

2040 PARK SYSTEM MASTER PLAN



ACCEPTED JUNE 17, 2025

ACKNOWLEDGEMENTS

The 2040 Mendota Heights Park System Master Plan is the result of dedicated and ongoing collaboration among residents, elected officials, City staff, and stakeholders. The Plan was shaped by the contributions of all of these individuals. The City of Mendota Heights thanks all who have contributed to this Plan.

CITY OF MENDOTA HEIGHTS

CITY COUNCIL

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AGENCY STAKEHOLDERS

Dakota County

ISD 197

City of West Saint Paul

Tri District Community Education

COMMUNITY GROUPS

TRAAC: Two Rivers Athletic Association

SALVO Soccer

West Saint Paul Hockey Association

Active Adults Focus Group

Families and Disability Focus Group

CONSULTANTS

Confluence

Pro's Consulting



INTRODUCTION

+ PURPOSE

The 2040 Park System Master Plan is a clear, 15-year vision for the City's parks and open spaces, providing guidance on resource allocation, identifying system-level opportunities, and documenting community-identified focus areas to prioritize potential improvements and development.

The City of Mendota Heights park system—encompassing over 296 acres of active parks, trails, cultural sites, and natural open spaces—helps define the City's scenic, natural character and enhances residents' quality of life by offering access to nature, recreational opportunities, and community-building events.

Despite its significance, high usage, and the community's evolving needs over recent decades, the last major system-wide investment in the parks occurred in 1989 when voters approved a parks-focused referendum.

The purpose of the Park System Master Plan is to provide a high-level assessment of the existing park system's service levels and, through collaboration with community members, City staff, regional partners, and elected officials, identify opportunities for preservation, improvement, and development. This plan ensures that Mendota Heights parks are well positioned to meet both current and future community needs while adapting to regional changes. Notably, this is the first Master Plan for the park system in the City's history.

DOCUMENT OVERVIEW

This Master Plan is the result of a 16-month comprehensive planning process that included targeted community and partner engagement. This document synthesizes all the findings and recommendations from this process. All full length stand alone reports and summaries have been included in this document as appendices and will be cited throughout.

This document has four parts:

- **Planning Process Overview:** Summarizes how the City of Mendota Heights, in collaboration with community members and stakeholders, developed this plan. It provides a high-level overview of the engagement activities that informed the planning process.
- **Level of Service Assessment:** Reviews the existing park system as a whole and identifies strengths, opportunities, and potential gaps. It provides key background information on demographics, recreation trends, and programming in reference to national standards.
- **Park System Mission, Vision, & Recommendations:** Defines the key priorities of this plan through clear mission, vision, and guiding principles.
- **Implementation:** Provides guidance on how to use this for capital planning, detailed design, partnerships, and park dedication expenditures. It discusses how to track progress and ensure accountability to the public.



OVER 1000 MEMBERS OF THE COMMUNITY PROVIDED INPUT DURING THE MASTER PLANNING PROCESS THROUGH A VARIETY OF ENGAGEMENT TOOLS. THEIR FEEDBACK DEFINED THE MISSION AND VISION OF THIS MASTER PLAN.

PLANNING

PROCESS OVERVIEW

The 16-month master planning process consisted of five defined stages, each building upon the previous phase to ensure a thorough, data-driven foundation for all recommendations and implementation plans. This comprehensive approach allowed for an in-depth assessment of the existing park system, community needs and priorities, and the feasibility of proposed improvements.

Additionally, the process emphasized thoughtful engagement with community members and elected officials, providing ample time to address questions and concerns.

Below is a brief stage-by-stage overview of the project.

16-MONTHS | COMPREHENSIVE PLANNING PHASES



Spring 2024



Summer 2024



Fall 2024



Winter 2024-2025



Existing System Assessment

completed a comprehensive evaluation of the current parks and recreational facilities, programs, staffing, and financial resources

WHAT IS HERE?

Community Engagement

gathered input from residents, stakeholders, and user groups using diverse tools to ensure the plan reflects community needs. This included online surveys, focus groups, and direct outreach to foster meaningful dialogue and gather diverse perspectives

WHAT DO PEOPLE THINK?

Needs Assessment

identified strengths, gaps, and opportunities for improvement by analyzing data from the existing system assessment, community engagement, national trends, and community demographics

WHAT IS NEEDED?

Visioning + Prioritization

identified key priorities, potential improvements, and developed a strategic framework to guide future investments and decision-making through establishing a long-term vision

WHAT SHOULD HAPPEN FIRST?

Documentation + Implementation

finalizes the master plan by compiling community input, assessment findings, and strategic recommendations into a clear, actionable document

HOW DO WE MAKE IT HAPPEN?

COMMUNITY PROFILE

Mendota Heights is a small, affluent suburb in the southeastern portion of the Twin Cities with a lower population density, higher median income, and smaller household sizes when compared to the larger Twin Cities metro area. Most residents are long-term homeowners, and the population is predominantly white, with limited racial and ethnic diversity. The population is fairly stable, with only 600 new residents expected to join the Mendota Heights community in the next 15 years.

As a result, park planning should prioritize accessibility and amenities that cater to older adults and multiple generations. This includes expanding passive recreation options, such as walking trails, seating areas, and social gathering spaces, rather than focusing solely on playgrounds and sports facilities. Given the community's stable population, the level of service outlined in this plan will remain relevant in the coming years. However, regular assessments are necessary to align with evolving national standards.

TOTAL POPULATION BY AGE

11,744 MEDIAN AGE: 48.6 YEARS

5.7% **<5 Years Old**
Metro Area: 6.3%

10.4% **5-14 Years Old**
Metro Area: 13.3%

13.4% **15-24 Years Old**
Metro Area: 12.3%

19.3% **25-44 Years Old**
Metro Area: 28.6%

27.5% **45-64 Years Old**
Metro Area: 25.5%

21.2% **65-84 Years Old**
Metro Area: 12.4%

2.4% **85+ Years Old**
Metro Area: 1.7%



4,787

Total households in Mendota Heights from 2017-2021.

The average household size in Mendota Heights is 2.37 persons per household.

The Twin Cities metro has an average household size of 2.53 persons per household



4,809

Total housing units in Mendota Heights from 2017-2021. 55.7% of householders moved into their homes before 2010.

115 Vacant Units

3,927 Owner-Occupied Units

767 Renter-Occupied Units



\$120,257

Median household income in Mendota Heights from 2017-2021. The median household income in the Twin Cities area is \$94,098 and \$74,755 in the USA.

The projected median household income in Mendota Heights for 2038 is \$166,217.

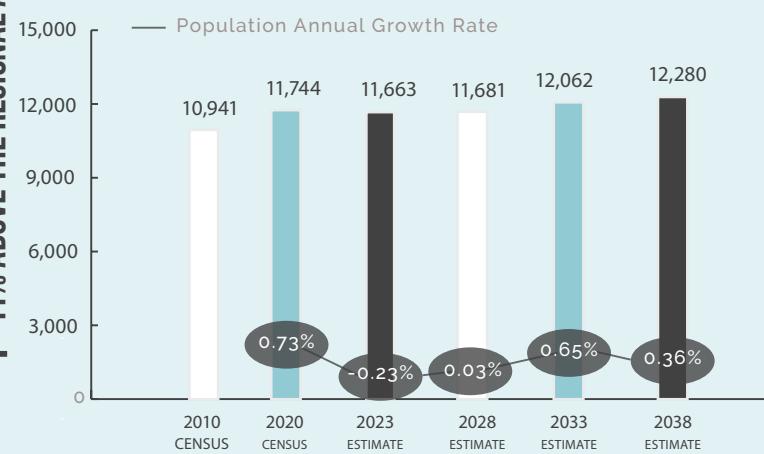


8.1%

Percent population of Mendota Heights with a disability from 2017-2021.

The percent population of the Twin Cities area with a disability is 10%.

51% OF RESIDENTS ARE ABOVE THE AGE OF 45
11% ABOVE THE REGIONAL AVERAGE



SOURCE: Demographic data used for the analysis was obtained from the U.S. Census Bureau and from the Environmental Systems Research Institute, Inc. (ESRI), two of the largest research and development organizations dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. Straight line linear regression was utilized for projections.

COMMUNITY ENGAGEMENT

To gain a deeper understanding of the community's needs, the City engaged with the broader community, a targeted group of residents, and partners to explore their visions for the park system. Through online surveys, pop-up events, direct outreach, and focus group discussions, thousands of ideas and insights were gathered about the current park system and future priorities. A comprehensive summary of the engagement efforts is available in Appendices 1 and 2.

While community engagement was an ongoing component of the master planning process, there were two primary phases for capturing public input. The first phase, conducted at the beginning of the master plan, aimed to gather community opinions and insights on the existing park system and whether it met their needs (Master Plan Appendix 1). Residents were also asked to share their initial vision for the future of the park system.

In both phases of engagement, the community members expressed that the parks and trails throughout Mendota Heights are highly valued and widely used. However, there is strong interest in diversifying and updating park amenities to be more flexible, inclusive and consistent with current park design practices. Additionally, the community identified a need for indoor recreation and gathering spaces. Some larger priorities emerged, including comprehensive accessibility and trail system improvements, an inclusive playground, and park renovations. However, there is currently no dedicated funding source for large-scale projects and improvements. This current funding model would limit the feasibility of improvements.

As such, the second phase of engagement sought community feedback on the findings from the first phase and assessed public opinion on additional funding needed to achieve the park system vision (Master Plan Appendix 2). The responses from the second phase reinforced the initial findings. Respondents generally supported expanded programming and select park system improvements. The majority also expressed willingness to support some level of increased funding to meet these needs and priorities.

In summary, input from both phases directly informed the development of the plan's recommendations. These insights shaped

the plan's direction, leading to six key themes that emerged from the engagement process.

01| Recognition of Park System's Value:

Engagement participants emphasized the park system as a valuable asset to the Mendota Heights community and a key contributor to quality of life. The trail system and natural areas were especially appreciated.

02| Desire for Diversification of and Upgrades to Park Amenities:

Park amenities should be diversified to better meet the needs and interests of all residents. Specifically, residents are interested in passive recreation amenities, community gathering, and connection to natural resources. Residents especially want flexible indoor community space for programming and gathering.

03| Need for Accessibility Improvements and Enhancements throughout the Park System:

Accessibility is a concern across demographic groups. Residents would like to see improvements that both meet accessibility standards as well as offer unique, inclusive opportunities.

04| Preference for Enhancements Over New Development:

There was limited support for new park development, with the community favoring projects that enhance the existing park system. The primary exception was the strong support for indoor community space.

05| Strong Support for Funding Expansion:

Engagement participants strongly supported increasing funding for park improvements and staffing. Most survey respondents favored a tax referendum of some level- even though they were not given specific concepts to review. Rather they were asked if they generally supported the types of park projects listed. Further study should be completed by the City to explore potential funding expansions for the coming years.

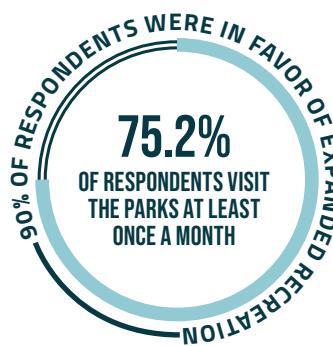
06| Desire for Continued Planning:

Participants expressed a desire to see more specific concepts and designs for potential improvements suggested by the community through the master planning process. This would help the community focus in on specific parks of interest and prioritize projects in greater detail.

COMMUNITY ENGAGEMENT SUMMARY

TOP FIVE THEMES FROM PHASE 1

- Residents like the scale, condition, character and locations of the existing parks and want this preserved in the future park system.
- Connections between these parks and neighborhood connections leading into parks should be improved for overall safety and accessibility.
- Park amenities should be diversified to better meet the needs and interests of all residents. Specifically, residents are interested in passive recreation, community gathering, and connections to natural resources. There was also a strong interest in aquatics programming.
- Accessibility is a concern throughout the parks. Residents would like to see improvements that both meet accessibility standards as well as offer unique, inclusive opportunities within the park system.
- Residents want flexible community gathering spaces - both indoor and outdoor.



TOP REQUESTS ACROSS ALL GROUPS

- Accessibility improvements
- Walking and hiking trails
- Aquatics (Splash pad/pool)
- Updated playgrounds (Including fully inclusive playground)
- Expanded programming
- Field and diamond improvements

600 RESIDENTS

POSITIVES

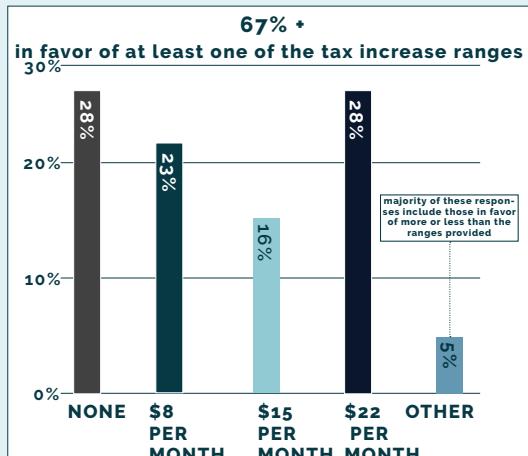


NEGATIVES



TOP FIVE THEMES FROM PHASE 2

- Strong Support for Funding Expansion: Residents supported some level of expanded funding for park system improvements and/or staffing. A significant majority of survey respondents favored a tax referendum. This is particularly notable given that residents were not presented with specific designs but were instead asked if they generally supported the types of projects proposed.
- Top Priorities Consistent with Phase 1: Echoing Phase 1 findings, the top priorities for expanded funding support included accessibility improvements, expanded programming and staffing, and increased indoor community space.
- Preference for Enhancements Over New Development: There was limited support for new park development, with the community favoring projects that enhance the existing park system. The primary exception was the strong support for additional indoor community space.
- Recognition of Park System's Value: Engagement participants expressed that the park system is a valuable asset to the Mendota Heights community and an important contributor to quality of life. Some participants shared examples of amenities and programs from other communities that could serve as models for Mendota Heights.
- Interest in Detailed Concepts: Participants expressed a desire to see more specific concepts and designs for potential improvements to better understand proposed enhancements.



TOP REQUESTS ACROSS ALL GROUPS

- Accessibility, trail, and safe route improvements
- Indoor gathering and recreation
- Programming and staff
- General park upgrades and improvements
- New park development



03

LEVEL OF SERVICE ASSESSMENT

With over 296 acres of parks and open space, the Mendota Heights park system provides a range of amenities for its residents within the City.

Existing Park System Summary

The park system in Mendota Heights encompasses 17 parks, open spaces, and cultural sites. This includes Oheyawahe- a 112-acre site considered sacred by Dakota people - that is preserved as an open space.

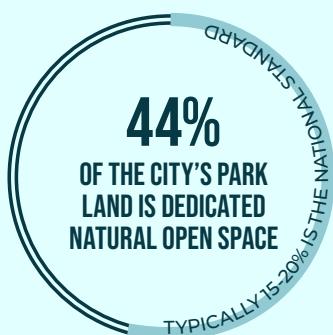
The majority of the parks are smaller, neighborhood parks that serve nearby residents. They provide standard uniform amenities throughout the community, including courts, playgrounds, picnic areas, and ball fields. These neighborhood parks are complemented by three community parks - Rogers Lake, Mendakota, and Kensington - which offer unique and mostly recreational sports related amenities within the community. Rogers Lake is the only park with water access in the park system.

There is also one golf course operated and maintained by the City. Mendakota Country Club and Somerset Country Club are private courses and clubs that add to the overall bucolic character of the City and provide private opportunities for recreation (private courses are not counted in the 296 acres of parks and open spaces).

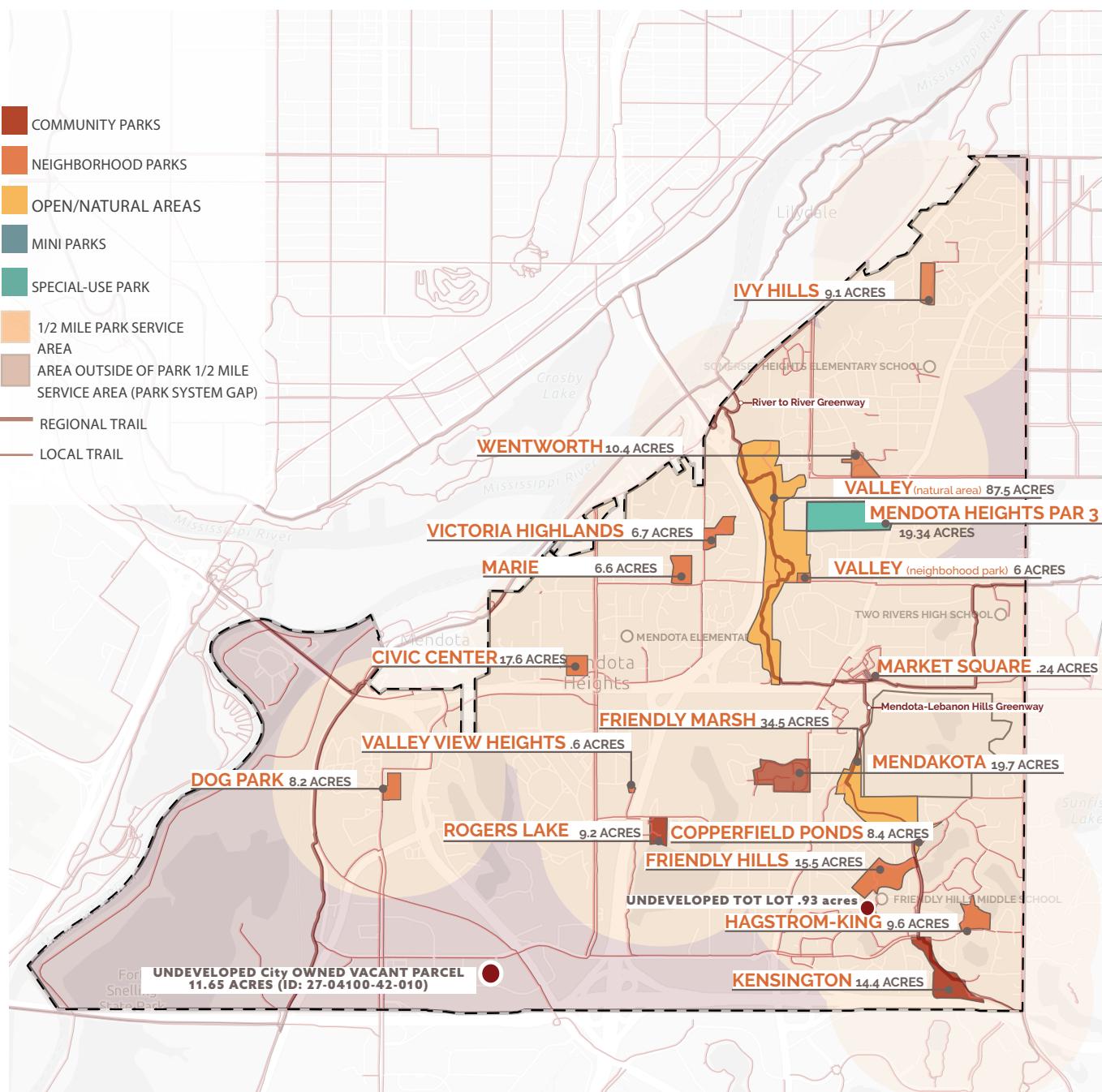
Operated by Dakota County, the Mendota-Lebanon Hills and River to River Greenways provide a recreation and open space backbone to the City. They connect many of the City's existing parks as well as connect Mendota Heights to neighboring communities. These trails complement the 6 miles of existing paved trails that are part of the City's system.

PARK SERVICE GAP

The west side of the City - with recent multifamily housing development - is currently underserved by the park system. This is also the most diverse area of the City. Efforts should be made to diversify amenities in this zone and potentially add parkland and/or programming.



EXISTING PARK SYSTEM



PARK TYPE	CURRENT INVENTORY	SERVICE LEVEL BASED ON CURRENT POPULATION	RECOMMENDED SERVICE LEVELS FOR STUDY AREA	ASSESSMENT	ADDITIONAL NEED
Mini Parks	0.24 acres	.02 acres per 1,000 residents	.02 acres per 1,000 residents	Meets Standard	-
Neighborhood Parks	90.3 acres	7.74 acres per 1,000 residents	16 acres per 1,000 residents	Needs Exist	96 acres
Community Parks	43.3 acres	3.71 acres per 1,000 residents	4 acres per 1,000 residents	Needs Exist	3 acres
Special-Use Parks	19.34 acres	1.66 acres per 1,000 residents	2 acres per 1,000 residents	Needs Exist	4 acres
Open/Natural Areas	130.4 acres	11.18 acres per 1,000 residents	4 acres per 1,000 residents	Exceeds Standard	-
Total Developed Park Acres	283.58 acres	24.31 acres per 1,000 residents	26.02 acres per 1,000 residents	Needs Exist	20
Undeveloped Park Acres	12.56 acres	1.08 acres per 1,000 residents	NA	NA	-
Total Park Acres	296.14 acres	25.39 acres per 1,000 residents	26.02 acres per 1,000 residents	Needs Exist	7 acres

LEVEL OF SERVICE

Overall, Mendota Heights is fairly well served in total park acreage per resident, primarily due to the large amount of open and natural spaces within the City. However, when compared to national standards for a City of its size, there is a need for neighborhood and community parks. As the City is nearly fully built out, adding additional acreage is difficult. As such, the existing parks should be planned to better meet diverse interests and accommodate a variety of users.

Reflective of its suburban development patterns and lower-than-average neighborhood park acreage, only 63% of residents live within a half-mile of a park. While there isn't a single national standard for this metric, the City should aim for a 10-minute walk to a park for most residents. Park access outside of the half-mile walkshed could be improved by extending and enhancing multimodal trails throughout the park system.

Mendota Heights' parks are concentrated along the central spine of the City, with the highest concentration in the southeast and south-central areas. There are two significant park service gaps: a larger one in the southwest and a smaller

one along the border with West Saint Paul. The western park gap is in an area with higher levels of industrial and commercial development, but recent multifamily development in the area has increased the need for park access and programming.

