

To: Park Board

From: Aimee Peterson, Assistant Parks and Recreation Director

Date: January 11, 2023

Subject: January Newsworthy

Outdoor Rinks

Currently, rinks are open at Cedar Island, Kerber, Maple Grove Middle School and Weaver Lake. Gleason is closed for the season due to construction. The other four rinks, Boundary Creek, Donahue North, Elm Creek and Thoresen are scheduled to be open by January 14. Heavy snow fall over the last two weeks and warm weather have delayed the opening.

Community engagement efforts are taking place at Boundary Creek, Donahue North, Elm Creek and Thoresen Park. Signage with information about the participation study along with check-in QR codes have been placed onsite. The signage also shares the city website address where the public can learn more about the participation study and leave a comment.

The outdoor rinks are open for use during park hours: 6 a.m. to 11 p.m. Rink supervisors will be on duty rotating sites during the following hours:

- Monday - Friday: 4 to 8:30 p.m.
- Saturdays and Sundays: Noon to 8:30 p.m.
- Holidays and non-school days: Noon to 8:30 p.m.

Community Events:

New Year's Eve at Central Park

Saturday, December 31

4 to 7 p.m.

The first-time event featured a live DJ, photo station, glowsticks, noisemakers, and a New Year's Eve countdown. Drawings were held every 20 minutes for prizes donated by sponsors. Prizes included gift cards to Malones Bar & Grill, Max's on Main, OMNI Brewing Co, and a stay at one of over 25 TPI Hospitality hotels.

The event was well attended and was a hit with attendees.

Approximately 1,500 attended the event. 489 Skates were rented during the three-hour event. December 31 had the largest number of skate rentals this season with a total of 1,071 skates rented.

Over 250 participated in the evening drawings. This allowed staff to collect data and found that of the 250 who participated **39.3%** lived in Maple Grove. **59** different Minnesota cities were represented as well as South Dakota, Wisconsin and Florida.

Wonders of Winter

Saturday, February 5, 2023

1 to 4 p.m.

Central Park

Enjoy outdoor activities including horse & carriage rides, snowshoeing, kick-sledding, crokicurl, ice skating, smores making, scavenger hunts, kite flying, and more!

We will also have an ice carving demonstration, food truck, and the Minnesota Department of Natural Resources will be onsite.

Tails and Ales - NEW

Saturday, April 22

2 to 6 p.m.

Central Park

This new event geared toward dogs and pet owners will include dog-related activities, a vendor fair, music, food trucks and beer. This event is a collaboration between the Parks and Recreation Department and the Maple Grove Lions.

Central Park – Mid Winter Stats

November 25 – January 10

15,815 Skates Rented

435 Skate Trainers Rented (New this season)

638 Skates Sharpened (Service returned this season)

Fernbrook Fields Spring Scheduling

Fernbrook Fields continues to grow with programming. Spring scheduling has begun. Between April 20 and June 25, 8 of the 10 weekends have tournaments scheduled.

Recreation program activity guide and enrollment update:

The recreation activity guide will now be distributed three times a year instead of four. This

follows the structure of many park and recreation organizations and allows for early registration for summer programs. We will continue to code classes and report quarterly on participation – Winter, Spring, Summer, and Fall.

2023 Activity Guide Distribution Schedule

- 2023 Winter/Spring
Available to public November 28, Registration open dates December 6-8
- 2023 Spring/Summer
Available to public March 5, Registration open dates March 21-23
- 2023 Fall
Available to public July 27, Registration open dates August 1-3

We currently have 361 winter programs open for registration. We have 2,357 participants currently enrolled. This compares to 1,975 on January 10, 2022 and 843 during the same time period in 2021.

We currently have 197 spring programs open for registration and have 640 enrolled.

Farmers Market 2022 year in review

Served over 35,000 diverse customers.

Vendors donated 5,535 pounds of food to CROSS Services.

Nearly 1,500 frequent shoppers check-ins.

Nearly 4,500 kids checked in for our Power of Produce kids club.

\$8,500 EBT sales which helps in providing healthy food to all.