhood efforts, relieving stress, and beautification of Rockford.

8. There will be an increase in positive media reports.

REPORT:

- Local, regional and national recognition of Rockford Park District was demonstrated with 898 pieces of documented media coverage generated from news releases and news briefs in 2009, a 14% increase over the 785 items of 2007 (no report available for 2008)

III-B. There is an increase in the number of residents demonstrating support for the advancement of District priorities and defined benefits for Park District residents through:

- i. Volunteer support;**
- ii. Financial support;**
- iii. Other community organizations partnering with the Rockford Park District**

CEO INTERPRETATIONS:

More people giving their dollars, time, and support to the District will both demonstrate and build the value that residents place on recreation in their lives. Success will be reflected in:

- Increased support from user groups to advance Park District programs and facilities or partner programs and facilities.
- Increased support through the District’s fund development division, and volunteers and partners who advocate on the District’s behalf to gain public support (adopt a park, adopt a program).
 - a. Donations
 - b. Grants
 - c. Sponsorships
 - d. Volunteers
 - e. Awards and Recognition
 - f. Other – citizen advisory groups (i.e., Financial Advisory Committee, Audit Advisory Committee) and user groups (i.e., Golf Advisory Committee, Friends of Lockwood Park)
 - g. Community organizations will demonstrate support through forming new partnerships that reduce costs, increase volunteers, and provide non-District locations for service delivery

SUCCESS INDICATORS: Support continues to be leveraged from Fund Development activities:

1. **Gifts/Donations** – seek and increase donations for capital projects and operational expenses.

REPORT:

- For 2009, the Rockford Park District Foundation raised \$5,423,401 in contributions, donated land and goods, and grants which is mainly comprised of \$4,789,313 of contributions to the Nicholas Conservatory Project. Contributions, donated land and goods, and grants for 2008 totaled \$2,687,370, an increase of \$2,736,031 in 2009
- Included in the above is \$16,278 raised in donations to support the Snow Sculpting event, Adapted Sports, Pat Hayes Parks Music Shell Memorial Fund, and the teen center at Washington Park Community Center

2. **Grants** – greatly expand our research into potential grants and double the number of grant applications (*Note: This is a 2010 Success Indicator*).

REPORT:

- 40 Grant applications were submitted as of December 31, 2009 - \$47,971 grant value of 2009 applications have been paid/closed; \$463,160 grant value of active grants (and \$391,260 cooperative grant with City of Loves Park); \$1,235,429 grant value pending

Highlights included in the above grand total for grants:

- Park Police received a \$3,000 grant from Crime Stoppers to purchase safety equipment for part-time police officers
- \$43,830 was secured in new grant support from the Cedric Blazer Foundation for wheelchair softball and therapeutic bike training program, national grants for adapted cycling and archery for athletes with disabilities, an Illinois Arts Council grant to support the Sounds of Summer series, and after school programming and sports at Lewis Lemon, Washington Park Community Center, and the City's Largest Egg Hunt
- Ice Facilities received a \$3,000 grant from the Chicago Blackhawks Foundation which supported a new "Minor Hawks" hockey program. Grant dollars allowed us to introduce new players to the game while preparing them for future participation in the Junior IceHogs League. We were also able to set aside grant funds to provide equipment for participants who needed financial help

3. **Sponsorships** – 20% increase in cash and in-kind donations (*NOTE: this is a 2010 Success Indicator*).

REPORT:

- Despite a challenging economy, \$590,735 from 70 different sponsors generated cash and in-kind sponsorships through the District's Corporate Sponsorship Program. This represents an increase of \$60,683, or 12% over 2008
- Nine new sponsors participated in the District's sponsorship program during 2009

4. **Volunteer** recruitment and coordination continues with volunteer hours increasing 10% District-wide. (*NOTE: this is a 2010 Success Indicator*).

REPORT:

- In 2009, 1974 volunteers contributed 28,375 hours saving the District \$243028.56. This is an increase of more than 2.5% in the number of volunteers, more than 2.6% increase in the number of hours volunteered, and almost 5% increase in cost savings

5. More groups, organizations, and advisory committees are formally partnering with the District in strategic ways to reduce expenses, increase revenues, or improve participation and provide valuable feedback.

REPORT:

- RPD has partnered with the Workforce Connection in May of 2009 for a program through the Rock River Training Corporation. Applicants are paid through a federal grant and are required to meet certain criteria in order to be in this training program. They are scheduled up to 40 hours a week, given on the job training and other skills related to maintaining employment. In turn, they complete duties that would normally be done by RPD staff. We have successfully hired one applicant through this training program for 2010
- The District assisted with the construction and installation of a period backstop and replica original scoreboard for the June 5, 2010 re-dedication of Beyer Field with the citizen group Friends of Beyer
- Rockford Park District partnered with the Illinois Extension Master Naturalist program to provide instructors, curriculum guidance and facility space
- Environmental Recreation and Education department continued to work with Rockford Public Schools in providing services for the School Improvement Grant. King and Summerdale Elementary students and adults attended one Saturday a month during the school year and students participated in a one-week day camp experience in August. The program was well received and the grant has been expanded to include two additional schools for 2010
- The RPD was selected as the “Lead Agency” to coordinate the new after school program offered through the School District and funded through a student improvement grant. This collaboration provided \$70,000 to be able to offer over 90 youth grades K-5 to participate in after school programming at Lewis Lemon daily without cost to families. The students received District 205 teacher instruction, recreation and enrichment programs with partners including Burpee Museum, Carl Cole, Rockford Area Arts Council, and the YMCA

6. Growing numbers of citizens are involved in Adopt a Park/Adopt a Program, and Friends of Parks programs, providing both volunteer labor and advocacy.

REPORT:

- For 2010, the Foundation Board of Directors has included in the 2010 Development plan the formation of an organization called the Sunsinger Ambassadors Club with the goal of improving visibility and awareness of the Park District and Foundation and develop and enhance donor relations and volunteer opportunities.

7. Awards and recognition increases, and RPD is a Gold Medal Finalist in 2010.

REPORT:

- 13-page application prepared and submitted 3-5-2010. Notification of finalist status 4-19.
In process
- PDRMA awarded RPD Level A with rating of 96.09% ✓ *Achievement*
- The District received the No Employee Left Behind health and wellness award from IPRA, earning 35 out of a possible 38 points ✓ *Achievement*
- The Marketing Department received the 2009 IPRA Agency Showcase Best of Show Award: Broadcast Advertisement for the television commercial created for the Free for All campaign
- Bre Cory received the *New Professional of the Year Award*
- Park Police received recognition from the Rockford Police Department for their commitment and invaluable contribution to the Rockford Youth Police Academy
- Government Finance Officers Association awarded the District with the Popular Annual Financial Report Award for the submission of the Board of Commissioners 2008 Annual Report

8. Board and team members will reach out to key stakeholders and improve communication and relationships, forming new strategic partnerships and gaining more support for District issues.

REPORT:

- Commissioners and the Executive Director conducted four “Feedback Forums” during the summer of 2009 in each quadrant to discuss District priorities and obtain feedback from citizens through open dialogue and a survey to guide the 2010 planning and resource allocation. The four forums were attended by 52 citizens, plus the survey was offered on the District’s web site, for a total of 116 surveys completed
- Commissioners attend social functions with key stakeholders, share messages at dedications and groundbreakings, and participate in writing Guest Editorials to communicate with constituents