Additionally, the parkland adjacent to the western park gap—the Dog Park—is minimally developed and could benefit from diversified amenities to better serve the broader community. This park is also near a known cultural site, and there is a high likelihood that the land may have archaeological significance. A high level of due diligence and a feasibility study should be completed before making any development recommendations.

Alternatively, the City owns an 11.65-acre parcel on the western side of the City that presents an opportunity for potential park development. Additional study should be completed to assess feasibility and interest.

SEE MASTER PLAN APPENDIX 3 FOR PHASE 1 SUMMARY INCLUDING LEVEL OF SERVICE.

Park Classifications

The Park System Master Plan consists of five park classifications. Each classification serves a particular purpose in meeting park and recreation needs and are necessary to ensure that the City's system is well-balanced and efficient. This plan recommends all current park classifications remain.

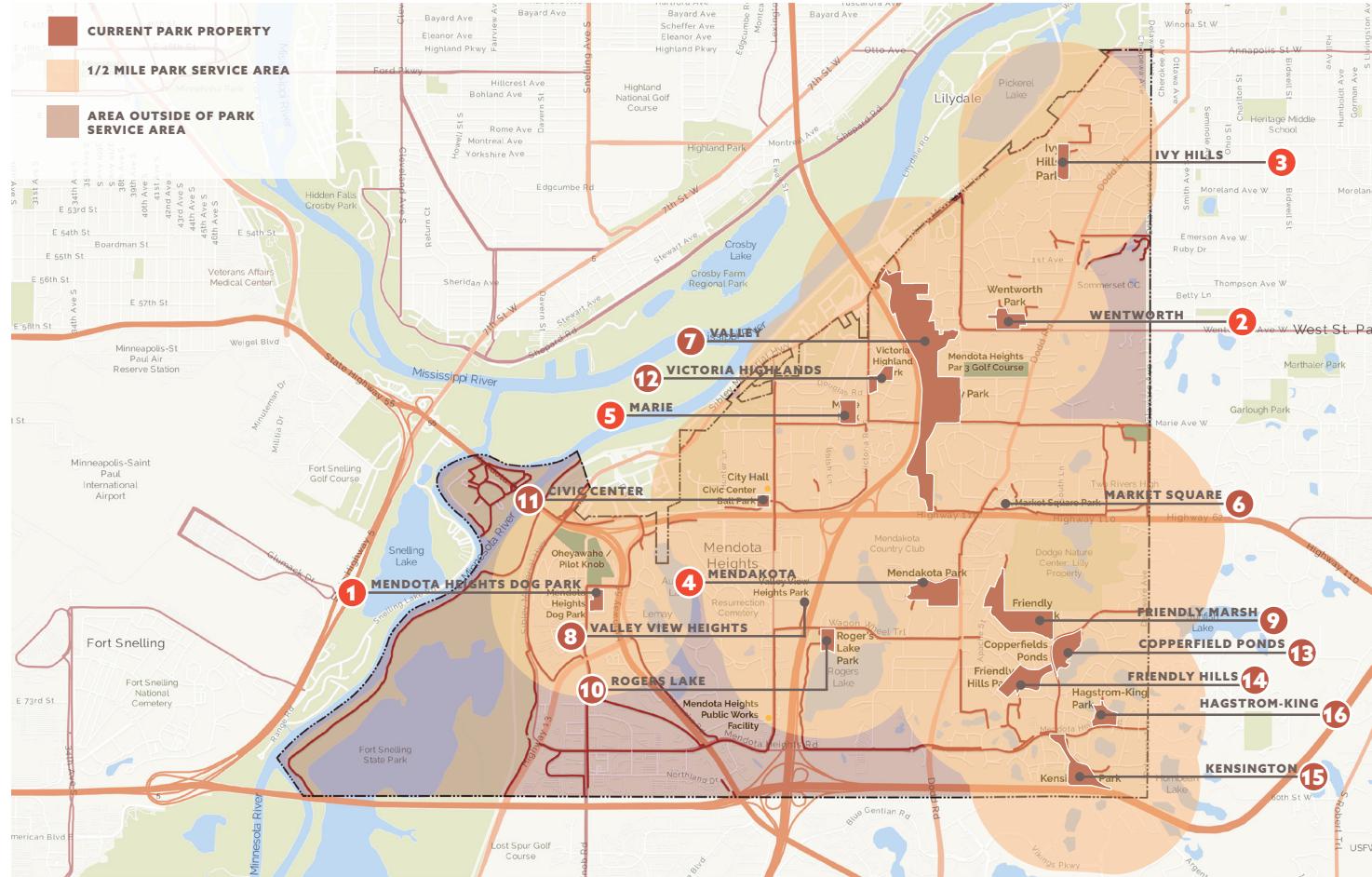
Park Type	Definition
Neighborhood Parks *	Neighborhood parks are the foundation of the park system and serve as the recreational and social focus of the neighborhood. They accommodate a wide variety of age and user groups, both children and adults. They create a sense of place by bringing together the unique character of the site and the neighborhood.
Community Parks *	Community parks are designed to meet the recreational needs of several neighborhoods or larger segments of the community. They are intended for ball fields, larger athletic facilities, and community gatherings.
Open/Natural Areas *	Natural resource areas are lands set aside to preserve significant or unique landscapes. They are often, but not always, properties with steep slopes, drainage ways, ravines, or wetlands. In addition, there may be locations where local tree protection, or state and local wetland ordinances restrict development.
Mini-Parks	A mini-park (also called a pocket park) is a small, publicly accessible green space typically less than an acre in size, designed to serve nearby residents, workers, or visitors.
Special-Use Parks	Special-use parks are designed for a specific purpose or activity, rather than general recreation. These could include sports complexes, golf courses, cultural sites, or outdoor recreation.

**Park type definitions from the City of Mendota Heights 2040 Comprehensive Plan Update*

EQUITY PRIORITIZATION TOOL

The Equity Prioritization Tool is a data-driven planning tool that identifies areas for park planning and investment prioritization by determining which parks serve the highest concentration of community members underrepresented in park use and/or historically underserved by park systems throughout the greater metropolitan area. Integrating this tool into the planning process helps ensure that future projects reduce barriers for participation, are developed to engage underrepresented communities, and promote fairness and inclusivity. This integration of data-driven equity prioritization is required to ensure consistency with larger regional park planning priorities.

Below shows the priority ranking for each of the individual parks based on the adjacent community demographics. This ranking should be taken into account when selecting projects for future planning and investment activities.



PARK	EQUITY RATING	COMBINED SCORE	POP. UNDER 18 YEARS OLD	POP. OVER 75 YEARS OLD	BIPOC	HOUSEHOLDS WITH INCOME <\$50,000 PER YEAR	HOUSEHOLDS WHO RENT	LIMITED ENGLISH PROFICIENCY	HOUSEHOLDS WITH AT LEAST ONE MEMBER WHO HAS A DISABILITY (%)
MH DOG PARK	1	3.34	13.0%	7.4%	35.6%	30.8%	46.2%	0	0.0%
WENTWORTH PARK	2	3.19	14.7%	10.8%	10.1%	18.9%	15.8%	2	30.7%
IVY HILLS PARK	3	3.16	14.4%	11.7%	11.3%	16.4%	3.4%	6	20.6%
MENDAKOTA PARK	4	2.86	14.0%	10.6%	11.8%	18.5%	20.2%	3	17.6%
MARIE PARK	5	2.78	11.8%	16.0%	9.1%	13.1%	7.5%	6	21.1%
MARKET SQUARE PARK	6	2.76	13.8%	12.5%	10.4%	20.3%	19.9%	0	23.5%
VALLEY PARK	7	2.75	13.0%	13.3%	9.6%	16.0%	13.8%	3	24.5%
VALLEY VIEW HEIGHTS PARK	8	2.60	14.2%	7.7%	18.9%	19.2%	43.4%	0	7.3%
FRIENDLY MARSH PARK	9	2.55	14.2%	10.3%	10.5%	20.0%	21.2%	1	16.3%
ROGERS LAKE PARK	10	2.51	14.3%	7.7%	18.0%	18.7%	41.7%	0	7.4%
CIVIC CENTER PARK	11	2.50	11.8%	14.7%	9.9%	14.8%	18.3%	3	20.4%
VICTORIA HIGHLANDS PARK	12	2.45	11.9%	15.6%	9.2%	13.2%	8.4%	4	20.8%
COPPERFIELD PONDS	13	2.08	14.5%	9.3%	10.4%	19.5%	15.5%	0	12.5%
FRIENDLY HILLS PARK	14	2.07	14.6%	9.2%	10.5%	19.3%	16.3%	0	12.3%
KENSINGTON PARK	15	1.89	14.9%	8.6%	10.5%	18.8%	10.9%	0	10.9%
HAGSTROM KING PARK	16	1.65	15.5%	7.3%	11.1%	17.7%	4.9%	0	8.7%



HIGH PRIORITY PLANNING OPPORTUNITY

SEVERAL OF THE PARKS IN THE EXISTING PARK SYSTEM HAVE BEEN IDENTIFIED AS HIGH PRIORITY PLANNING OPPORTUNITIES. THIS DESIGNATION IS MEANT TO HELP PRIORITIZE FUTURE RESOURCE ALLOCATION FOR PLANNING AND POTENTIAL DEVELOPMENT. REASIONING FOR THE DESIGNATION IS PROVIDED IN EACH OF THE INDIVIDUAL PARK DESCRIPTIONS.

Park Features and Amenity Inventory

As part of the Level of Service Analysis, the number of park amenities by type was compared to national recommendations set by the National Recreation and Park Association (NRPA). These benchmarks reflect typical park systems based on population and density. The analysis found that Mendota Heights met or exceeded national recommendations for most amenity types, including courts, fields, shelters, and trails (see Appendix 3).

Similar to the overall distribution of park services, amenities were concentrated in the central and eastern parts of the City, while the west side lacked key features such as playgrounds, trails, courts, and picnic areas. The primary park in this area functions mainly as a dog park, limiting its recreational offerings for residents.

Of particular note, the number of ball fields/diamonds and playgrounds within the Mendota Heights park system far exceeded national recommendations—roughly three times the suggested number of ball diamonds per resident. Both ball diamonds and playgrounds are highly resource-intensive park features. Additionally, a review of playgrounds identified accessibility challenges for individuals with physical disabilities and neurodiversity, as well as a lack of variety in available playground types. The City could benefit from a destination playground in a central location to serve a wider range of users.

One of the most significant gaps in the park system is the lack of indoor recreation and programming space. This is particularly problematic for communities in northern climates, as it severely limits services during the colder months and reduces year-round offerings for individuals who require indoor spaces for comfort and recreation.

In addition to the absence of indoor recreational space, there is a lack of water-based activities—both of which are recommended amenities for a community of Mendota Heights' size and population.

Equity Prioritization Assessment

The top five parks identified by the Equity Prioritization Tool were the Dog Park, Wentworth, Ivy Hills, Mendakota, and Marie. This assessment identifies those parks with the highest concentration of individuals historically underserved by park systems within their

primary service area. This equity ranking should be used to prioritize future site planning and improvements.

Park Assessments

Site assessments of individual parks found that properties were generally well-maintained and in fair to good condition. Consistent with the park system inventory, site visits confirmed that parks across the system feature similar amenities. This presents a strong opportunity to diversify amenities based on community-identified needs and national trends.

A key takeaway was the need for accessibility improvements throughout the park system. Basic access to key site features was limited in most parks. It is recommended that the City conduct a comprehensive accessibility assessment to prioritize necessary improvements and develop a strategy for addressing system-wide accessibility concerns.

Additionally, there is a general need for improved internal and external multimodal connectivity, as well as safer routes, alongside accessibility improvements. Addressing these needs will require tailored solutions for each individual site.

Civic Center

Civic Center is a 17.6-acre neighborhood park located next to the Mendota Heights City Hall and Police Station. The current amenities are limited to a large natural area, a walking trail, and baseball diamond. Residents exercise along the trail and baseball games and practices are hosted at the baseball diamond often.

The park is in good condition. It would benefit from accessibility improvements - specifically accessible walkways - to the baseball diamonds.

If the City proceeds with building a new City Hall in the future, the current City Hall could be renovated as an indoor recreation space and the adjacent parkland master planned to meet more generalized community needs, complement any interior recreation space, and leverage the natural resources. At that time, a master plan of this site should be completed.



Dog Park

The Dog Park is a 8.2-acre minimally developed neighborhood park. Current amenities are limited to two large fenced in off-leash dog runs and a small seating area with a shade structure. Visitors also bring movable lawn chairs to the park. This park is highly used by the community.

This park has been identified as an opportunity for future planning. It is located adjacent to the park system gap and is located in the area of the City with the highest proportion of historically underserved communities. Its location as well as its current lack of development makes it a unique resource for the community for future planning.

Future planning should be approached with a high level of due diligence. The park is located across the street from the culturally significant Oheyawahé site. Although no archaeological study has been conducted within the dog park boundaries, one should be completed prior to any future development.



Dog Park Entrance

Though limited in development, the Dog Park is highly used and has a devoted group of regular visitors.

Friendly Hills

Friendly Hills Park is a neighborhood park that contains trails, a natural area including a pond, a hockey rink with seasonal pickleball courts, a baseball diamond, picnic shelters, and tennis courts. There is also a hill that can be used for sledding in the winter.

The park would benefit from improved connecting walkways throughout the site. A redesign and relocation of the basketball court and playground could also enhance user safety and overall usability. Community feedback should be sought to evaluate the value of the multi-use diamond at this location. The central natural pond is a valuable feature of the park and would benefit from ecological restoration.



Basketball Court at Friendly Hills Park

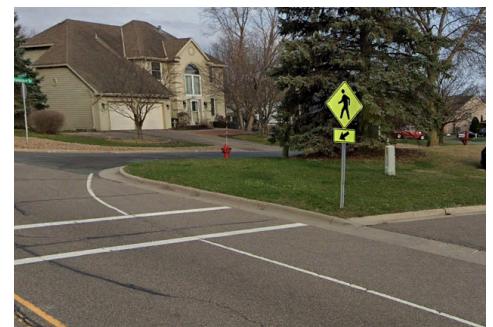
The proximity of the court to the adjacent road as well as the lack of any screening or barriers decreases user safety and comfort.

Friendly Marsh

Friendly Marsh Park is a natural area park with paved walking trails. This large park contains wetlands and grasslands and is adjacent to the Dodge Nature Center. It is a valuable natural resource within the park system and the City should continue to support natural resource restoration and preservation efforts within it.

Hagstrom-King

Hagstrom-King Park is a 9.6-acre neighborhood park featuring a large playground, a basketball court, and a baseball diamond. It also includes natural areas and a trail that connects to nearby neighborhoods. The park—particularly the baseball diamond—is well maintained and appears to be in good condition. However, the park would greatly benefit from improved walkways and enhanced accessibility throughout. Currently, it lacks a safe pedestrian entrance. Additional accessibility improvements should include accessible routes to site amenities and accessible play surfacing.



Pedestrian Crossing at Hagstrom-King Park

The crosswalk does not connect to an accessible walkway, making it both inaccessible and unsafe for all users.



Ivy Hills

Ivy Hills Park is a well-maintained neighborhood park featuring tennis courts, a trail, a baseball diamond, a basketball court, a picnic area, and a playground. The park's features and amenities are highly compartmentalized. It would benefit from accessible, passive recreation amenities located adjacent to more active features (e.g., a gathering area near the open field or courts, or a picnic shelter near the playground). The stormwater wetland is a valuable park asset and could be further utilized for passive programming.

The park is also adjacent to privately owned open space. Clearly delineating between areas with public access could be better defined.



Kensington

Kensington Park is a community park that contains high quality soccer fields, a playground, picnic areas, restrooms, and a concession building. The concession stand is no longer used as tournaments are no longer held in this park due to parking constraints.

The primary driver for the limited use of this park for field sports is the parking limitations. The fields are in excellent condition. Additional study and master planning work could explore potential design solutions to address this limitation and improve usability for the best multi-use fields in the City.



Aerial Image of Entrance to Kensington Park

The current parking and entrance alignment of the park creates user conflicts during heavily visited times. This limits the potential use of the park despite having high-quality fields.

Marie

Marie Park is a neighborhood park that contains tennis courts, a hockey rink with seasonal pickleball courts, a warming house, a playground, a baseball diamond, and a basketball court. This neighborhood park is frequently in use and has received positive feedback during community engagement for future improvements. The courts and warming house are well situated in the park. However, there is significant safety concerns in the location and design of the existing playground. Additional planning that accounts best practices for locating play areas should be considered when the playground is flagged for replacement.



Playground at Marie Park

The existing playground is located between the entry drive and an open pond, raising safety concerns. The potential for conflicts between vehicles and pedestrians is high, and the proximity to open water poses an additional risk—particularly for individuals with autism, for whom water can present a significant safety hazard.

Market Square

Market Square Park is a 0.24-acre mini park located within the Village of Mendota Heights development. Nestled between shops and other businesses, the park offers space for picnics and community gatherings.



Mendakota

Mendakota Park is a 19.7-acre community park centrally located within the park system and serves as the primary venue for community events. Its main features include a large softball/baseball complex with four fields, a concession stand, and restrooms. Additional amenities include a basketball court, picnic shelter, playground, soccer field, volleyball court, and trails. Given its size, central location, and long-standing use, the park is well positioned to remain a key asset within the system. However, both active and passive recreation opportunities could benefit from overall improvements and updates to better meet the evolving needs of the City and park users. Potential



enhancements include a comprehensive accessibility assessment, playground upgrades, and field improvements to better accommodate youth sports.



Valley

Valley Park is a 93.5-acre park featuring a trail system, tennis courts, a basketball court, a playground, a baseball diamond, and a picnic area. Its most notable feature is the expansive natural area—an urban forest—that runs the length of the park, buffering adjacent neighborhoods from I-35E. Additionally, Valley Park contains a significant portion of the River to River Greenway, connecting the City to the Mississippi River.

The park's main amenities are concentrated near the entrance off Marie Avenue. The basketball court, playground, and baseball diamond are located directly adjacent to the parking area with minimal barriers, creating potential user conflicts and safety concerns, particularly for playground and basketball court users.

Given its location along the regional trail system, opportunities for partnerships with Dakota County, valuable natural resources, and the need to address safety concerns related to park amenity placement, Valley Park has been identified as a priority for future planning.



Basketball Court and Trailhead at Valley Park

The concentration of park amenities at the entrance to the park creates a high potential for user conflict and decreases user comfort. This park would benefit from further master planning to provide alternatives to the current layout.

Valley View Heights

Valley View Heights Park is a small .6-acre neighborhood park that contains a playground, walking trails, and a basketball court. There are also picnic tables within the park. This park would benefit from an assessment of adjacent uses and circulation.

Victoria Highlands

Victoria Highlands Park is a well-maintained 6.7-acre neighborhood park that contains a baseball diamond, a playground, a basketball court, and a walking trail. There are also picnic tables near the playground.



Wentworth

Wentworth Park is a 10.4-acre neighborhood park that offers a wide range of amenities, including a basketball court, a hockey rink with seasonal pickleball courts, picnic shelters, a playground, tennis courts, and a youth softball field. It also features a warming house to support winter activities and includes natural areas. While the park is highly programmed, it could benefit from more flexible-use areas and gathering spaces to better accommodate a broader range of activities and diverse users.



Rogers Lake

Rogers Lake Park is an 9.2-acre community park that offers space for play, picnics, kayaking, and fishing. The most recent amenity added was a skate park completed in May 2024.

This is the only park in the Mendota Heights system with an active shoreline and water access. Given its unique role within the park system, additional master planning could help position it for future use and maximize its value to the community. Potential improvements could include enhanced shoreline restoration, expanded water access for kayaking and fishing, improved picnic and gathering spaces, and better trail connections to surrounding neighborhoods. Upgrades to parking, pathways, and accessible launch areas could improve inclusivity, ensuring individuals of all abilities can fully enjoy the park's amenities.



Fishing Pier at Rogers Lake

Rogers Lake is a unique and valuable resource within the Park System. Small improvements - including trail and paddling boat launch - would improve overall usability.

RECREATIONAL TRENDS ANALYSIS

The Recreational Trends Analysis examines national, regional, and local recreational trends to provide context and guidance for the future needs of the Park System. This analysis offers insight into the activities the community values and reinforces the need for improved parks, trails, facilities, and recreation programs.

Data for this analysis was sourced from the Sports & Fitness Industry Association's (SFIA) Sports, Fitness & Leisure Topline Participation Report (2022), the National Recreation and Park Association (NRPA), and the Environmental Systems Research Institute, Inc. (ESRI). All trend data is based on current and historical participation rates, statistically valid survey results, or NRPA Park Metrics. The analysis covers categories such as sports, fitness, outdoor activities, aquatics, and other recreational pursuits. (See Appendices 3 & 4 for full Recreational Trends Analysis and Phase 1 Summary.)

OVERALL TRENDS (NATIONAL)



OVERALL ACTIVITY INCREASE

In 2023, approximately 242 million Americans (ages 6+) reported being active, a 2.2% increase from 2022 and the highest level in six years.



OUTDOOR & FITNESS

Outdoor activities continue to grow, home fitness remains strong, and team sports are gradually returning to pre-pandemic levels.



CORE VS. CASUAL

165 million Americans were classified as "core participants" (frequent engagement), marking a six-year increase. Core participants are more committed and less likely to switch activities.



GENERATIONAL TRENDS

Fitness sports dominate across generations. Outdoor activities are especially popular among Gen Z, Millennials, and Gen X, while team sports are primarily driven by Gen Z.

WHAT DOES THIS MEAN FOR MENDOTA HEIGHTS PARKS?

Current recreational trends highlight the need for flexible community spaces—both indoor and outdoor—within the Mendota Heights park system. These adaptable spaces would support a variety of growing fitness and wellness activities, as well as allow for year-round classes and programs. Expanding indoor programming is especially important given the city's aging population, who have expressed strong interest in such offerings.

Overall, the park system provides a relatively balanced distribution of amenities based on population and national trends, with two notable exceptions. First, the number of baseball diamonds significantly exceeds national standards. While baseball remains a popular sport, its space allocation should be reconsidered to ensure equitable access to other recreational opportunities. Second, the system lacks aquatic facilities. As community interest in aquatic activities continues to rise, so too will the demand for swimming and water-based programming. Addressing these imbalances will help the park system better meet the evolving needs of all residents.

There is currently a sufficient number of pickleball courts. However, this should be reassessed in the coming years if participation continues to increase. The rising interest in golf highlights the value of the City-owned golf course and presents opportunities to expand programming and amenities at the course.



Pickleball was the fastest-growing sport in 2023, with participation skyrocketing to 13.6 million—a 223.5% increase since 2020.



Group fitness activities such as tai chi, barre, pilates, and yoga also saw significant growth, reflecting a broader trend toward community-based exercise.



Water-based recreation experienced a rise in participation across all ages, highlighting increased interest in aquatic sports and potential benefits to a broad swath of the community.



The most popular sports by total participation included basketball, golf, and tennis. Baseball saw a 7.6% increase in participation from the previous year and a 4.9% increase over the past five years.

PROGRAM ASSESSMENT

Recreation programs and services are the backbone of a thriving park system, fostering engagement, wellness, and community connection. To gain a comprehensive understanding of the current programming landscape, this plan includes a detailed Program Assessment. The purpose of this assessment is to evaluate existing recreation offerings and identify opportunities for enhancement and expansion. By aligning programming recommendations with community needs and priorities identified in the Community Needs Assessment, the City can ensure that its recreation services remain relevant, inclusive, and responsive to residents of all ages and abilities.

SEE MASTER PLAN APPENDIX 6 FOR THE FULL PROGRAM ASSESSMENT

Strengths

MHPR has strong community engagement and high participation rates, particularly in sports camps such as golf and tennis. However, third-party organizations currently use a disproportionate share of MHPR resources. Lease agreements with sports associations should be reassessed to clarify responsibilities and adjust fees to better reflect MHPR's resource investment.

Community special events, in particular, play an important and meaningful role in the community. Special events are a high priority for the community and MHPR resources should be expanded to focus on this area.

The City has a history of partnering with other regional institutions to share facilities and/or programming. Strengthening partnerships with School District 197, Dakota County, and West Saint Paul could expand program offerings despite existing constraints. However, this depends on the availability and resources of these organizations and may not be consistent over time.

Challenges

The primary challenges to sustaining recreational programming include limitations in staffing, funding, and available space. These constraints hinder both current offerings and the department's ability to expand programs in response to community interest. Additionally, the absence of a clear pricing strategy complicates financial planning and impacts program accessibility. Addressing these issues will be essential to maintaining and growing programming in the years ahead.

Primary Observations

MHPR serves most age groups but needs more offerings for preschoolers (ages 5 and under) and older adults (ages 55+).

- A significant portion of MHPR programming is in the "Saturated" or "Decline" stage, signaling a need for diversification.
- Most programs rely on earned income (e.g., user fees) but lack clear cost recovery goals.
- Special events are a high community priority and need more dedicated resources including dedicated staff.
- Over half of the programs are classified as "Value-Added" or serve individual interests which typically should require cost recovery through user fees; however, cost recovery goals and a detailed cost-of-service analysis need to be further established.

Action Items

- **Core Program Areas & Recommendations:** MHPR should clearly define core programs to focus resources on areas of greatest community value.
- **Accessibility:** Expand accessible programming, train staff, and improve facility accessibility to ensure inclusive participation.
- **Balance User Groups:** Focus on introductory youth sports programs while requiring third-party associations to bear more financial responsibility.
- **Special Events:** Invest in a dedicated Event Coordinator to manage growing demand for community events.
- **Senior Programs:** Rebrand and diversify offerings to meet the varied needs of older adults, including digital literacy, social engagement, and wellness programs.
- **Marketing:** Create a marketing plan aligned with MHPR goals and annually update marketing strategies to reflect community needs.
- **Data-Driven Decisions and Performance Tracking:** Performance metrics, including participation rates, satisfaction surveys, and cancellation tracking, will support continuous improvement and effective program design.

By implementing these action points, MHPR can improve program quality and alignment with strategic priorities, fostering continuous improvement and better serving the community.

BENCHMARKING

A large photograph showing a group of people, including adults and children, gathered around a table working on a large puzzle. The puzzle depicts a scenic landscape with a cabin and a lake. Several puzzle pieces are scattered on the table, and a can of beer and a smartphone are visible nearby. The scene is set in a bright, indoor environment.

This Benchmark Analysis compares park systems in cities with similar size, demographics, and social infrastructure to Mendota Heights. The analysis helps the City assess trends, identify alternative approaches, and evaluate how it measures up to other peer communities. It can reveal significant deviations, such as funding or staffing being notably lower than other cities, or confirm that Mendota Heights' approach to spending, staffing, and facilities aligns with similar communities. The data used for comparison comes from five benchmark agencies. Four were nearby cities: Golden Valley, New Brighton, New Hope, and West Saint Paul. A fifth, Green River, WY was added as a national benchmark. The analysis also includes national data from the National Recreation and Park Association (NRPA) for cities with populations under 20,000 to offer broader context.

SEE MASTER PLAN APPENDIX 5 FOR FULL BENCHMARKING ASSESSMENT.

Key Findings

Mendota Heights maintains 296 acres of parkland across 17 parks, with 39 miles of paved and unpaved trails. This equates to 25.39 acres per 1,000 residents—which is below the NRPA average of 26.02 acres for cities under 20,000. Despite the lower acreage, the City's trail system exceeds national averages and remains a highly valued community asset, underscoring the need for ongoing maintenance and connectivity investments.

Staffing remains a core challenge. With just 6.25 full-time and 49 seasonal staff, Mendota Heights has the smallest team among all benchmarked agencies. Nearly 70% of full-time positions are dedicated to maintenance—well above national norms—leaving administrative and programming functions under-supported and limiting the department's ability to grow or diversify services.

Programmatically, Mendota Heights offers more programs than any peer city—15 in total—including unique arts and technology offerings. However, it lacks several core services commonly found in other park systems, such as aquatics, adult fitness, indoor programming, early childhood offerings, and seasonal play. These gaps present clear opportunities to expand reach and improve community engagement.

While total participant numbers are smaller than some peers, the City sees a high rate of repeat participation—indicating strong satisfaction among current users. With targeted outreach and broader programming, there's clear potential to engage more residents across a wider demographic.

Golf operations show promise but also room for growth. In 2023, the Par 3 Golf Course brought in \$296,818—slightly below New Brighton and significantly behind New Hope. While Mendota Heights outperformed New Brighton in program-based golf revenue, it lacks added amenities like a driving range or simulator that contribute to higher earnings elsewhere. Strategic enhancements could boost both user experience and financial returns.

Financially, the department is more reliant on program fees than any benchmark city, with 62% of earned revenue coming from this single source—compared to the national average of 56%. At the same time, it brings in substantially less revenue from rentals, permits, sponsorships, and other sources. This imbalance highlights the importance of diversifying revenue streams to ensure long-term sustainability.

Strategic Implications

This benchmarking analysis shows that Mendota Heights operates a well-loved and frequently used park system, but does so with fewer resources than its peers. The City's strong trail network, high program engagement, and unique offerings reflect a department doing a lot with limited capacity. However, staffing shortages, a narrow program mix, and limited revenue diversity are constraining the system's ability to grow and adapt.

To stay responsive to community needs, Mendota Heights will need to expand staffing—particularly in administrative and programming roles—and offer a broader range of recreation opportunities. Adult sports, fitness, aquatics, and early childhood programs represent high-impact areas for growth. Improvements to the golf course, paired with additional amenities, could also enhance revenue and community value. Finally, diversifying funding sources beyond program fees will be essential to long-term financial sustainability.

These findings will shape the Master Plan's recommendations, ensuring the park system is well-positioned to serve the community now and into the future.

FINANCIAL SUSTAINABILITY ANALYSIS

A financially sustainable park system ensures that parks and recreation services remain accessible, well-maintained, and responsive to community needs. This chapter provides an analysis of Mendota Heights Parks and Recreation (MHPR)'s financial landscape, cost recovery trends, and funding strategies to secure the long-term viability of the park system.

SEE MASTER PLAN APPENDIX 7 FOR FULL FINANCIAL SUSTAINABILITY ASSESSMENT.

Financial Overview

A review of MHPR's financial data from 2019-2024 reveals key trends in revenue generation, expenditures, and cost recovery. While MHPR's operational budget is within national norms, spending is disproportionately allocated toward park maintenance, leaving recreation services underfunded. National Recreation and Park Association (NRPA) benchmarks suggest a more balanced approach to budgeting, with a greater share allocated to recreation programming.

Cost Recovery Trends

Parks: Cost recovery for parks remains extremely low, averaging 1-2% compared to an industry standard of ~22%. While parks are not expected to be self-sufficient, the current recovery rate is unsustainable and highlights the need for alternative funding sources.

Recreation: Recreation services have seen a sharp decline in cost recovery from 111% in 2019 to a projected 36% in 2024. Increased free events and reduced program fees have contributed to this decline. A more structured pricing approach is necessary to improve financial sustainability while ensuring equitable access.

Golf: Golf operations perform significantly better than recreation and parks, recovering nearly all operating costs. The introduction of additional revenue-generating amenities, such as a golf simulator, could further improve cost recovery and expand year-round use of facilities.

Capital Expenditures: Funding for capital improvements has largely relied on the Special Park Fund, which is depleting without a sustainable replenishment mechanism. Mendota Heights currently spends well below the national benchmark for capital reinvestment, putting long-term infrastructure at risk.

Financial Benchmarking and Challenges

MHPR's per capita spending on parks falls within the middle quartile of national standards, yet recreation services remain significantly underfunded compared to similar communities. Additionally, the current per capita investment in capital improvements is well below recommended levels, posing long-term risks to park maintenance and facility upgrades. A major challenge for MHPR is its heavy reliance on tax support, with limited alternative revenue streams to balance its financial structure. This dependence on a single funding source threatens long-term sustainability and highlights the necessity of adopting a more diversified financial strategy. Expanding revenue generation through user fees, sponsorships, partnerships, and other innovative mechanisms will be essential to achieving fiscal stability and ensuring the continued success of the park system.

Recommended Funding Strategies

To achieve financial sustainability, MHPR must adopt a diversified funding approach that includes:

User Fees & Pricing Adjustments:

Implementing a structured fee policy that aligns with market standards while ensuring access for low-income residents through scholarship programs.

Public-Private Partnerships: Collaborating with local businesses, nonprofits, and neighboring municipalities to develop and maintain facilities.

External Funding Sources: Expanding grant applications, sponsorships, and philanthropic partnerships to increase non-tax revenue.

Alternative Revenue Streams: Introducing naming rights, advertising opportunities, and concession management to generate additional income.

Tax & Government Support: Exploring local sales tax initiatives, special service districts, and strategic use of park dedication fees to fund improvements.

To maintain and enhance its park system, MHPR must take a proactive approach to financial sustainability. By diversifying funding sources and aligning expenditures with best practices, the City can ensure that parks and recreation services continue to meet community needs for generations to come. A well-funded and strategically managed park system not only enhances the quality of life for residents but also fosters community engagement, economic development, and environmental stewardship.

ACCESSIBILITY + INCLUSION

Ensuring equitable access to parks and recreational amenities is essential for every community. While Mendota Heights has a well-maintained park system, accessibility improvements are needed throughout the park system to ensure that all residents—regardless of age or ability—can fully enjoy public spaces. A fundamental step toward achieving this goal is ensuring that every park includes ADA-compliant pathways and accessible routes to key amenities. Beyond basic accessibility, park systems should incorporate inclusive playground equipment, improved wayfinding signage, destination amenities, and adaptive sports fields. Additionally, upgrading restroom facilities and seating areas with accessible features will enhance comfort and usability for all visitors.

Community engagement efforts and site assessments conducted by the consultant team have identified significant accessibility gaps throughout the Mendota Heights park and trail system. Currently, many parks do not meet baseline accessibility standards, limiting opportunities for individuals with disabilities to participate fully in outdoor recreation. To address these issues strategically, the City should conduct a comprehensive accessibility assessment of all park properties to identify and prioritize necessary improvements.

Beyond infrastructure, programming and public engagement play a critical role in accessibility. MHPD can expand inclusion efforts by offering adaptive sports, sensory-friendly events, and bilingual programming to better serve the needs of diverse community members. Establishing partnerships with organizations specializing in disability advocacy and inclusive recreation will provide valuable insights and help guide best practices in program development.

Effective communication and public awareness are also essential for accessibility. Residents should have access to clear, detailed information about available amenities and accessibility features before they visit parks or trails. Improved digital and on-site signage, maps, and online accessibility guides can help individuals plan their visits with confidence.

Improving accessibility in the park system is not just a matter of compliance—it is a commitment to creating inclusive, welcoming spaces for all residents. By prioritizing inclusive infrastructure, enhanced amenities, and diverse programming, Mendota Heights can build a park system that promotes equity, encourages participation, and strengthens community connections.

HOW CAN THE EXISTING PARKS BE IMPROVED?

NEXT STEPS:

- 1 Complete an Accessibility Assessment of all parks and trails
- 2 Prioritize improvements identified in the Accessibility Assessment using the Equity Prioritization Tool
- 3 Initiate implementation by integrating recommendations into park specific master plans. Integrate Accessibility Best Practices in all future work

ACCESSIBILITY BEST PRACTICES



COMMUNICATION

Clearly communicate available amenities and access information to the community prior to their visit. During their visit, provide visible signage and intuitive wayfinding tools to support a welcoming and navigable experience



SPECTRUM

Create a diverse range of sensory environments and amenities to spark use by diverse user and age groups



MULTILEVEL APPROACH

Inclusion should be addressed at all levels - Parks, Programming, Planning, Improvement Prioritization



BASICS

Provide for the basic needs and comfort of all visitors (restrooms, water, shade, clear pathways, safe entrances and exits)



UNIQUE DESTINATIONS

Provide spaces and amenities that are important to users including fully accessible playgrounds, different scales of gathering spaces, and areas to connect to nature



CONTINUED ENGAGEMENT

Best practices, community needs, and demographics are constantly changing and evolving. Practices should be in place to allow frequent check-ins with users and experts to ensure the park system provides the most relevant services

04

PARK SYSTEM MISSION, VISION, & RECOMMENDATIONS

A clear mission and vision for the Mendota Heights park system will provide a solid foundation for future decision-making and prioritization of competing needs and resources, ensuring that investments align with community values and long-term goals.

This chapter establishes the guiding principles that will shape the future of Mendota Heights' parks, recreation, and natural spaces.

By defining a clear vision, this plan helps direct resources effectively, balance diverse community needs, and create a park system that is welcoming, sustainable, and adaptable.

The ultimate goal is to support the City in providing high-quality parks and recreation opportunities for all residents.

The mission and vision statements presented here are the result of a comprehensive 16-month planning process that engaged community members, elected officials, and key partners. This inclusive approach ensures that the guiding framework reflects the community's

priorities, balancing recreation, natural resource preservation, and equitable access. By incorporating a broad range of perspectives, the plan provides a strong foundation for decision-making, ensuring future investments align with shared goals.

For the master plan to be successful, its recommendations must be both aspirational and practical. Implementation will require a strategic approach that considers financial feasibility, staffing capacity, and evolving community needs. A well-scaled, sustainable funding strategy will be essential to ensuring long-term success, allowing the City to maintain and improve parks, expand programming, and address evolving recreational demands

without overburdening resources. Diversifying funding sources—including strategic public investment—will help create a resilient park system that can adapt to growth and changing priorities.

This chapter outlines key goals for the park system's future, detailing actionable steps to transition from planning to execution. By balancing short-term wins with long-term investments and securing stable funding, the City can ensure steady progress while maintaining the flexibility to adapt to changing conditions. This strategic approach will enable Mendota Heights' park system to evolve sustainably, equitably, and meaningfully for years to come.

MISSION

to preserve and enhance the quality of life for Mendota Heights residents through continued care of parkland, providing exceptional recreational opportunities and programming, maximizing fiscal efficiency, and fostering an inclusive environment.

VISION

preserve valued features of the current park system while innovatively expanding recreational opportunities to meet the needs of current and future park users to create an inclusive environment where all visitors can enjoy the City's trails and open spaces.



01: MEET NEEDS THROUGH DIVERSIFICATION

- Diversify park amenities
- Diversify and expand programming
- Ensure ongoing community engagement
- Expand winter programming and amenity options
- Add flexible indoor & outdoor space
- Add aquatics options
- Consider all ages and abilities in amenity development and design



02: PRIORITIZE ACCESSIBILITY + INCLUSIVITY

- Complete City-wide accessibility study and improvement plan to identify and address issues
- Define accessibility standards that meet and exceed ADA outdoor accessibility standards
- Provide a fully inclusive playground and amenities within City
- Update communications to current accessibility standards
- Include accessibility improvements to all planned park improvements



03: IMPROVE CONNECTIVITY

- Expand communications - media, language (as needed)
- Add physical trail connections and road crossing improvements
- Connect to the Minnesota River Valley
- Ensure all residents can connect to nearby quality parks



04: MAINTAINING QUALITY

- Stewardship of public dollars
- Making park spaces "do more" to address gaps
- Identifying additional funding/revenue opportunities
- Utilize data-based methods—such as ongoing maintenance data collection and asset management software—to document existing practices and conditions, enabling informed, data-driven decision-making
- Ensuring Operation & Maintenance efficiency
- Maintaining appropriate staffing levels
- Tying decision-making to long-term goals and vision



05: PRESERVE EXISTING VALUED PARK FEATURES

- Natural resources
- Programming and education
- Natural surface trails
- Enhancement - improve quality
- Character - scale/type/quaintness of neighborhood parks
- Trail quality



06: DEVELOP LONG-TERM SUSTAINABLE FUNDING MODEL

- Diversify revenue sources
- Optimize cost recovery
- Balance park and recreation expenses
- Leverage interagency partnerships
 - Dakota County
 - West Saint Paul
 - Metropolitan Council
 - Eagan
 - ISD 197 School District



IMPLEMENTATION TOOL

Implementing a Park System Master Plan is a new endeavor for Mendota Heights. The following is a practical tool for staff to guide the park system's future development, redevelopment, maintenance, and recreation efforts. The following framework plan outlines key improvement areas that guide and inform more detailed park system improvements.

The following Action Plan consists of actions in four categories. The goal of this section is to provide a framework that outlines strategies to upgrade the park system in Mendota Heights to meet the City's evolving needs. As implementation occurs, the City will assess and monitor these actions with an emphasis on adequate staffing, financing, and equitable resource allocation.

Mendota Heights recognizes the planning horizon of the Park System Master Plan may require modifications to specific recommendations as conditions change. Shifts in development patterns, redevelopment, demographic changes, technology, staffing, funding, or recreational interests can reshape needs and priorities, warranting new implementation approaches. The overall System Plan, and this Action Plan are living documents that guide but do not prescribe. The framework is expected to be modified in the future. Implementation flexibility enables the City to adjust, refine, and improve strategies to deliver accessible, equitable, innovative, and high-quality recreational experiences.

It is recognized that the community engagement process for the Master Plan identified gaps between the public's desires and needs for the park system and current facilities, funding, and staffing levels. Staff and City leadership will need to work together to creatively bridge these gaps through increased resource allocation, staffing, and efficiencies in processes. The following recommendations provide one avenue to improve the system. There are other means to achieve the goals of this Master Plan, and this Action Plan should be flexible and updated over time.

A series of Goals, Strategies, and Tactics are presented below and tied to a budget category found in the Parks and Recreation Capital Improvement Plan (CIP). The CIP Budget Category responses identify the financial or staff level effort associated with the tactic. This order of magnitude ranking is the consultants' opinion and should be used for resource planning purposes. It should be updated as necessary.

CIP BUDGET CATEGORY DEFINITION:

Lifecycle Maintenance - routine efforts requiring a modest level of financial commitment and/ or staff time to complete. Many of these tactics should be on a set schedule.

Enhancement - requiring an increased level of financial commitment or additional staff resources to complete. These tactics go above and beyond normal operating procedures to make a tangible improvement to the system.

Visionary Element - requires significant enhancement to achieve, often requiring City leadership to direct significant resource allocation. These elements have a significant cost, but provide significant directional change that will last long into the future.

Action Plan Key

CIP Budget Category	
Lifecycle Maintenance	\$ ○ ○
Enhancement	\$ \$ ○
Visionary	\$ \$ \$

MISSION + VISION CONNECTION

The Action Framework supports all of the Key Themes of the Guiding Principles. However, each category of the Action Framework directly supports some principles more than others.

-  **01: MEET NEEDS THROUGH DIVERSIFICATION**
-  **02: PRIORITIZE ACCESSIBILITY + INCLUSIVITY**
-  **03: IMPROVE CONNECTIVITY**
-  **04: MAINTAINING QUALITY**
-  **05: PRESERVE EXISTING VALUED PARK FEATURES**
-  **06: DEVELOP LONG-TERM SUSTAINABLE FUNDING MODEL**

GOAL 1**Upgrade Parks and Trails to meet community needs and expectations with quality park design and amenities that support Mendota Heights' high quality of life.**

Strategy	Tactics	CIP Budget Category	Associated Guiding Principles
Determine the capital investment needed to enhance existing community and neighborhood parks in the system to bring them up to a higher recreational experience value over a ten-year period through effective park design and amenities that provide a diversity of recreation opportunities, support community recreation needs and provide a positive experience.	<ul style="list-style-type: none"> Establish a priority list of existing parks to be updated based on the equity analysis provided in this master plan. Update the priority list and analysis annually to ensure the system is up-to-date and continues to respond to community needs. 	Lifecycle Maintenance	01, 02, 03, 04, 05, 06
	<ul style="list-style-type: none"> Develop community-driven updated park site master plans and program plans for each park that is said to be improved and how residents benefit from the improvements slated to be completed and incorporate new types of amenities to broaden user types where appropriate. Incorporate amenities in existing parks where appropriate to create a balance of amenity experiences across the City. 	Enhancement	01, 03, 04, 05
	<ul style="list-style-type: none"> Track the use and impact of the park improvements on visitor rates and economic benefit to the City. 	Lifecycle Maintenance	04, 05, 06
Improve and enhance the existing trail system by supplementing both the current Comprehensive Plan and the Bike and Pedestrian Plan (2022) to fill gaps and create an easy to use multimodal system of trails and on street sidewalks that allow any user to walk, run or bike in a safe environment.	<ul style="list-style-type: none"> Submit state grants for trail enhancements in the City with the goal of completing one new mile a year until completed. 	Lifecycle Maintenance	02, 03, 05, 06
	<ul style="list-style-type: none"> Improve safety and perception of arterial road crossings. Work with Engineers during road re-design efforts. 	Enhancement	02, 03, 06
	<ul style="list-style-type: none"> Identify opportunities to integrate natural surface trails through natural areas to support hiking and mountain biking. Focus on low-quality vegetation areas near existing parks & trails. 	Enhancement	01, 02, 03, 04, 05, 06
	<ul style="list-style-type: none"> Establish policies for trails and open space development that require future development, and significant re-development, to connect with existing trails where possible. 	Lifecycle Maintenance	02, 03, 06
	<ul style="list-style-type: none"> Host events on the trails to promote usage such as trail runs and health walks so users understand the value of the trails in the City. Track the health of residents each year for areas of the City that have the trail system passing through it. Partner with health advocacy groups. 	Lifecycle Maintenance	02, 03
Acquire park land in underserved areas of the City as development occurs in the southwest.	<ul style="list-style-type: none"> Set aside land for park space as a part of development and develop a site master plan for the new park site. 	Enhancement	01, 02, 03, 04
	<ul style="list-style-type: none"> Seek to acquire enough land to provide amenities lacking in that part of the City. Develop a master plan to understand site capabilities. 	Enhancement	01, 02, 03, 04
	<ul style="list-style-type: none"> Seek partners to help develop the park such as the school corporation or local developers who will benefit by having the park in their area of development. 	Enhancement	01, 02, 03, 04, 06
Reinforce consistent signage, education and branding of the park system that includes existing parks, trails, and major attractions to make it easy for residents and visitors to access the facilities and amenities provided.	<ul style="list-style-type: none"> Reaffirm signage brand for the park system and update inconsistent signage to make the brand stronger and more identifiable. 	Enhancement	03, 05
	<ul style="list-style-type: none"> Create wayfinding along trails and at key attractions. 	Enhancement	03, 05
	<ul style="list-style-type: none"> Work with the Chamber of Commerce, Public Works, and the school corporation on appropriate signage/wayfinding for connecting parks and special events held in the City. 	Enhancement	03, 05, 06
Develop additional sports fields to accommodate lacrosse and soccer for youth.	<ul style="list-style-type: none"> Work to develop soccer and lacrosse fields to accommodate the needs of residents. Evaluate conversion of existing over-served diamonds. 	Enhancement	01, 06
	<ul style="list-style-type: none"> Update practice fields to accommodate competitive games. 	Enhancement	01, 05, 06
Improve accessibility of all parks and facilities to accommodate all residents.	<ul style="list-style-type: none"> Complete an ADA audit for parks and incorporate changes needed to be in compliance over the next five years. 	Enhancement	02, 03
	<ul style="list-style-type: none"> Provide programming opportunities that support all residents with or without disabilities. 	Lifecycle Maintenance	02, 03



= RECOMMENDED PLANNING PRIORITY

IMPLEMENTATION

GOAL 2

Meet the desired program unmet needs outlined in the citizen survey as priorities for the parks and recreation system to build on in the future.

Strategy	Tactics	CIP Budget Category	Associated Guiding Principles
Implement the program recommendations outlined in the Master Plan that require indoor and outdoor space for year-round programming.	<ul style="list-style-type: none"> Match program needs with indoor and outdoor spaces available. Acquire or develop new program spaces to meet residents' needs in the City. Include 15,000-20,000 sq ft of indoor recreation space in future City facilities planning. Seek partners who are willing to share indoor space needs and costs to meet unmet program needs in the City. Update pricing policies to reflect the cost of programmable space to meet the cost recovery goal desired. 	Visionary Element	01, 02, 03, 06
		Enhancement	06
		Lifecycle Maintenance	01, 04, 06
Update pricing policies and partnership policies to create equity and fairness between partners, user groups, and the City for the level of benefit received beyond what a general taxpayer receives to offset operational and maintenance costs.	<ul style="list-style-type: none"> Continue to meet annually with each sports group/association to review their partnership agreement and use of Mendota Heights facilities. Adjust agreements as needed. When working with new sports organizations or other recreation providers that are wanting to partner with the City, meet prior to that organization starting their program and ensure the partnership is equitable. Consider the creation of a sports advisory group that includes parks, the school district, and youth sports associations to discuss coordination of community space, key issues, and how to support each other's needs through appropriate advertising, marketing, and policy implementation. 	Lifecycle Maintenance	06
		Lifecycle Maintenance	04, 06
		Enhancement	04, 06
Establish partnership policies for public/public partnerships that include the school district, public not-for-profit partnerships such as youth sports associations to create fairness in use and how operations are funded by the City in the future.	<ul style="list-style-type: none"> Establish the true cost of what the City is investing in existing facilities on an annual basis through asset management software, training, and tracking of parks maintenance activities. Assess the level of public and private benefit each partnership receives from the use of City facilities, along with the associated costs to prepare park sites for leagues and tournaments. This evaluation will help determine an equitable cost-sharing approach among all participating groups. Make agreements as fair and equitable as possible between the City and the responsible group. 	Lifecycle Maintenance	04, 05, 06
		Enhancement	04, 05, 06
		Lifecycle Maintenance	04, 06
Develop a feasibility study and business plans for future indoor program spaces to meet the needs of the community in a financially equitable manner.	<ul style="list-style-type: none"> Implement the program space needs with other partners to support core program needs in the City. Develop an operating proforma to demonstrate to key leaders that the Department is operating within the guidelines established in the feasibility study. Determine capital financing options to fund these program facilities that reach the widest level of users in the City. 	Enhancement	04, 05, 06
		Visionary Element	04, 05, 06
		Enhancement	01, 04, 05, 06
Study outdoor ice use and benefit to maximize cost benefit to the community; consider decommissioning low use/ low quality rinks and/ or covering high use outdoor ice facilities to maximize their use and to operate in the most efficient manner.	<ul style="list-style-type: none"> Determine the value, cost, and feasibility of extending the use and value of outdoor ice rinks via a feasibility study. Determine what programs can be offered on enhanced ice and how they can contribute to the cost to operate them. Develop a program plan for the sites involved that can incorporate skating and ice hockey. 	Enhancement	01, 04, 05, 06
		Lifecycle Maintenance	01, 04, 05, 06
		Lifecycle Maintenance	01, 04, 05, 06
Expand/ remodel the Par 3 Golf Course clubhouse to accommodate more use and revenue generation, encourage winter use, and allow for full operations of restrooms and concessions.	<ul style="list-style-type: none"> Study clubhouse expansion to fully utilize restrooms, concessions, and seating space. Acquire golf simulator. Utilize online reservation software to maximize revenue generation. Develop a feasibility study and business plan to demonstrate the payback to the City for enhancing the site. 	Visionary Element	01, 02, 03, 04, 05, 06
		Life. Maint.	01, 02, 03, 04, 05, 06
		Life. Maint.	01, 04, 06



= RECOMMENDED PLANNING PRIORITY



= VISIONARY PLANNING PRIORITY

GOAL 3**Provide high quality recreation programs and amenities that are well-developed, desired, and delivered to build a strong user basis.**

Strategy	Tactics	CIP Budget Category	Associated Guiding Principles
Strengthen and diversify core program offerings.	<ul style="list-style-type: none"> Establish at least one new core program each year that focuses on summer camps, sports, special events, active senior services, outdoor adventure, youth and adult sports, arts and culture, golf and people with disabilities. Prioritize special events, a high-demand service, by increasing resources and staffing. Re-brand senior programs to include passive and active recreation opportunities for different abilities and interests. Seek out program spaces that can be rented or created to support these core services. Focus on entry-level instructional youth sports programming rather than resource-intensive leagues and tournaments. Develop program staff to support these programs in the most cost-effective manner. 	Enhancement Lifecycle Maintenance Lifecycle Maintenance Lifecycle Maintenance Enhancement	01, 02, 04, 05 01, 04, 05, 06 01, 02 01, 02, 03, 06 01, 02, 03, 06 04, 06
Develop a cost-of-service study for each core program to be considered to determine the cost to operate effectively and how to fund it through user fees and earned income as much as possible.	 <ul style="list-style-type: none"> Establish a cost recovery framework for the staff to cost out each program they provide based on the cost of service and how the program is classified as core essential, important and value added. Continue scholarship fund to support equitable access while maintaining financial sustainability. Increase fees for third-party associations using MHPR sports fields to better reflect resource usage. Introduce differential pricing (e.g., prime vs. non-prime time rates) to enhance revenue development. Determine price points based on the level of service provided and the classification determined. Develop a fee policy to reflect the level of cost recovery desired by each core program area. 	Lifecycle Maintenance Enhancement Lifecycle Maintenance Lifecycle Maintenance Enhancement Enhancement	01, 04, 06 01, 02, 03, 04, 06 04, 05, 06 04, 05, 06 04, 05, 06 04, 05, 06
Develop and enhance special events in the City to bring the community together to celebrate living in Mendota Heights.	<ul style="list-style-type: none"> Establish at least four additional special events a year working with various groups in the City. Hire full-time or part-time staff to develop the special events in the City and develop working volunteer groups who will work with staff to pull the events together. Develop operating budgets for each special event and incorporate earned sponsors to help fund the events for the residents in the City. 	Enhancement Enhancement Lifecycle Maintenance	03, 04, 05, 06 04, 06 04, 06
Enhance the volunteer program to assist program staff in hosting special events and programs in the City.	<ul style="list-style-type: none"> Volunteer coordination is currently a minor component of the full-time Administrative Services Assistant's role. To ensure continuity of the volunteer program, this responsibility should be formally maintained within the position's defined scope of duties. Establish a goal of 5% of the total workforce hours are made up of volunteer hours. Use volunteers in park maintenance for neighborhood park cleanups, set up and take down of events, and planting of flowers in parks. 	Lifecycle Maintenance Enhancement Enhancement	04, 06 04, 06 04, 06



= RECOMMENDED PLANNING PRIORITY

IMPLEMENTATION

GOAL 3 CONTINUED	Provide high quality recreation programs and amenities that are well-developed, desired, and delivered to build a strong user basis.		
Strategy	Tactics	CIP Budget Category	Associated Guiding Principles
Establish an effective marketing plan to enhance the use of all public mediums to encourage more community awareness, use, and appreciation for program services.	• Establish a funding process to implement the marketing plan in the upcoming budget years to deliver the message to encourage the highest use levels for each core program and event offered in the City.	Enhancement	02, 03, 04, 06
	• Implement an automated email marketing system to streamline communication with residents.	Lifecycle Maintenance	02, 03, 04
	• Conduct a social media audit to refine content strategies and measure effectiveness.	Enhancement	02, 03, 04
	• Market community-wide events in the parks.	Lifecycle Maintenance	03, 04
	• Enhance the branding identity of the park system to bring greater recognition on the value of the park system to the citizens.	Enhancement	03, 04
Improve program management and lifecycle planning.	• Conduct annual program lifecycle reviews to ensure a healthy mix of new, growing, and mature programs.	Lifecycle Maintenance	01, 04
	• Implement a standardized program evaluation process to determine whether programs should be expanded, restructured, or retired.	Lifecycle Maintenance	04
	• Aim for 50-60% of programs in the beginning stages to maintain innovation and community engagement.	Lifecycle Maintenance	01, 04
	• Regularly track program participation, retention rates, and customer satisfaction to guide decision-making.	Lifecycle Maintenance	01, 04
Strengthen partnerships and resource sharing with organizations in near proximity and/ or aligned in vision/ mission.	• Expand partnerships with School District 197, Dakota County, and neighboring cities to secure additional space and resources for programs.	Enhancement	06
	• Expand collaborations with health organizations to offer wellness-focused programs for all ages.	Lifecycle Maintenance	06
	• Review and renegotiate third-party contracts and lease agreements to ensure equitable cost sharing.	Enhancement	06
	• Actively seek funding and sponsorships from local businesses, non-profits, and foundations to supplement program revenue.	Enhancement	06
Improve staffing capacity to expand recreation services asked for by the public.	• Develop a staffing plan to ensure sufficient personnel before expanding programs.	Lifecycle Maintenance	04
	• Introduce technology solutions to automate administrative tasks and improve efficiency.	Lifecycle Maintenance	04, 05
	• Hire a full-time Event Coordinator to oversee special events and sponsorships.	Enhancement	04, 05, 06
	• Provide staff training on quality assurance, program evaluation, and customer service standards.	Enhancement	04



= RECOMMENDED PLANNING PRIORITY

IMPLEMENTATION

GOAL 4

Develop long-term capital investment plan outlined in the master plan for existing parks and future indoor program space over the next ten-year period.

Strategy	Tactics	CIP Budget Category	Associated Guiding Principles
Identify capital improvement priorities for key parks in the system that will enhance their value, usability, and overall experience for both residents and visitors.	<ul style="list-style-type: none"> Develop updated site plans for existing parks and new parks for the future with capital costs and operational costs to go with each improvement. 	Enhancement	01, 02, 03, 04, 05
	<ul style="list-style-type: none"> Seek as many funding options as possible that are outlined in the master plan to support capital improvement needs including some taxpayer investment as well as operational funding. 	Enhancement	04, 06
	<ul style="list-style-type: none"> Develop a long-term funding strategy and financial plan for capital improvements in the next ten years. 	Enhancement	04, 06
Ensure staffing of park maintenance and program staff is aligned with community expectations.	<ul style="list-style-type: none"> Develop a maintenance management plan that aligns with defined maintenance standards and assigns responsibilities to full-time, part-time, seasonal, or contracted staff. The plan should address all City-owned functions and amenities, ensuring timely upkeep and replacement of assets as they reach the end of their useful life. 	Lifecycle Maintenance	04, 06
	<ul style="list-style-type: none"> Provide training for full-time, part-time, seasonal staff, and volunteers to ensure they understand and can meet maintenance standards in their assigned areas, fostering a culture of excellence. Collect data on productivity, efficiency, and output to evaluate and enhance the effectiveness of parks maintenance operations. 	Lifecycle Maintenance	04
	<ul style="list-style-type: none"> Link the cost of implementing maintenance standards for types of parks and recreation facilities to the budget so the right dollars are budgeted to achieve the right outcome desired. 	Lifecycle Maintenance	04
Incorporate as many new funding options as possible that are outlined in the master plan to help support the system of the future and provide future capital and operational funding for parks and recreation amenities moving forward.	<ul style="list-style-type: none"> Seek a combination of dedicated and earned income funding options for the department to meet the community expectations based on the results of the master plan moving forward. 	Enhancement	04, 06
	<ul style="list-style-type: none"> Work with the local community advocacy groups to create a park foundation to support future park and recreation capital needs of the system. 	Visionary Element	04, 06
	<ul style="list-style-type: none"> Build on the community engagement from this master plan. Provide additional studies and analyses to determine the appropriate amount of a potential referendum ask to the public. 	Visionary Element	01, 04, 06
Seek to attract high performing employees that can implement this master plan and deliver high-quality programs and services to the community.	<ul style="list-style-type: none"> Create the right balance between full-time staff and part-time staff in parks and in recreation services to match the expectations of City leaders and the public. 	Enhancement	04, 06
	<ul style="list-style-type: none"> Establish key performance indicators to demonstrate to elected officials and key City leadership the value of the parks system to the community and its ability to deliver to the public's expectations of parks. 	Enhancement	04, 06
	<ul style="list-style-type: none"> Teach and train staff through various management schools hosted by NRPA on delivering on the key components of park maintenance, program management, facility management and financial management for the system moving forward. 	Enhancement	04
Develop implementation plans for the top requested amenities from the master plan and incorporate funding needs into the CIP.	<ul style="list-style-type: none"> Complete a feasibility study for 15,000- 20,000 sq ft of indoor recreational space including a detailed budget. 	Visionary Element	01, 02, 04, 06
	<ul style="list-style-type: none"> Develop a comprehensive funding strategy to support field redesign improvements and the construction of a new, modernized concession building at Mendakota Park. 	Visionary Element	01, 02, 04, 06
	<ul style="list-style-type: none"> Develop a funding strategy for a fully accessible playground at Mendakota Park. 	Visionary Element	01, 02, 04, 06
	<ul style="list-style-type: none"> Develop a funding strategy for improvements to the Par 3 Golf Course, including the addition of a golf simulator. 	Visionary Element	01, 02, 04, 06
	<ul style="list-style-type: none"> Develop a funding strategy for master plan and implementation of Kensington Park. 	Visionary Element	01, 02, 04, 06
	<ul style="list-style-type: none"> Develop a funding strategy for a covered refrigerated ice rink within the City's park system. 	Visionary Element	01, 02, 04, 06



= VISIONARY PLANNING RECOMMENDATION



= RECOMMENDED IMPLEMENTATION PRIORITY

CONCLUSION

The 2040 Mendota Heights Park System Master Plan establishes a comprehensive and strategic vision for the future of the City's parks, trails, and recreational spaces. It reflects the input of over 1,000 community members, elected officials, stakeholders, and experts, ensuring that the recommendations are rooted in the needs and priorities of residents. Through this extensive engagement process, six key themes emerged, shaping the guiding principles of this plan: preserving the park system's value, expanding and diversifying amenities, improving accessibility, prioritizing enhancements over new development, ensuring sustainable funding, and fostering continued community involvement.

Mendota Heights boasts a well-loved and highly utilized park system, yet the City faces challenges that must be addressed to sustain and enhance its parks and recreation services. The benchmarking analysis highlights that while the City provides a strong foundation for outdoor recreation, it operates with fewer resources than peer communities. Staffing shortages, limited program diversity, gaps in accessibility, and underfunded capital improvements present ongoing barriers to maintaining a high-quality park system. Additionally, funding constraints and a reliance on program fees necessitate a more sustainable financial model that balances public investment, partnerships, and alternative revenue sources.

The implementation strategy outlined in this plan provides a realistic roadmap for prioritizing investments, improving existing parks, enhancing connectivity, and expanding recreation opportunities. The recommendations focus on both short-term actions, such as improving park accessibility and upgrading outdated amenities, and long-term visionary projects, such as developing an inclusive playground, enhancing Rogers Lake Park's water access, and exploring new indoor community gathering spaces.

Ensuring accessibility and inclusion is a central priority of this plan. Currently, many parks lack ADA-compliant pathways, adaptive sports fields, and inclusive playgrounds. A City-wide accessibility assessment will be a key first step toward identifying and addressing these gaps. Additionally, continued investment in safe routes, trail connectivity, and pedestrian access will enhance park accessibility for all residents, regardless of age or ability.

A sustainable funding model will be critical to implementing the recommendations in this plan. Community members expressed strong support for additional investment in park improvements, and future funding strategies should explore public-private partnerships, grants, sponsorships, and tax-supported initiatives to ensure long-term financial stability. Diversifying revenue sources will allow the City to expand programming, maintain high-quality facilities, and meet evolving community needs without over-relying on user fees.

The Mendota Heights park system provides a strong foundation, and with continued investment and thoughtful enhancements, it has the potential to become an even greater asset to the community. By implementing the recommendations outlined in this plan, the City can build on its successes, expand recreational opportunities, and ensure that parks remain vibrant and accessible for future generations. Each step taken—whether small improvements in accessibility or large-scale facility investments—will help create a stronger, more inclusive, and better-connected park system that serves the entire community.

The 2040 Park System Master Plan is not a static document—it is a living strategy that will evolve alongside the City. By committing to regular evaluation, community engagement, and strategic decision-making, Mendota Heights can continue to provide exceptional parks and recreation services that enhance quality of life, promote environmental stewardship, and strengthen community connections. With thoughtful planning, dedicated resources, and strong leadership, the City is well-positioned to preserve its cherished park system while innovatively expanding opportunities for future generations.

This plan marks the beginning of an exciting new chapter for Mendota Heights. Through collaboration, commitment, and community-driven action, the City will ensure that its parks remain vibrant, inclusive, and sustainable for decades.

MASTER PLAN APPENDIX 1

PHASE 1 ENGAGEMENT SUMMARY SPRING 2024



OVERVIEW

The purpose of Phase 1 engagement was to capture the community-identified strengths and weaknesses of the existing Mendota Heights park system. Additionally, it was an opportunity for community members to share initial ideas for improvement, preservation, and other long-term visions for the park system. To capture the varying voices within the community, a range of engagement tools were used, and the timeline for engagement was maximized.

OBJECTIVES



INFORM

To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solutions.



CONSULT

To obtain public feedback on analysis, alternatives and/or decisions.



INVOLVE

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.



COLLABORATE

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.



EMPOWER

To place final decision making in the hands of the public.

REFERENCE: International Association for Public Participation (IAP2). (2018). IAP2's public participation spectrum. (On-line) https://iap2.org.au/wp-content/uploads/2020/01/2018_IAP2_Spectrum.pdf (PDF 160KB).

METHODS

01 Online Tools



A Social Pinpoint engagement site was a digital home base for this project. The major components utilized in the digital engagement platform included a landing page with project information, online mapping application, survey, and idea wall.

02 Focus Groups



A series of small group discussions including individuals with similar interests, passions, or relationships with the City. Discussions with these groups were led by consultants to gain knowledge about the existing system's strengths, weaknesses, and opportunities for improvement.

03 Direct Connect



Representatives from the City meet with high priority community members or those who historically have been underrepresented in planning efforts where they are. Engagement included conversations with students at elementary, junior high and high schools within Mendota Heights, in addition to the Rotary Club and active adult communities.

04 Pop-Up



In-person conversations, maps, and other activities that inform community members about the project and provide them the opportunity to give direct feedback on phase specific topics. Staff participated in two primary events for pop-up engagement including Frozen Fun Fest and Touch-A-Truck.

PARTICIPATION

- 513 unique visitors participated in the online survey tools for a total of 680 contributions
- 46 individuals participated in the focus group listening sessions
- 120 teens and children were visited in their respective classes as part of the direct connect
- 505 individuals engaged in conversation with staff during pop-up events

TIMELINE

Phase 1 engagement began in late January 2024 and ended in May 2024.

THEMES

At the end of **Phase 1 Engagement**, results were aggregated and reviewed. There were five primary themes shared across all groups as seen in the following summaries.

- 1- Residents like the scale, condition, character and locations of the existing parks and want these preserved in the future park system.
- 2- Connections between parks and neighborhood connections leading into parks should be improved for overall safety and accessibility.
- 3- Park amenities should be diversified to better meet the needs and interests of all residents. Specifically, residents are interested in passive recreation amenities, community gathering, and connection to natural resources. There was also a strong interest in aquatics programming.
- 4- Accessibility is a concern across the park system. Residents expressed a desire for improvements that not only meet accessibility standards but also provide unique and inclusive opportunities for people of all abilities.
- 5- Residents want flexible community gathering spaces - both indoor and outdoor.



01

ONLINE TOOLS

ONLINE SURVEY

Approximately 500 individuals completed an online survey via Social Pinpoint to share their opinions about the current Mendota Heights park system and suggest areas for improvement or diversification. Overall, residents expressed enjoyment of the park system and a strong fondness for memories created in the parks. However, they also identified needed improvements and desired additions that could enhance the system now and into the future.

The trail system was identified as a primary strength of the existing park system. In particular, residents highlighted the number and length of trails as standout features. Participants also praised the neighborhood parks—specifically their number, maintenance, cleanliness, and proximity to homes—as valuable community resources that contribute to a park system residents enjoy using. Many shared how they use the parks for watching sports events, enjoying nature, and spending time with family and friends. Residents also appreciated the abundance of sports fields and noted the recent addition of pickleball courts as a welcome improvement.

Despite these positives, residents expressed frustrations with certain aspects of the parks and the overall system. Common concerns included the limited diversity of amenities, poor trail connections, unsafe crosswalks and lack of sidewalks, outdated baseball/softball diamonds, inadequacies in youth sports programs, and the absence of water-based recreational activities. Respondents emphasized the need for a broader range of activities and more accessible play environments. While the City was recognized for offering many program facilities, residents noted a lack of variety in the programming. For example, although there are numerous baseball and softball fields, many residents expressed interest in additional options such as mountain biking and cross-country skiing.

In summary, while residents of Mendota Heights are generally fond of their park system, they would like to see expanded programming and enhanced safety features in the future.



POSITIVES NEGATIVES

MAINTENANCE ①

115 residents wrote that the level of maintenance of the parks is sufficient.

NUMBER OF PARKS ②

89 residents wrote that there are a lot of parks.

NUMBER OF TRAILS ③

84 residents wrote that there are a lot of trails.

PARK PROXIMITY ④

73 residents wrote that the parks are conveniently located.

CLEANLINESS ⑤

68 residents wrote that the parks are kept clean.

PARK CONNECTIVITY

60 residents wrote that the parks' trail system is not well connected.

SAFETY

55 residents wrote that safer road crossings to the parks should be added.

WATER ACTIVITIES

34 residents wrote that the parks are lacking water activities.

DIAMOND UPDATES

26 residents wrote that the baseball/softball diamonds need updating.

YOUTH SPORTS

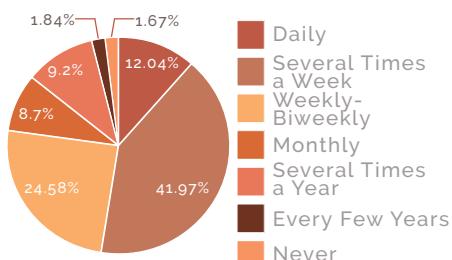
23 residents wrote that the youth sports programs need improvement.



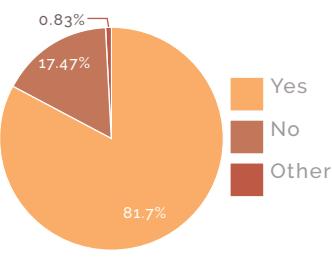
HOW DO YOU USE THE PARKS?

ONLINE SURVEY RESULTS

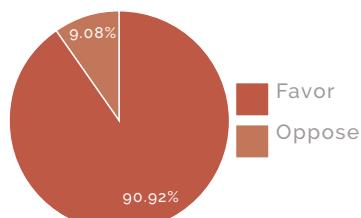
How frequently did you or others in your household visit Mendota Heights parks in the past year?



Within the last year have you traveled out of Mendota Heights to use a recreation facility or program?

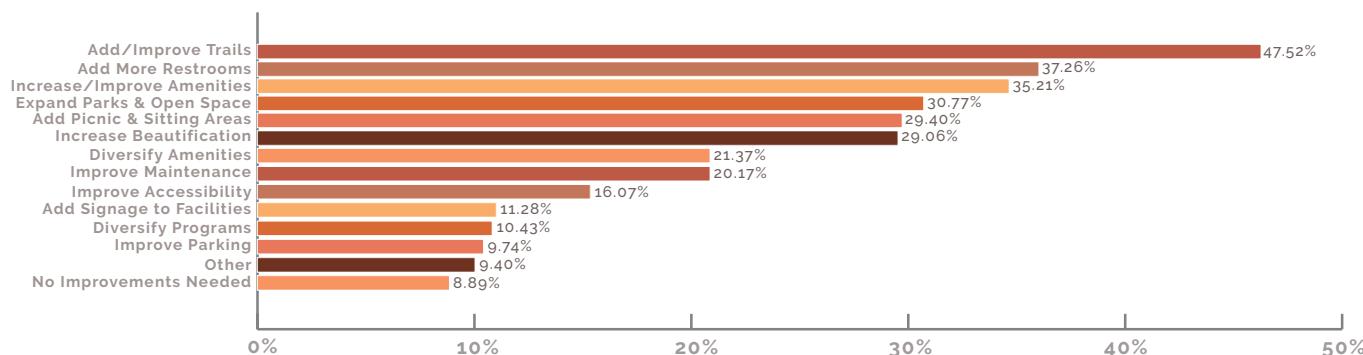


Would you favor or oppose expanding recreational opportunities?

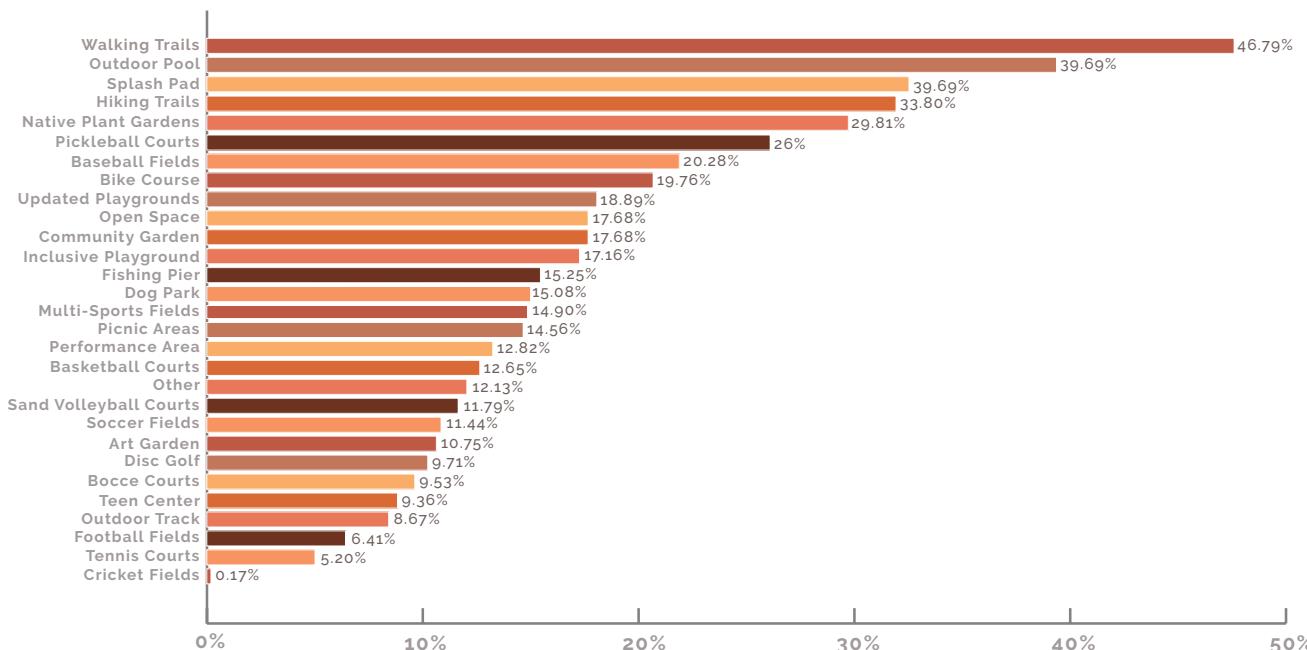


regional trails and parks, pools, sports facilities, accessible playgrounds, recreation centers, and adjacent community parks were common destinations

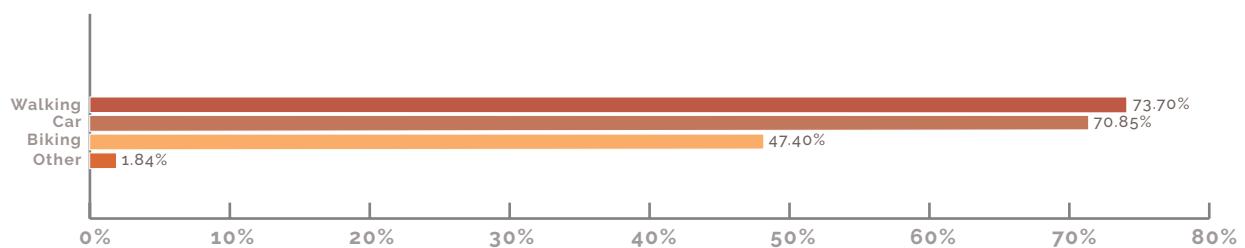
Which improvements could be made to EXISTING Mendota Heights Parks?



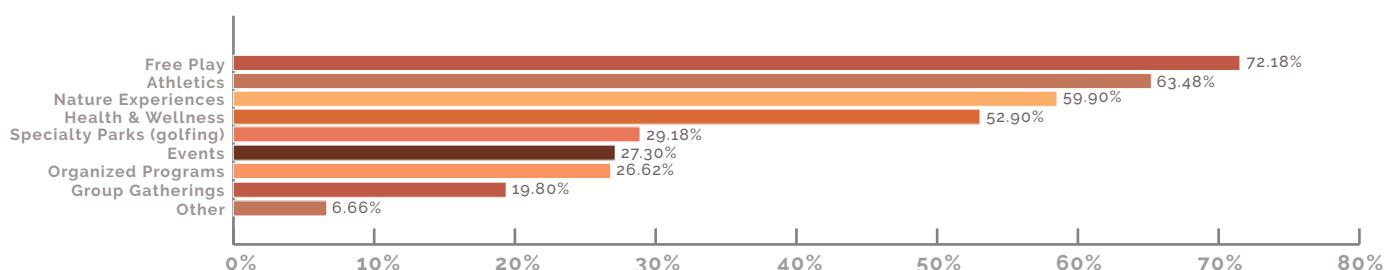
What new, updated, or additional amenities would you like for Mendota Heights Parks?



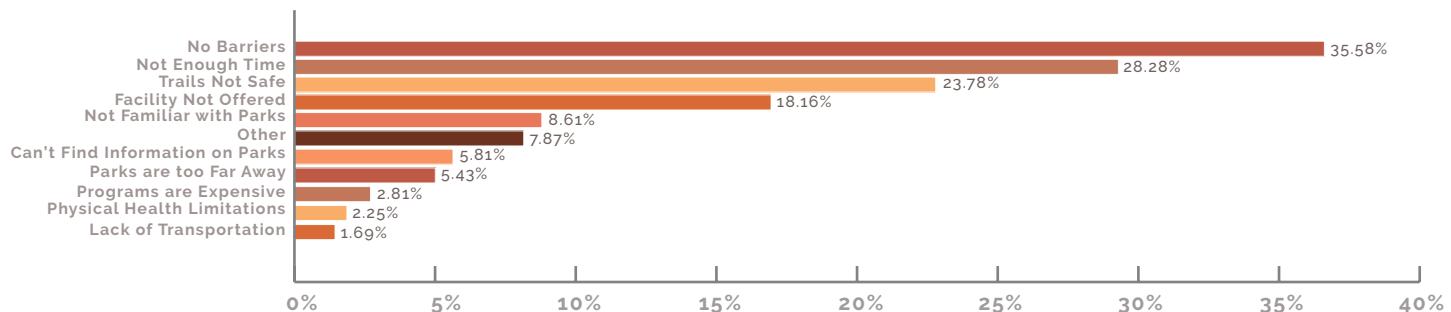
How do you get to the parks?



How do you and/or your family use Mendota Heights parks?



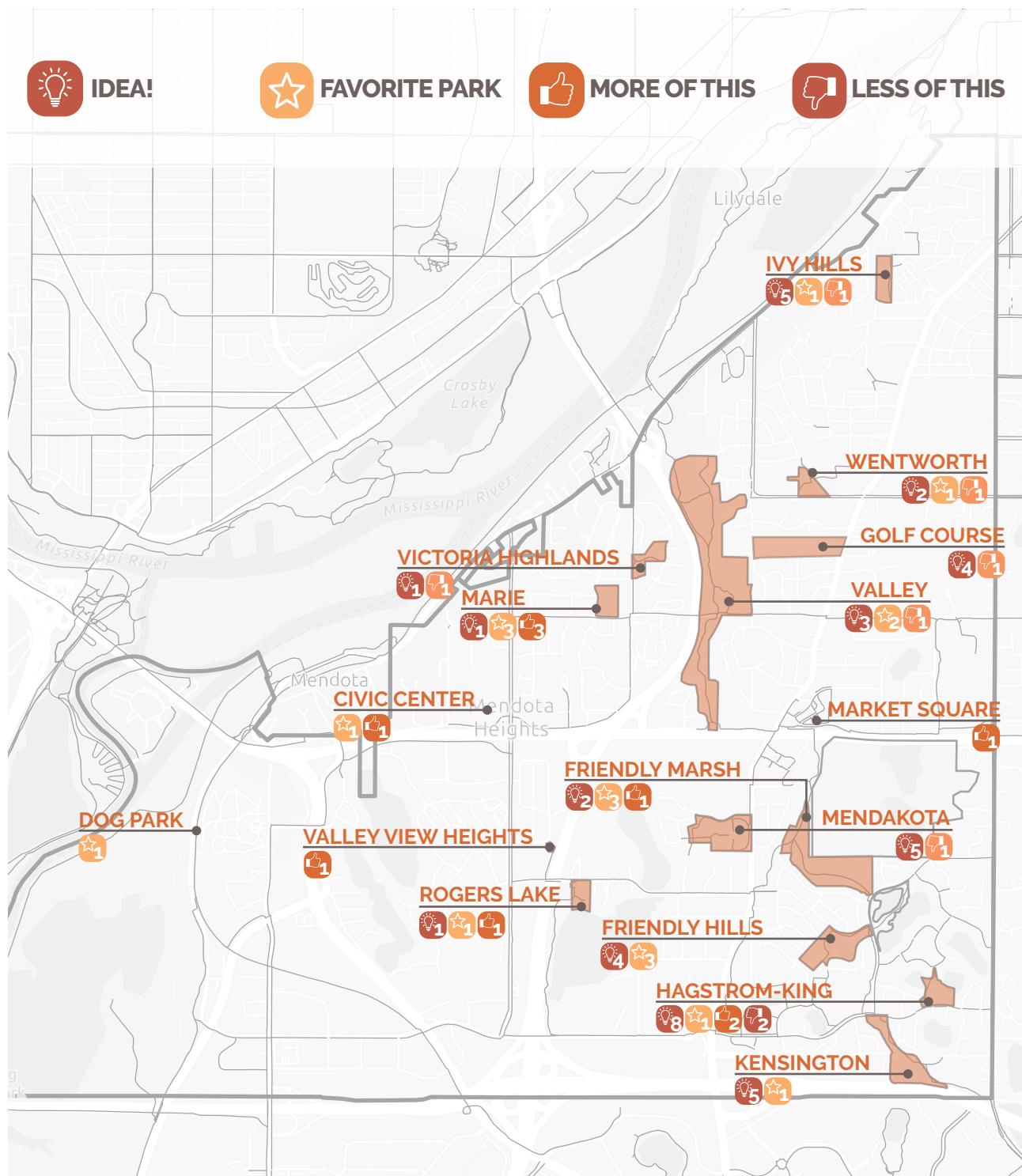
What keeps you from using the parks?



MAPPING ACTIVITY

Approximately 95 residents of Mendota Heights completed the online mapping activity through the engagement website. Residents were able to leave pinpoint comments on the parks under four classifications; idea, favorite park, more of this, and less of this. The majority of pinpoints left on the parks were under the idea classification. The park with the most pinpoints was Hagstrom-King Park with 13 pinpoint comments.

Two topics that came up the most within this activity is the idea of adding irrigation systems and the idea of adding more pedestrian crossings/pathways. Residents often brought up that the fields and diamonds are very dry and bumpy and could benefit from an irrigation system to help maintain their condition. Additional pedestrian pathways and crossings are heavily requested to make the commute to the parks safer and more convenient.



FRIENDLY HILLS	Idea!	Re-pave the bike path
	Idea!	New playground equipment would be great
	Idea!	Install a new basketball hoop
	Idea!	Add irrigation to the fields
	Favorite Park	The tennis courts are in great condition
	Favorite Park	Good pickleball courts
	Favorite Park	Love the pickleball courts
GOLF COURSE	Idea!	Needs a connecting pedestrian path
	Idea!	Needs a connecting pedestrian path
	Idea!	Needs a connecting pedestrian path
	Idea!	Groom ski trails on par 3
	Less of this	Unsafe to cross the street to access the park
VALLEY	Idea!	Tennis courts could use better surfacing
	Idea!	Replace tennis courts with pickleball courts
	Idea!	Rebuild playground to be accessible for all
	Favorite Park	Love the trails that parallel 35E
	Favorite Park	Love the trails here
	Less of this	Field is not safe enough. Could use irrigation
KENSINGTON	Idea!	Connect to access Viking Lakes
	Idea!	Solar light stop sign to control traffic
	Idea!	Expand parking
	Idea!	Add a splash pad
	Idea!	Control weeds and mulch areas along path
	More of this	Great connection
MENDAKOTA	Idea!	Add path connecting Mendakota and Decorah
	Idea!	Update baseball/softball fields to turf
	Idea!	Install field lighting for evening games
	Idea!	Install scoreboards
	Idea!	Renovate to accommodate youth baseball
	Less of this	Only focuses on baseball/softball
HAGSTROM-KING	Idea!	Add steps to access slide
	Idea!	Add path connecting to Hampshire Dr
	Idea!	Barrier to prevent basketballs from getting lost
	Idea!	Add path connecting to Hampshire Dr
	Idea!	Add a scoreboard
	Idea!	Add educational components to bog
	Idea!	Add bocce ball courts
	Idea!	Add an accessible playground
	Favorite Park	This is an awesome park
	More of this	Basketball courts and hoops are great
	More of this	Great playground and zipline!
	Less of this	Fields are dead and dry
FRIENDLY MARSH	Less of this	Asphalt bike path is deteriorating
	Idea!	Add an accessible walkway
	Idea!	Improve accessibility
	Favorite Park	Please don't create a boardwalk
	Favorite Park	Trail needs resurfacing
ROGERS LAKE	Favorite Park	Really enjoy walking through these trails
	More of this	Beautiful natural trails
	Idea!	Add rentable lockers
	Favorite Park	Great, fun park
	More of this	Adding facilities like skate parks for teens

IVY HILLS	Idea!	Bring back the ice rink
	Idea!	Skating area in the winter
	Idea!	Basketball court needs to be updated
	Idea!	Softball field needs to be updated
	Idea!	Basketball court needs to be updated
	Favorite Park	Family walks to the park often
	Less of this	Really small park
WENTWORTH	Idea!	Expand basketball court and update hoops
	Idea!	Add a splash pad
	Favorite Park	Family uses park for birthdays and picnics
	Less of this	Softball field is in rough shape
VALLEY VIEW HEIGHTS		
	More of this	New playground is great
CIVIC CENTER	Idea!	Install lights for evening games
	More of this	Refurbished field looks great
VICTORIA HIGHLANDS	Idea!	Install irrigation system for fields
	Less of this	Baseball outfield is very bumpy and unsafe
MARIE	Idea!	Put a fence by the playground near water
	Favorite Park	Close to neighborhood
	Favorite Park	Great playground
	Favorite Park	Great playground and tennis courts
	More of this	Expanded basketball court
	More of this	Great playground with lots of options
	More of this	Love the pickleball courts
DOG PARK	Favorite Park	This park is great for all
MARKET SQUARE	More of this	More spaces like this to sit and gather

02

FOCUS GROUPS

A series of conversations were held with selected small groups of individuals with similar interests, backgrounds, and relationships with the City staff and consultants. Consultants led discussions to gain knowledge about the existing system's strengths, weaknesses, and opportunities for improvement as seen by their communities.

FOCUS GROUPS INCLUDED:

Athletic Associations +
Sports Clubs

Active Adults

Partners
(schools, cities, non-
profits, county)

Accessibility +
Inclusion

S.W.O.T.

To assess the quality of the parks, a SWOT (strengths, weaknesses, opportunities, and threats) analysis was used to structure the conversations with the focus groups and get a robust assessment of the park system. Overall, the conversations were very positive of the park system. Conversation really focused on the strengths and opportunities of the park system. Common themes shared across the diverse groups included:

S STRENGTHS	 The Mendota Heights Park System contains many parks, trails, and amenities that are valued resources to the community. The number of facilities and the location in neighborhoods are of particular value.
W WEAKNESSES	 Park facilities lack diversity and do not fully accommodate all groups within the community. There is a particular shortage of programming options beyond athletics, a need for flexible indoor spaces, and a lack of infrastructure that supports individuals with varying physical needs and abilities.
O OPPORTUNITIES	 The park system has an opportunity to expand and upgrade the facilities and amenities to make them more inclusive and diverse—this includes flexible indoor space. Strong relationships with adjacent communities and other governmental agencies can be leveraged to develop partnership programs or collaborative programming.
T THREATS	 The biggest threat to the Mendota Heights park system is insufficient funding. There are concerns that current funding levels are inadequate to meet existing needs or to support long-term planning and improvements for the future.

SWOT ANALYSIS

CITY PARTNERS

STRENGTHS

There are many strengths of the Mendota Heights Park System. The parks are well placed, easily accessible, safe, clean, and unique. The park facilities are well taken care of, especially the sports facilities. City partners mention that they appreciate staff and their great communication and willingness to partner with other organizations. Participants expressed their fondness for the natural aspects of the park system. They enjoy the trail system and that the parks feel like they are in the countryside. Dakota County's inclusive playground is a strength and City partners would like to see more playgrounds like this added into the park system.

OPPORTUNITIES

Three primary opportunity themes emerged during the focus group meeting: inclusivity, connectivity, and natural resources. Participants noted that existing parks tend to have similar designs and amenities throughout the system. They recommended diversifying park features to better serve older adults, individuals with disabilities, and those with a wider range of interests. City partners also emphasized the need to improve connectivity across the park system, highlighting opportunities to create stronger links between parks and the river, as well as to expand trail connections. Lastly, the group expressed a desire for a stronger emphasis on environmental stewardship and the protection of natural resources.

WEAKNESSES

The group identified several weaknesses within the park system. One major concern is the gap between the community's desires for park updates and the limitations of the current budget, which is unlikely to accommodate all of these requests. They also noted that general infrastructure improvements are needed, along with increased shade throughout the parks. While shade structures are one option, the group emphasized that additional tree plantings could also provide natural, long-term shade. Accessibility remains a challenge, and the addition of more inclusive playground equipment was recommended. Finally, there was strong support for adding a splash pad to the park system to enhance recreational opportunities for families.

THREATS

Some of the biggest threats to the Mendota Heights Park System include climate change, being unprepared for changing trends & demographics, limited new development, maintenance of new facilities, high traffic, and long term park funding. Hesitation and unwillingness to make changes may have a detrimental impact on the park system.

RESIDENTS AGE 55+

STRENGTHS

The Mendota Heights park system offers ample space, including generous areas of open space. Parks are consistently described as clean, well-maintained, and safe. The system includes strong existing amenities such as a skate park, golf facilities, and pickleball courts. Parks provide activities for both children and adults, and the separated bike path system is appreciated for enhancing safety, particularly for young users. The dog park is another highlight—heavily used and beloved by the community. Overall, residents express deep appreciation for the park system, and City staff are recognized for being responsive and attentive to community concerns.

OPPORTUNITIES

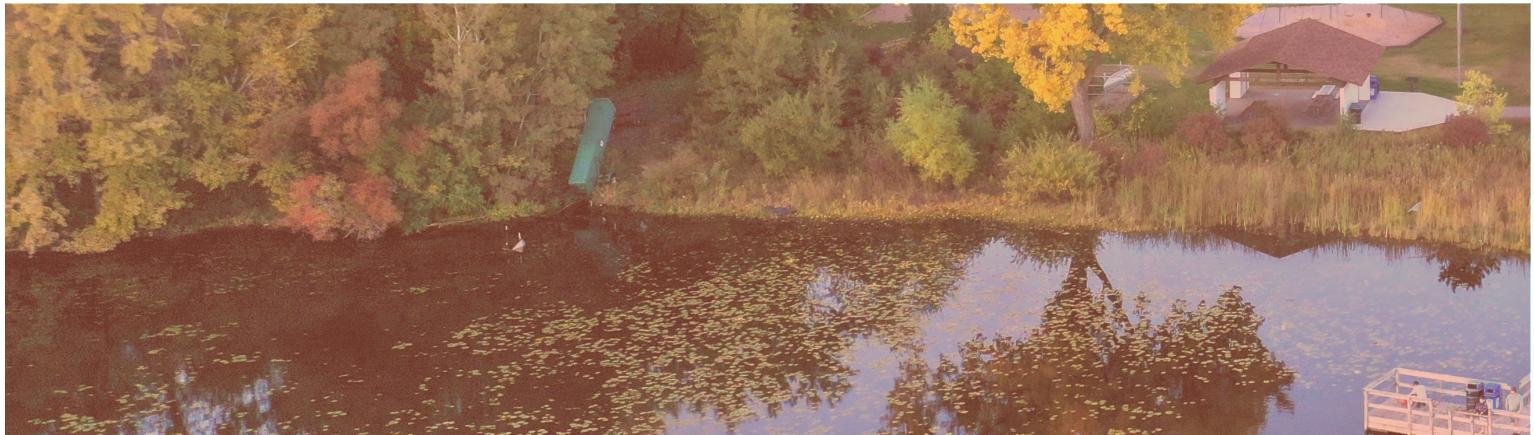
The main opportunities with the park system include maintaining and improving what is already existing first. There are many improvements that can be made to the park system as it is today, including improvements to the golf course clubhouse, accessibility at the parks, lacrosse fields, pickleball courts, trails, weed control, and the dog park. Mendota Heights may also benefit from adding facilities such as an indoor rec center, more hockey rinks, and trail extensions. More signage in the parks would be beneficial and add more educational opportunities.

WEAKNESSES

There is very little variety of activities to do in the parks. Each park has very similar facilities and residents would like to see different activities such as bocce ball introduced. There is also a concern with lake activities. The water quality in Rogers Lake is not great for recreational use and the fishing area at the lake could be improved. There is also a lack of winter sports within the parks besides skating rinks. Residents often have to travel outside of the park system to partake in other winter activities. There are also not enough bathrooms or seating areas. Finally, maintenance of the landscape itself can be improved. Residents find the sports fields to be dry and foliage to be overgrown.

THREATS

The biggest threats to the Mendota Heights Park System involve circulation, funding, and vandalism. The trail system within Mendota Heights can be improved to be safer for all residents. Some areas are considered to be dangerous because the path is degrading. Car traffic is also a problem within Mendota Heights. Some parks are located on busy roads with no crosswalk which makes traveling to the parks very dangerous for children. There are also concerns that the current funding will not be sufficient to cover maintenance and future development. Finally, there is a concern that the parks are not secure enough and vandalism will become an issue like the vandalism found in Friendly Hills.



ACCESSIBILITY GROUP

STRENGTHS

The main strength of the Mendota Heights Park System is the ample amount of parks within the system and the variety of facilities that are found at each park.

OPPORTUNITIES

The Mendota Heights park system has the opportunity to become a truly inclusive space for all community members. Efforts should be made to expand communication and collaboration with accessibility-focused groups to better understand and meet diverse needs. Accessibility improvements should be integrated throughout the park system in a way that fosters inclusion, rather than isolating individuals with disabilities. Features that support accessibility should be thoughtfully blended into the overall park design. In addition, clear communication strategies are needed to help residents identify which parks best suit their specific needs. Park programming should also strive to be more inclusive and reflective of the community's diversity. Finally, additional signage should be installed to improve safety and wayfinding, particularly for individuals with disabilities.

WEAKNESSES

The park system presents navigation challenges for individuals with disabilities, as some parks are considered accessible while others are not. Inconsistent and inadequate surfacing is another concern—certain materials, particularly those that are too soft, make it difficult for wheelchair users to access key amenities such as playground equipment. Additionally, the park system lacks adequate accommodations for older individuals with disabilities. For example, there are no adult changing tables, and programming for teens and adults with disabilities is limited. Expanding developmental disability programming would provide meaningful opportunities for inclusion, social connection, and community engagement for these groups.

THREATS

Threats to the park system include both a lack of fencing and insufficient funding. Installing fencing around play areas—especially those located near bodies of water—is critical to ensuring the safety of children. Additionally, there is concern that current funding levels may be inadequate to address the needs of individuals with disabilities, which could limit both the accessibility and inclusivity of the park system.



SPORT USER GROUPS

STRENGTHS

The Mendota Heights Park System is described by residents as having a small town vibe. Residents enjoy that the parks are quiet and feel secluded/remote. There is also a good amount of mixed-use facilities at the parks that allow for a wider variety of activities. The smaller neighborhood parks are also loved by the community and provide residents with space to socialize with their neighbors in a space that is not very busy. Finally, sport user groups mentioned that they are fond of the sports setup at Mendakota Park and would like to see it maintained and improved.

OPPORTUNITIES

Mendota Heights has the opportunity to become more involved in both youth and adult sports. Sports programs should be able to host events and tournaments in order to reduce fees and bring more people into the parks. The concession stands should also be available for use for these events/tournaments to help raise money for the programs. The sports programs could also benefit from getting annual sponsors. Finally, there is an opportunity to expand certain sports programming such as lacrosse. The park system could greatly benefit from adding more fields for lacrosse and soccer.

WEAKNESSES

Overall, the Mendota Heights park system lacks the space and facilities needed to adequately support sports programs. For these programs to thrive, they must be able to host events and tournaments—something that is currently not feasible due to limited space and outdated infrastructure. In addition, insufficient parking further limits the capacity to accommodate large events and expanded programming.

Another significant weakness is the lack of lighting on sports fields and courts, which restricts the ability to hold evening games and tournaments. Finally, there is a pressing need for additional soccer and lacrosse fields. With approximately 1,500 children participating in community soccer, the current number of fields is not adequate to meet the growing demand.

THREATS

A primary threat to the park system is the deteriorating condition of its trails. Some residents view the degraded surfaces as not only hazardous but also as barriers to accessibility. Currently, many trails are uneven and difficult to navigate with carts, strollers, or wheelchairs. This limits everyday use and participation in events for individuals with mobility challenges, families with young children, and others who rely on smooth, accessible pathways.

03

DIRECT CONNECT

Youth and children are often underrepresented in engagement. To ensure their voices were captured and amplified in this process, City staff met with a diverse range of students. This included students at Two Rivers High School, St. Thomas Academy, an after school program for kids in middle school, and students in the 4th grade at Mendota Elementary. Young children were also included in the process at the Touch-A-Truck event. This direct contact with students and children will be repeated during the planning process.

16-18 YEARS OLD

High School teens from St. Thomas Academy and Two Rivers High School were asked questions on how they use the parks in Mendota Heights and what they would like to see added to them. Teens from both schools mentioned that they like to use the parks to hang out and play sports. They also mentioned that they would like to start sports groups for teens where they could meet up with friends and play casual games/tournaments. Teens from both high schools mentioned that they would like to see more programs meant for teens where they could meet and socialize with others their age. Teens from Two Rivers High School would like an addition of a community garden, farmer's market, winter activities, and hammock areas. They also mentioned that they would like more winter programming.

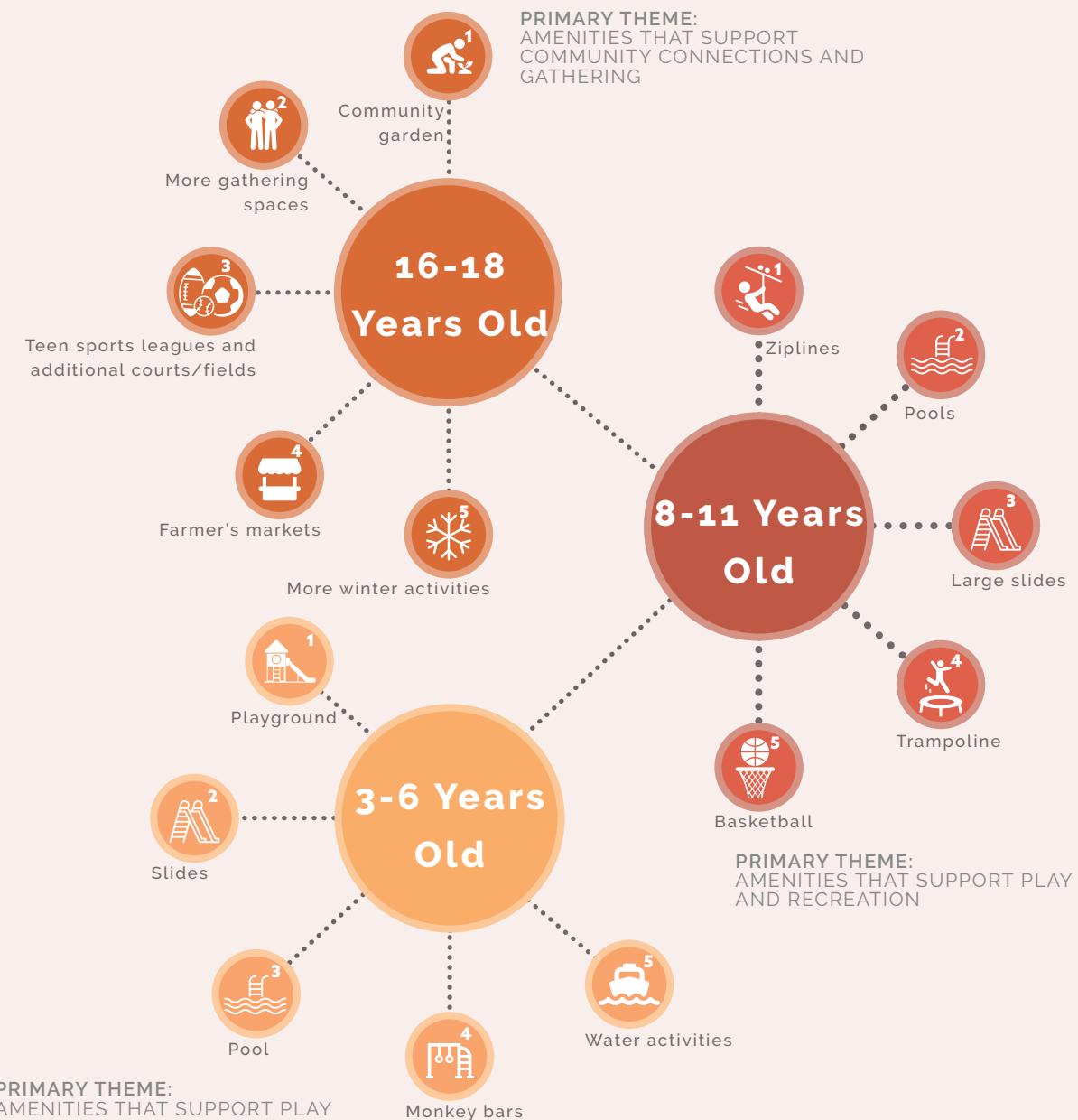
8-11 YEARS OLD

Children aged 8-11 at an after school program and Mendota Elementary were asked to take a survey asking about what they like to do at the parks. They were also asked to draw their ideas for their dream parks. Most students reported enjoying playing at the playgrounds, playing sports, and meeting with their friends. The children shared many ideas for the parks in their drawings, but the items that appeared the most were pools, large slides, tall ziplines, trampolines, and basketball courts. The children also mentioned activities such as rock climbing, walking/biking on trails, and different sports. Music festivals and food truck events were also a popular request. Children at the after school program specifically requested classes in the parks such as anime and art class.

3-6 YEARS OLD

Young children at Mendota Heights' Touch-A-Truck event were asked the same questions as the elementary children and were also asked to draw their dream parks. Similarly to the elementary students, most children in this age group reported that they liked playing at the playgrounds the most. When asked to draw their dream park most kids drew various types of play equipment. They specifically drew monkey bars and slides often. The children also drew things such as pools, fishing, and other water activities.

CHILD & YOUTH ENGAGEMENT THEMES



ADDITIONAL REQUESTS

16-18 Years Old

- Hammock locations
- Pickleball lessons & tournaments
- Events for teens
- Outdoor classes
- More soccer fields

10-11 Years Old

- More soccer fields
- Playground
- Tournaments
- Football camps
- Large trees to climb
- Food trucks
- Art class
- Rock climbing

3-6 Years Old

- Walking/biking trails
- Splash pad
- Open space
- Merry-go-round
- Climbing wall
- Seesaws

04

POP-UP EVENTS

Method	Community Engagement Name	Age of Participants	Date	Time	Amount Engaged	Person
Postcard, Sticker Board	Frozen Fun Fest: Ice Block Party	Families	02/09/2024	4:00-6:00pm	200	Meredith Lawrence
Postcard, Sticker Board	Frozen Fun Fest: Valentine's in the Village	Families	02/10/2024	5:00-8:00pm	150	Meredith Lawrence
Postcard, Sticker Board	Frozen Fun Fest: Puzzle Competition	Families	02/11/2024	9:00am-3:00pm	50	Meredith Lawrence, Steph Meyer
Postcard	Mom's Club (Informal)	Women, 50+	03/18/2024	10:30-11:30am	8	Meredith Lawrence
Kids Activity, Postcard	School Age Care Engagement	Children	04/11/2024	4:00-5:00pm	8	Meredith Lawrence
Discussion	Meeting with Augusta Shores Residents	Seniors	04/15/2024	3:00-4:00pm	4	Meredith Lawrence, Ryan Ruzek
Postcard	Rotary	Adults	04/17/2024	7:30-8:00am	20	Meredith Lawrence
Consultants	Focus Groups	Varies: 4 Different Groups	04/18/2024	1:00-7:00pm	46	Meredith Lawrence, Consultants
High School Activity	Upper School STEM Pathway at St. Thomas Academy	Juniors and Seniors in High School	04/26/2024	1:00-2:00pm	15	Meredith Lawrence
High School Activity	Two Rivers Leadership Students	Juniors and Seniors in High School	04/29/2024	12:00-1:00pm	25	Meredith Lawrence
Kids Activity, Postcard	Mendota Elementary	4th Grade Students	05/07/2024	1:00-2:00pm	72	Willow Eisfeldt
Kids Activity, Postcard	Touch-A-Truck Event	4-6 Year Olds	05/11/2024	10:00am-12:00pm	105	Meredith Lawrence
Survey, Discussion	TPAC - Senior Citizens	Seniors	05/16/2024	1:00-2:00pm	6	Meredith Lawrence

APPENDIX 2

PHASE 2

ENGAGEMENT

FALL 2024



OVERVIEW

Phase 1 of community engagement was completed in the spring of 2024, with the primary goal of capturing community-identified strengths and weaknesses of the existing Mendota Heights park system, along with initial ideas for improvements, preservation, and long-term visions. A robust set of tools—including digital, in-person, and targeted methods—were used to gather diverse opinions and voices within the community.

Results from Phase 1 indicated that while the community generally appreciates the size, location, and maintenance of their parks, there is a recognized need for overall accessibility improvements, general amenity updates, diversification of park features, and increased indoor space. Notably, over 90% of Phase 1 survey participants supported expanding recreational opportunities within the park system.

In parallel, an audit was conducted to assess the park system's level of service, park conditions, programming, and financial sustainability. This audit echoed the community's feedback, highlighting the need and opportunity for improved accessibility, greater program and amenity diversity, additional staffing, and indoor facilities to better serve the larger Mendota Heights community now and in the future.

A review of the department's current budget and operations confirmed that the existing budget can only support current staffing, programming, and ongoing park maintenance. It does not provide for additional staffing, expanded programming, larger-scale updates, new park features, or significant investment projects, such as indoor facilities.

To create actionable recommendations for the Master Plan and prioritize community-identified improvements, it became essential to gauge community interest in alternative funding methods for the park system. The primary goal of Phase 2 engagement, therefore, was to assess community support for increased funding through tax referendums, partnerships, and other avenues.

Phase 2 engagement took place from July through October 2024, utilizing a short survey (available both digitally and in hard copy) and a second round of focus groups. Staff attended park and community events to inform residents about the survey and encourage participation. The survey received 594 responses, with over 40 individuals participating in targeted focus groups. Staff estimate approximately 500 direct in-person contacts.

THEMES

At the end of Phase 2 Engagement, results were aggregated and reviewed, revealing five primary themes shared across all groups, summarized below:

- 1- Strong Support for Funding Expansion:** Residents overwhelmingly supported some level of expanded funding for park system improvements and/or staffing. A significant majority of survey respondents favored a tax referendum. This is particularly notable given that residents were not presented with specific designs but were instead asked if they generally supported the types of projects proposed.
- 2- Top Priorities Consistent with Phase 1:** Echoing Phase 1 findings, the top priorities for expanded funding support included accessibility improvements, expanded programming and staffing, and increased indoor community space.
- 3- Preference for Enhancements Over New Development:** There was limited support for new park development, with the community favoring projects that enhance the existing park system. The primary exception was the strong support for additional indoor community space.
- 4- Recognition of Park System's Value:** Engagement participants expressed that the park system is a valuable asset to the Mendota Heights community and an important contributor to quality of life. Some participants shared examples of amenities and programs from other communities that could serve as models for Mendota Heights.
- 5- Interest in Detailed Concepts:** Participants expressed a desire to see more specific concepts and designs for potential improvements to better understand proposed enhancements.

01 ONLINE SURVEY

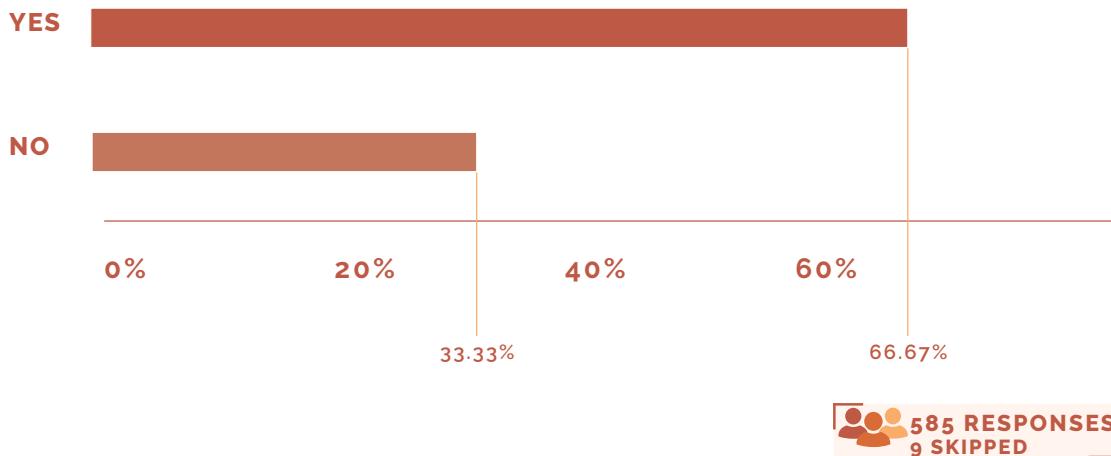
Approximately 594 individuals completed an online survey via Social Pinpoint to share their opinions on potentially supporting expanded funding for the park system. This was not a statistically valid survey. Overall, residents responded favorably to expanded funding, with priorities aligning with the Phase 1 results.

About a quarter of respondents did not support any expanded funding. Those who opposed shared various reasons in their comments. Some were categorically opposed to any tax increases, regardless of the project type, while others requested additional information—such as specific plans or costs—to make a more informed decision.

QUESTION 1

Would you be willing to pay an additional \$4.00 per month in additional taxes (for a taxpayer with a median value home of \$537,000) to support expanded staffing and associated programming?

RESPONSE - 67% of respondents favor increased taxes to support expanded programming.



65 PEOPLE PROVIDED COMMENTS

WHAT DO THE PEOPLE WANT?



Ceramics, family friendly exercise classes
Supervised gym games year round
Programming for retired and elderly
Parks, sidewalks, trails as opposed to activites
Public gathering space to rent

WHAT ARE THE CONCERNs?



Paying too much in taxes
No use for expanded programming or associated staff
Satisfied with the current options in our city and surrounding nearby cities
Taxes, fees, and costs are going up on everything
The city can't even take care of current parks
Doubtful of participation
Request is one of many that add up to large dollars

MORE INFORMATION NEEDED



20 OUT OF 65

Would the programs be offered free of charge?

It depends on what additional programs were being offered

Is a user fee-based approach more sustainable?

This question feels too broad

Will the money be spent on administration?

"Associated programming" requires definition

Is this saying homes with median value and higher would be assessed?

Is there programming that people can pay to sign up for, or does it differ by being tax funded?

Not understanding the question

What is the current attendance for similar events?

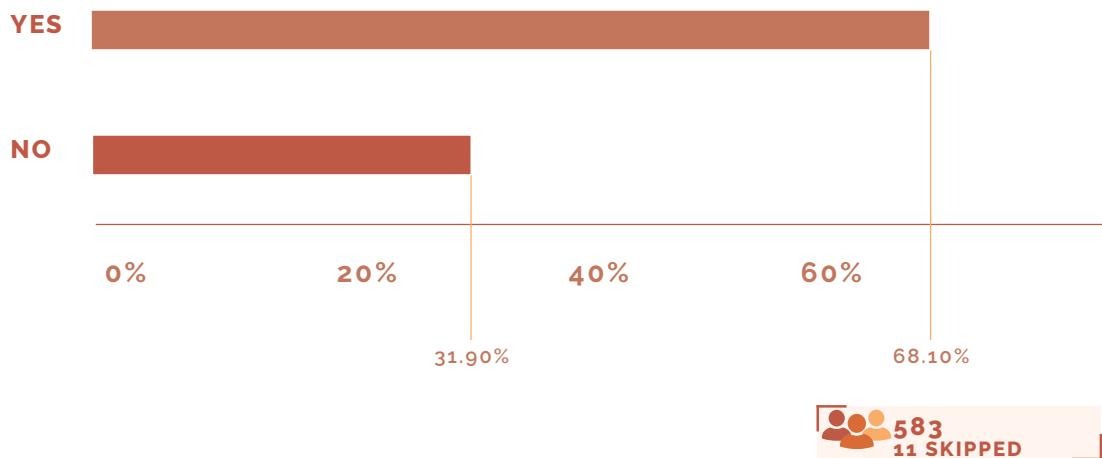
Understanding of the \$4 per month concept. Yet, what is the wholistic impact of this funding (i.e. Specific program and/or staff)?

Not enough information to say yes. Do we have solid info about the success of such programs? Would taxes go back down if they failed?

QUESTION 2

This indoor space would not be a stand-alone facility but rather a component of the planned new municipal building. Would you be willing to pay an additional \$3.00 per month for 20-years in additional taxes (for a taxpayer with a median value home of \$537,000) to fund indoor community and recreation space as part of a larger project?

RESPONSE : 68% in favor of increased taxes to fund indoor community and recreation space



77 PEOPLE PROVIDED COMMENTS:

WHAT DO THE PEOPLE WANT?



More programs are needed for middle age homeowners, it's not all about kids & seniors

Basketball courts

Tennis courts, Yoga, Arts

A community center with walking track and work out area like the city of Eagan.

An indoor community gathering space, e.g. for concerts or other programming or rental.

Indoor rec center

Batting cages

Lacrosse and other sports could use indoor options in the spring like surrounding communities

Indoor playground

MORE INFORMATION NEEDED



What programming and recreation are we talking about?

What % of the municipal building would be allocated to community and recreation space?

Is there a location for the Community Center?

I would need more information on the indoor space to actually decide.

RESPONSES

WHAT ARE THE CONCERNS?



Not large enough of a community to require dedicated indoor park or community activity space

The private sector already provides most of these services

There are three High Schools and Two Rivers has expanded indoor space. Is this necessary?

Already paying too much in taxes

Eagan already has all the programming needed. Teens don't want recreation and seniors can go to Thompson Park.

I don't think it is necessary

A new municipal building is not needed until it's revenue is sufficient

The current outdoor facilities serve needs and there are plenty of rental spaces in the surrounding community; would rather see more open green space than more development of structures

How many square feet? What is the specific use?

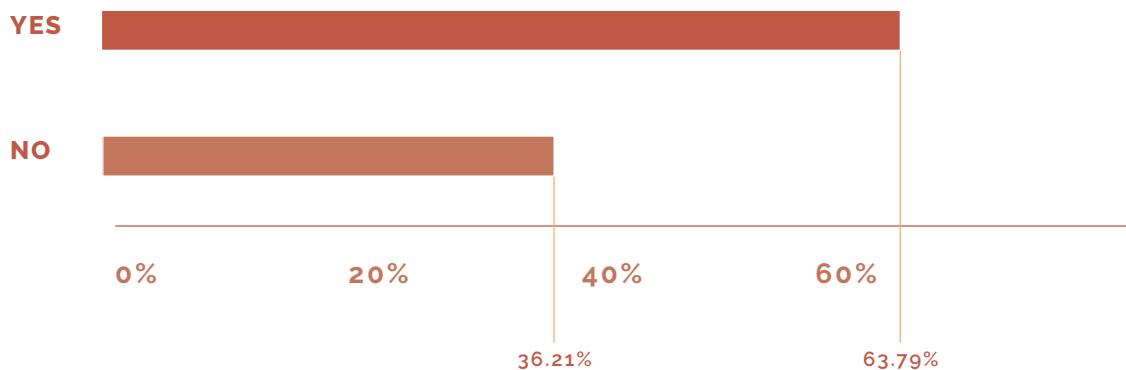
How big is this need, and how much does it turn into additional revenue for our city?

What size (i.e. capacity), amenities and availability would this have?

QUESTION 3

Would you be willing to pay an additional \$4.00 per month in taxes (for a taxpayer with a median value home of \$537,000) for the next 20-years to improve park accessibility?

RESPONSE - 64% of respondents favor increased taxes to improve park accessibility.



54 PEOPLE PROVIDED COMMENTS

WHAT DO THE PEOPLE WANT?



Repair the uneven pavement on trail system

In favor of improving our trail system and having a more rigorous maintenance program for it

A big need in Mendota Heights is more trails

Sidewalks and paths, especially along Dodd, Delaware, Wentworth.

Would like to see 50% of our parks meet universal accessibility. We do need improved crossings and safe routes.

Prioritize safe access to existing trails first

This should be a priority, not waiting 20 years to complete a project

Mendota Heights still has lots of potential space for new or expanded parks and trails

We are an affluent, top-tier community in Twin Cities; this is reason by itself, to stay up-to-date on things such as accessibility of our parks & facilities

MORE INFORMATION NEEDED



Fund these projects a little at a time with current budget

Would taxes go back down if they failed?

This proposal at least has a plan to back it up

I would like to see more specific plans before committing to paying additional taxes for accessibility

WHAT ARE THE CONCERNS?



The trails are fine

Taxes are already too high

Individually these all sound good, collectively, they start to add up. While I'd like all of these, I think accessibility needs to be prioritized

It feels like this is okay right now. New fully accessible playground just opened at Somerset Elementary

Taxes are high enough as home values seem very inflated in the area for older homes especially

Yes, but with a caveat. Did "current standards or best practices" change over time, leaving the city in a deficit? Or was this a result of poor planning and budgeting?

Mendota Hts. parks have sufficient amenities. What's needed is significant upgrades for the asphalt trails. Resurfacing? How about installing retaining walls and drainage systems to help keep the trails dry?

I feel like some of this money should already be in the city's budget - like maintaining the trails

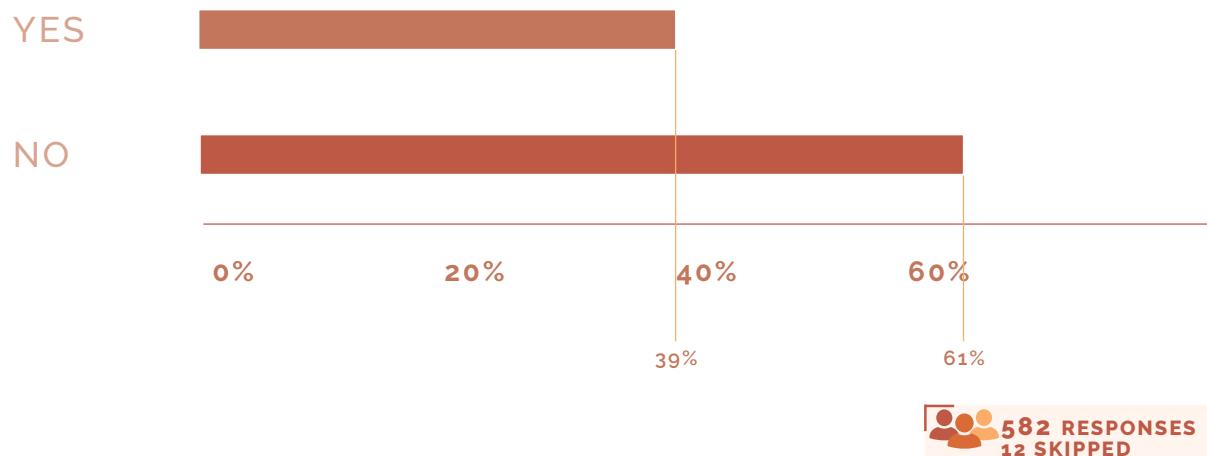
This seems to be similar to question #5. Accessibility would be part of upgrades

Are all of these extra taxes compounded? So with the first question \$4 and the second \$3 and now this, it's up to \$12? Or are we choosing between all of these?

QUESTION 4

Would you support funding the development of a new park in the western area of the city? This new park is estimated to add a monthly tax input of \$6 (for a taxpayer with a median value home of \$537,000) for the next 20-years?

RESPONSE - 61% opposed increased taxes to fund a new park on the western side



69 PEOPLE PROVIDED COMMENTS:

WHAT DO THE PEOPLE WANT?

All can enjoy

A new park in this area would be great

I live in the NE part of the city. I was a member of the parks & trails committee in the 80s that advised the city council. We did what was possible then, but it wasn't enough. The western part of the city should have a park nearby

Yes! I strongly believe in this and would pay even more to make this a reality! Thanks for putting this plan together

Equity is a priority

MORE INFORMATION NEEDED

The western area should be better defined to more clearly answer this question

I don't understand where this would go, so it's hard to support it

What kind of park amenities and access are provided?

Is there space available for a park? Where is the western area in question?

Would want existing parks updated before developing a new park. It would have to be a major draw in terms of special park features

I'd be open to it, but I'd want to know more about the location and proposal to support this.

WHAT ARE THE CONCERNS?

New park? No. But redoing Mendakota, yes

That is too high of a price tag when there are other available parks in the city

We need to maintain and repair existing things first

No tax increases. It might seem like just a few dollars. But just a few dollars are coming from all over. No more!!!

We have nice trails but personal safety is troublesome making a simple walk a risk

The western side of our community is mainly industrial and the cemeteries. Almost no housing. Not sure why a park

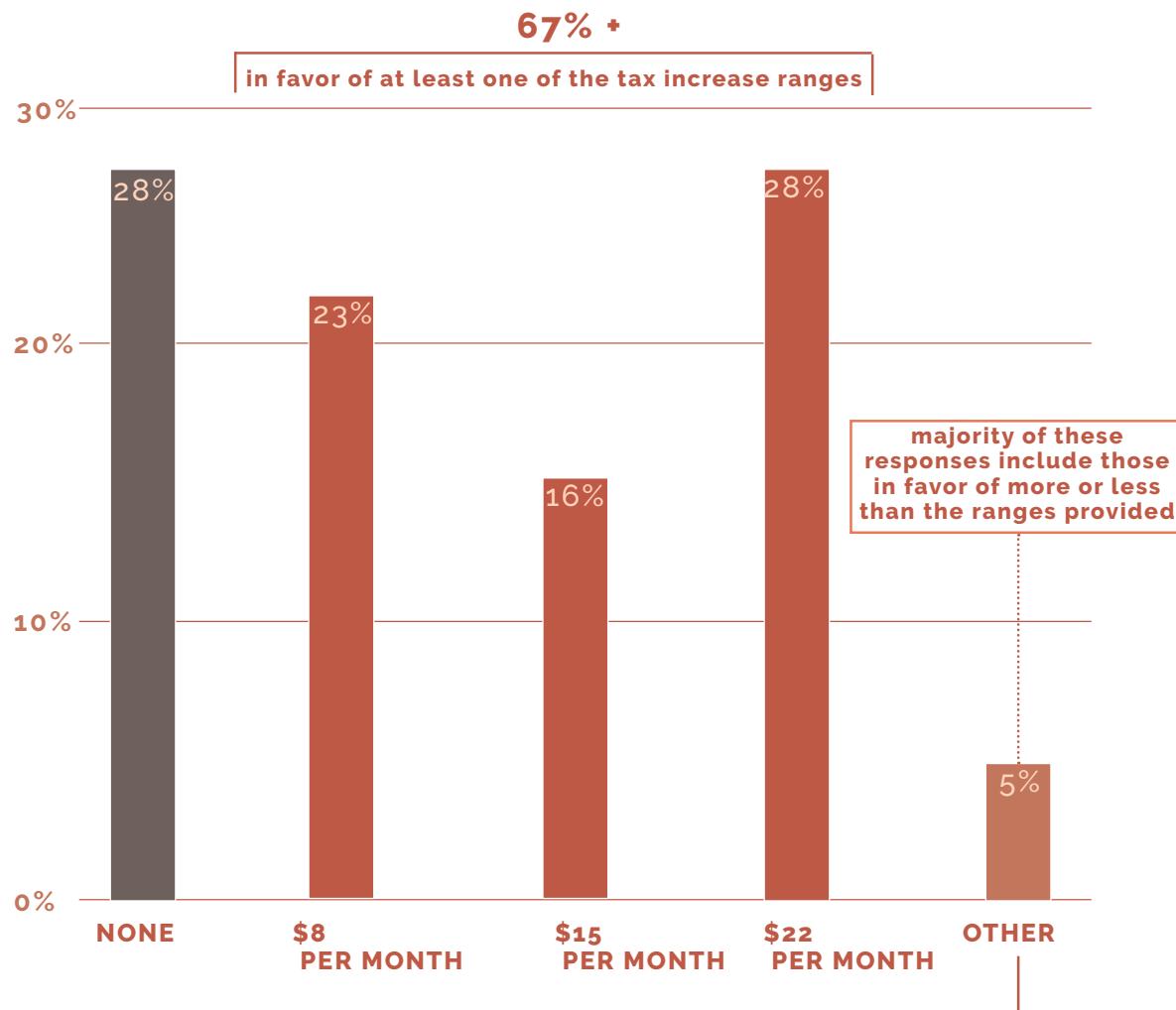
32 OUT OF 69

RESPONDENTS NEED MORE

INFORMATION

QUESTION 5

Would you support a general parks referendum (increase in taxes for a period) to update/upgrade selected parks, add the requested amenities to the park systems, and complete larger park infrastructure projects? Additional master planning work would be completed to identify specific improvements. Please select the range you would be willing to support.



WHAT ARE THE OTHER COMMENTS?

I support targeted projects to improve existing fields as well as an indoor facility that would support programming during the winter months.

I would like to better understand the current budget and why existing funds are not adequate.

Would need to see a plan before making a decision

I think we need a calisthenics park. Most fitness is being centered around children and tennis/pickleball players with little diversity around adult fitness

Would pay higher than Tier 3 for a plan that includes more places, paths, and sidewalks to connect to various areas across the city and help encourage reduced pedestrian usage on shoulders of streets

583 RESPONSES
11 SKIPPED

Has the city also looked into a Community Center concept with a multifunctional facility that could be rented out by the public for a variety of events.

Would be more willing to pay for a very specific project versus "general" funds

I would support \$30/month, at least. If you ask for more I'll probably still say yes. I'd probably max at \$150/month.

I have a different priority order than the listed levels above. I support comprehensive trail resurfacing, but not a destination playground

QUESTION 6

Please select all park system improvements and funding you would support and rank them from highest priority at the top to lowest priority at the bottom.

 528 RESPONSES
66 SKIPPED

1 ACCESSIBILITY, TRAIL, AND SAFE ROUTE IMPROVEMENTS

\$4.00 MONTHLY FOR 20 YEARS

2 INDOOR GATHERING AND RECREATION

\$3.00 MONTHLY FOR 20 YEARS

3 PROGRAMMING AND STAFF

\$4.00 MONTHLY, INDEFINITELY

4 GENERAL PARK UPGRADES AND IMPROVEMENTS TIER 1

\$8.00 MONTHLY FOR 20 YEARS

5 NEW PARK DEVELOPMENT

\$6.00 MONTHLY FOR 20 YEARS

6 GENERAL PARK UPGRADES AND IMPROVEMENTS TIER 2

\$15.00 MONTHLY FOR 20 YEARS

7 GENERAL PARK UPGRADES AND IMPROVEMENTS TIER 3

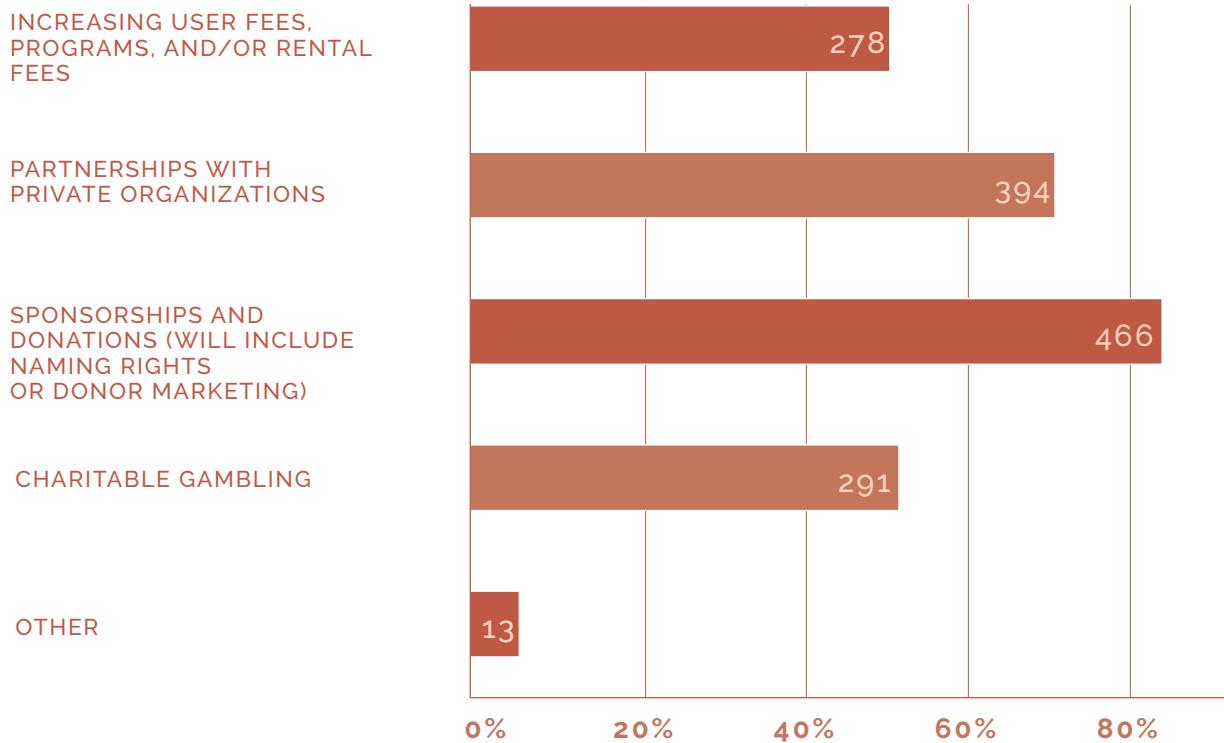
\$22.00 MONTHLY FOR 20 YEARS

8 NONE

QUESTION 7

Increased tax inputs are the most reliable tool to ensure large funding needs are met. However, there are other methods to meet smaller needs. Would you be in favor of any or all of the following in increased park system funding?

 557 RESPONSES
37 SKIPPED



WHAT ARE THE OTHER COMMENTS?

State and Federal funds

The State of MN, DNR and others.

Increased sales or property taxes on business and rental properties located in MH.

Your parks work within your existing budget parks shouldn't have to be paid for with extra money

Raffles

Cut staff especially costly police. Fire department already has a nice \$15M building where people can gather. Need to support youth hockey (goat hill like in Eagan structure) and ball fields for the youth. Honestly how many people cross country ski? Get rid of golf course and build a sports complex our wealthy community of families deserves.

Collaborating with other communities

Because I don't know where this fits. Increasing rental and user fees is simply passing the cost off to organizations thus individuals. I.e. increased ball field rental fees means higher registration costs which can make organized sports inaccessible to lower income families.

Charity runs/walks. Added benefit of getting people to know more of our trail system!

Art exhibits, exhibitors pay fee

Zoning and development plans could include renting out facilities for larger private events

QUESTION 8

Some smaller ticket items that were requested in Phase 1 engagement could fit within this existing budget. Of these what would you like to prioritize? (Select your top 3)

 523 RESPONSES
71 SKIPPED

PLAYGROUND UPGRADES
(ADDITIONAL SEATING,
MINOR UPDATES TO SOME
EQUIPMENT)

407 PEOPLE



ADDITIONAL SEATING
AND SMALL GATHERING
AREAS (EG. SMALL
SHADE STRUCTURE WITH
TABLES) IN PARKS

392 PEOPLE



WINTER ACTIVITIES
(EG. GROOMING CROSS
COUNTRY SKI TRAILS)

278 PEOPLE



BASIC ACCESSIBILITY
IMPROVEMENTS (EG.
PATHWAYS TO EXISTING
PICNIC SHELTERS)

341 PEOPLE



MINOR
GOLF COURSE
IMPROVEMENTS

151 PEOPLE





02

FOCUS GROUPS

A series of small group conversations were held with individuals who shared similar interests, backgrounds, or relationships with City staff and consultants. These focus groups were facilitated by the consultant team to gather insights on the perceived strengths, weaknesses, and opportunities for improvement within the existing park system. This marked the second and final round of focus group meetings.

FOCUS GROUPS INCLUDED:

Athletic Associations +
Sports Clubs

Active Adults

Partners
(schools, cities, non-
profits, county)

Accessibility +
Inclusion

PRIORITIZATION EXERCISE

In teams of five or fewer, focus group participants collaborated to prioritize the top improvements, expansions, or additions to the park system identified in Phase 1 of the Master Planning Process. Each item was assigned a high-level cost estimate (e.g., a park restroom at \$400,000). The exercise involved three rounds: in the first round, teams selected items totaling up to \$20 million; in the second, up to \$10 million; and in the third, up to \$2 million. This exercise aimed not only to give teams a sense of the cost of individual items within full budgets but also to illustrate how the numerous community requests must be balanced within the planning process. Across all focus groups, the top 10 selected items were:

1. PARK TRAIL + ACCESSIBILITY IMPROVEMENTS *PER PARK*
2. GENERAL PLAYGROUND UPDATES
3. SPLASH PAD
4. EXPANDED PROGRAMMING *INCLUDING STAFF*
5. PICNIC SHELTER
6. PARK RESTROOMS
7. GENERAL FIELD IMPROVEMENTS
8. FULLY ACCESSIBLE PLAYGROUND
9. INDOOR COMMUNITY ROOM
10. WINTER TRAILS

PRIORITIZATION EXERCISE RESULTS

		ROUND 3 \$2,000,000	ROUND 2 \$10,000,000	ROUND 1 \$20,000,000
CITY PARTNERS GROUP 1	Splash pad Fully accessible playground	General park renovation Fully accessible playground Splash pad General playground updates Winter trails Park trail and accessibility improvements (per park) Picnic shelter Expanded programming (including staff) Pickleball upgrades (per park) Improved park communication and marketing	Indoor community room New west side park or dog park investment General playground updates Splash pad General park renovation Fully accessible playground Park trail and accessibility improvements (per park) Expanded programming (including staff) Pickleball upgrades (per park)	
CITY PARTNERS GROUP 2	Concession building with restrooms General playground updates Expanded programming (including staff) Improved park communication and marketing	Existing trail system resurfacing Indoor community room Splash pad General playground updates Expanded programming (including staff) Improved park communication and marketing	General playground updates Splash pad Field or diamond lighting Indoor community room Concession building with restrooms Park restrooms General field improvements Refrigerated ice pad Pickleball upgrades (per park) Existing trail system resurfacing Expanded programming (including staff) Improved marketing and communication	
RESIDENTS OVER 55+	Park trail and accessibility improvements (per park) Picnic shelter Park restroom enhancement General playground updates General field improvements	Indoor community room Refrigerated ice pad Expanded programming (including staff) Winter trails Park trail and accessibility improvements (per park) Park restroom enhancement	Field or diamond lighting Picnic shelter Concession building with restrooms Premier ball diamond Existing trail system resurfacing General playground updates Park restrooms Park trail and accessibility improvements (per park) Indoor community room Winter trails Splash pad	
ACCESSIBILITY	Park trail and accessibility improvements (per park) Winter trails Splash pad Park restrooms Expanded programming (including staff) Hippo campus chair Sensory chair	Park trail and accessibility improvements (per park) Winter trails Expanded programming (including staff) Indoor community room Fully accessible playground Splash pad Park restrooms Hippo campus chair Security staff	Park trail and accessibility improvements (per park) Park restrooms Expanded programming (including staff) Splash pad Winter trails Concession building with restrooms Indoor community room Fully accessible playground General park renovation Improved trailhead Hippo campus chair Security staff Accessible sleigh	
SPORT USER GROUPS	General ball diamond improvements General field improvements General playground updates Picnic shelter	General field improvements Concession building with restrooms Field or diamond lighting General ball diamond improvements Premier field General playground updates Picnic shelter Refrigerated ice pad	General field improvements General ball diamond improvements Premier field Picnic shelter Field or diamond lighting General playground updates Concession building with restrooms Refrigerated ice pad Existing trail system resurfacing New west side park or dog park investment	

SUMMARY:

- City Partners Group 1: Prioritized playgrounds, including a fully accessible playground, a splash pad, and general park renovations across all budgets. They also highlighted the need for trail and accessibility improvements, and in higher budgets, included expanded programming and a new park or improved dog park on the west side.
- City Partners Group 2: Focused heavily on trail resurfacing, with an emphasis on playground updates and adding an indoor community room. A refrigerated ice pad and additional park restrooms also emerged in the larger budgets.
- Residents 55+: Emphasized trail and accessibility improvements alongside expanded programming and community gathering spaces such as an indoor community room and picnic shelters. They also valued winter trails and enhanced park restrooms.
- Accessibility Group: Their key focus was on accessibility improvements for trails and facilities, such as accessible playgrounds, restrooms, and expanded programming. They also requested adaptive seating (e.g., Hippocampus chairs) and a security staff presence.
- Sport User Groups: Their primary needs centered around field and ball diamond improvements and lighting. They also sought concession buildings and refrigerated ice pads at higher budgets, as well as investment in a new park or improved dog park in the \$20M scenario.

CITY PARTNER GROUPS

1. School district continues to show an interest in partnering for staffing in order to provide more after school activities for students (especially low income)
2. Developer of the At Home Apartments (near McDonalds) would like to discuss some potential grants with staff they would like to potentially partner on
3. A few of the attendees talked with staff about the need for additional MH staff
4. Indoor community space continues to be a necessary piece missing to our Park System
5. The addition of a refrigerated ice rink continues to be a high priority of some residents as they are lacking indoor ice time
6. The funding question continues to be a concern of partners—from a staff perspective this makes us hesitant that our partners would consider us for a large-scale project partnership

RESIDENTS OVER 55+

1. Funding continues to be a concern for seniors on a fixed income
2. They would like to see higher user fees, as they think it's important for the users of facilities to pay for a large portion of the costs to maintain it
3. They think \$25 per player for user fees would be more on par than \$7
4. Programming/things to keep Seniors busy is especially important to them after the closing of the YMCA
5. They want more Coffee, Cribbage and Cards type activities in the community—more staff to make this possible would be helpful
6. Indoor space would give them the opportunity to see people in the Winter (a lot of isolation)
7. Picnic shelters are important gathering spaces for seniors to engage with their family
8. Ice skating is a pastime, would be nice to have a refrigerated rink
9. Money is going to get tight, let's prioritize maintaining the amenities we already have

ACCESSIBILITY

1. Track wheelchairs for Winter trails would be a game changer (allow them for free rental)
2. Then it isn't as important to have perfectly groomed trails, because they can still be used!
3. Winters are a difficult time for people in wheelchairs to get out, enjoy nature and interact with others
4. An indoor recreation space to gather would be a huge advantage for the disability community
5. Splash Pads provide a lot of opportunities for people in wheelchairs to recreate. They don't have to change, the water feature is level, and it's a fun opportunity!
6. Having a free rentable wheelchair to use would be nice, as they are concerned about getting their power wheelchairs wet, but wouldn't have the ability to invest in a waterproof wheelchair just to use at the splash pad
7. Splash pads can be used by children/others, so it would benefit everyone!
8. Look into a partnership with Courage Kenny in order to provide opportunities for wheelchair/other supply use at a reasonable rate
9. Would love to see the Par 3 invest in the wheelchair carts that help people stand and golf
10. This could be a great way to utilize the short course and show yet another way the golf course can be used
11. Family Bathrooms are essential for so many reasons! It allows a spouse/child/friend to come in and help someone use the bathroom (with no issues on gender)
12. Sensory free spaces are so important
13. Could we put something like this by our parks by the playgrounds?
14. #1 Request: Indoor/Accessible Gathering Space

SPORT USER GROUPS

1. For baseball, the top priority is modernizing the concessions and bathroom facilities at Mendakota
2. Two toilets for tournaments aren't enough, they have to bring in portable restrooms
3. Having lights at Mendakota would be a huge help, would allow for a longer/better season
4. An accessible playground only helps a few kids, but it is a great destination opportunity and could bring in revenue at tournaments for concessions
5. We should think about what provides the highest impact to all residents (not just kids who play sports)
6. Indoor space should consist of a community center with an indoor turf field and gym space
7. Charitable Gambling to TRAA would provide a lot of revenue to improve parks but need further discussion of what Charitable Gambling consists of
8. TRAA will send out the survey to all users to try to boost participation
9. TRAA will stay invested in the process
10. SALVO in addition will send out the survey link to their families (encourage MH residents to fill it out)
11. A referendum would be a huge help to make improvements, they think their young families would benefit and support additional funding for parks

APPENDIX 3

PHASE 1

SUMMARY

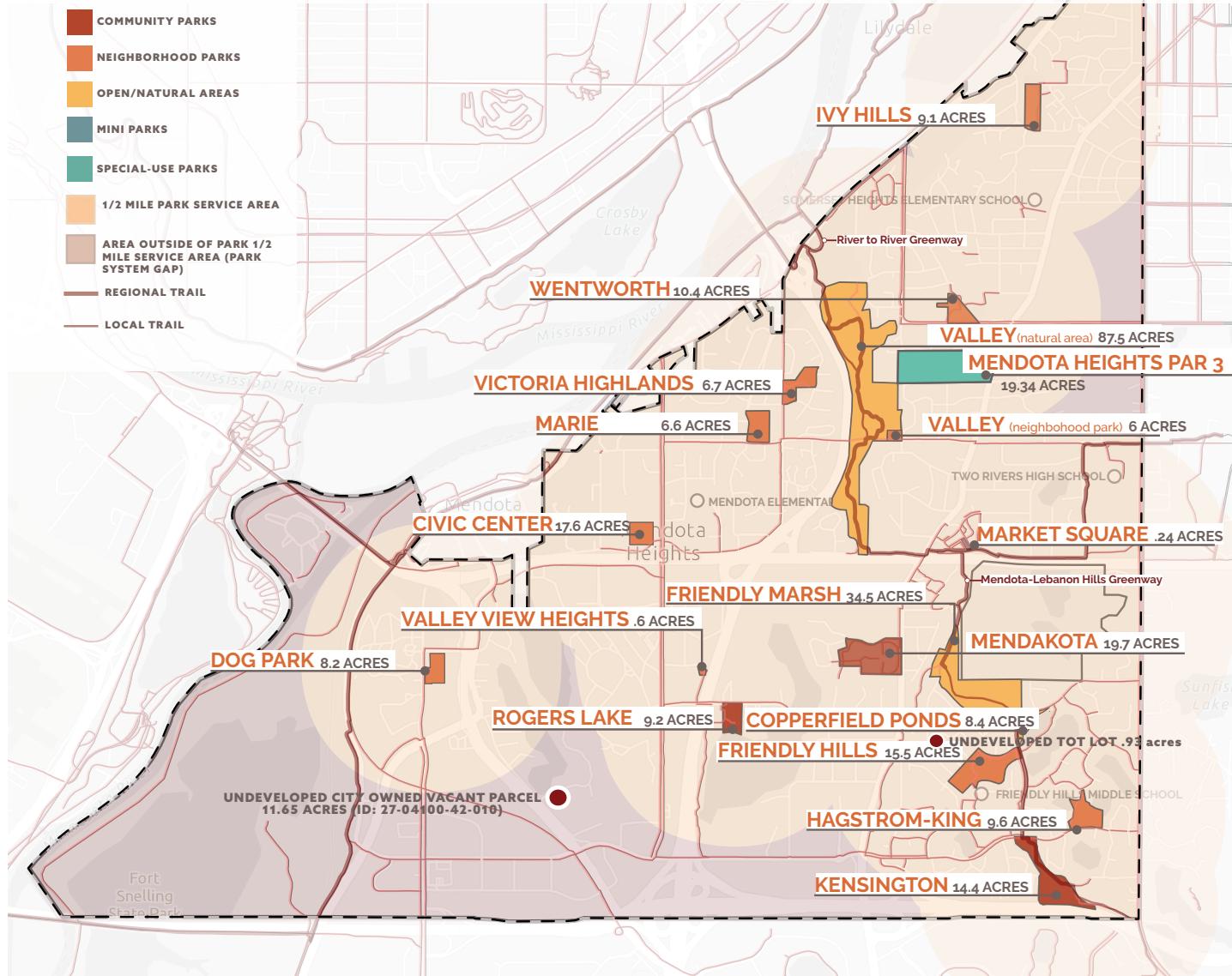
SUMMER 2024



CURRENT PARK SYSTEM

Overall, Mendota Heights is fairly well served in total park acreage per resident on account of the amount of open/natural spaces within the City. However, when the land was categorized by park type, the analysis did show a need for neighborhood and community parks when compared to national standards. If additional acreage is not feasible, the existing parks should be planned for diverse interests and needs to better accommodate the diversity of users and high usage potential.

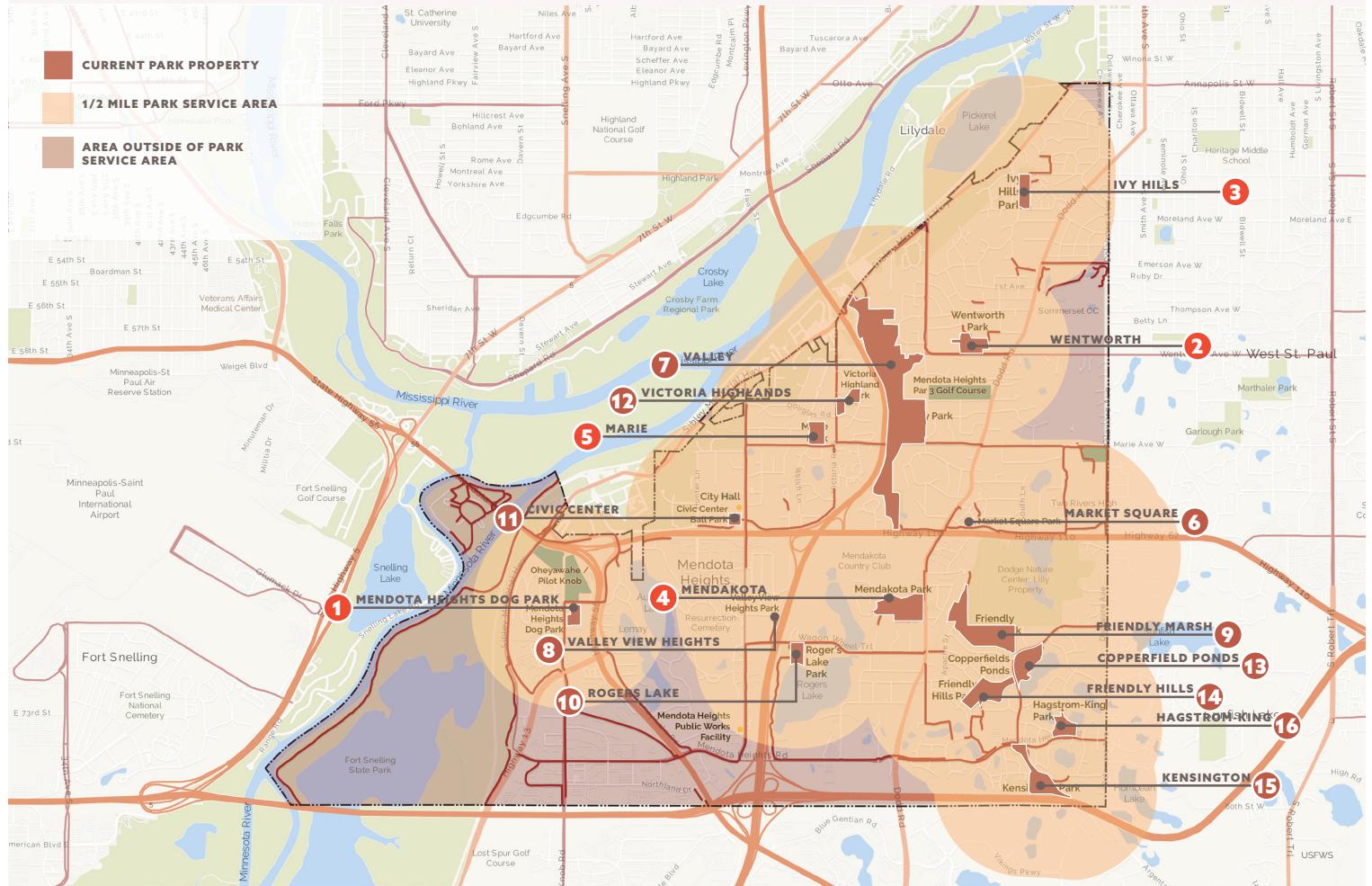
Currently, Mendota Heights' parks are concentrated along the central spine of the City with the highest concentration in the southeast and south central area of the City. There are two significant areas of park service gaps: a larger area in the southwest and smaller area along the border with West Saint Paul. The park gap in the west is in areas with more industrial and commercial development rather than residential. However, there is significant multifamily development within this area that would benefit from increased park access and programming. Any park gaps and unequal park acreage distribution can lead to disparities in access to green space and recreation within the City.



PARKLAND (ACRES)	CURRENT INVENTORY	CURRENT LEVEL OF SERVICE	NATIONAL LEVEL OF SERVICE STANDARD	CURRENT NEEDS	
				ASSESSMENT	ADDITIONAL NEED
MINI PARKS	0.24	0.02 ACRES PER 1,000	0.02 ACRES PER 1,000	MEETS STANDARD	-
NEIGHBORHOOD PARKS	90.3	7.74 ACRES PER 1,000	16 ACRES PER 1,000	NEEDS EXIST	96 ACRES
COMMUNITY PARKS	43.30	3.71 ACRES PER 1,000	4 ACRES PER 1,000	NEEDS EXIST	3 ACRES
SPECIAL USE PARKS	19.34	1.66 ACRES PER 1,000	2 ACRES PER 1,000	NEEDS EXIST	4 ACRES
OPEN/NATURAL AREAS	130.4	11.18 ACRES PER 1,000	4 ACRES PER 1,000	MEETS STANDARD	-
TOTAL DEVELOPED PARK ACRES	283.58	24.31 ACRES PER 1,000	26.02 ACRES PER 1,000	NEEDS EXIST	20 ACRES
UNDEVELOPED PARK ACRES	12.56	1.08 ACRES PER 1,000	NA	NA	-
TOTAL PARK ACRES	296.14	25.39 ACRES PER 1,000	26.02 ACRES PER 1,000	NEEDS EXIST	7 ACRES

EQUITY PRIORITIZATION TOOL

The Equity Prioritization Tool is a data-driven planning tool that identifies areas for park planning and investment prioritization by determining which parks serve the highest concentration of community members underrepresented in park use and/or historically underserved by park systems throughout the greater metropolitan area. Integrating this tool into the planning process helps ensure that future projects reduce barriers for participation, are developed to engage underrepresented communities, and promote fairness and inclusivity. This integration of data-driven equity prioritization is required to ensure consistency with larger regional park planning priorities.



PARK	EQUITY RATING	COMBINED SCORE	POP. UNDER 18 YEARS OLD	POP. OVER 75 YEARS OLD	BIPOC	HOUSEHOLDS WITH INCOME <\$50,000 PER YEAR	HOUSEHOLDS WHO RENT	LIMITED ENGLISH PROFICIENCY	HOUSEHOLDS WITH AT LEAST ONE MEMBER WHO HAS A DISABILITY (%)
MH DOG PARK	1	3.34	13.0%	7.4%	35.6%	30.8%	46.2%	0	0.0%
WENTWORTH PARK	2	3.19	14.7%	10.8%	10.1%	18.9%	15.8%	2	30.7%
IVY HILLS PARK	3	3.16	14.4%	11.7%	11.3%	16.4%	3.4%	6	20.6%
MENDAKOTA PARK	4	2.86	14.0%	10.6%	11.8%	18.5%	20.2%	3	17.6%
MARIE PARK	5	2.78	11.8%	16.0%	9.1%	13.1%	7.5%	6	21.1%
MARKET SQUARE PARK	6	2.76	13.8%	12.5%	10.4%	20.3%	19.9%	0	23.5%
VALLEY PARK	7	2.75	13.0%	13.3%	9.6%	16.0%	13.8%	3	24.5%
VALLEY VIEW HEIGHTS PARK	8	2.60	14.2%	7.7%	18.9%	19.2%	43.4%	0	7.3%
FRIENDLY MARSH PARK	9	2.55	14.2%	10.3%	10.5%	20.0%	21.2%	1	16.3%
ROGERS LAKE PARK	10	2.51	14.3%	7.7%	18.0%	18.7%	41.7%	0	7.4%
CIVIC CENTER PARK	11	2.50	11.8%	14.7%	9.9%	14.8%	18.3%	3	20.4%
VICTORIA HIGHLANDS PARK	12	2.45	11.9%	15.6%	9.2%	13.2%	8.4%	4	20.8%
COPPERFIELD PONDS PARK	13	2.08	14.5%	9.3%	10.4%	19.5%	15.5%	0	12.5%
FRIENDLY HILLS PARK	14	2.07	14.6%	9.2%	10.5%	19.3%	16.3%	0	12.3%
KENSINGTON PARK	15	1.89	14.9%	8.6%	10.5%	18.8%	10.9%	0	10.9%
HAGSTROM-KING PARK	16	1.65	15.5%	7.3%	11.1%	17.7%	4.9%	0	8.7%

AMENITY DISTRIBUTION

BASEBALL/SOFTBALL DIAMONDS

Premier Baseball/Softball Diamond (High quality field for baseball or softball)

Baseball/Softball Diamond (Field for baseball or softball but the outfield may be used for soccer or other sports)

1/2 MILE PARK SERVICE AREA

VICTORIA HIGHLANDS

MARIE

CIVIC CENTER

VALLEY VIEW HEIGHTS

ROGERS LAKE

VALLEY

MENDOKOTA

FRIENDLY HILLS

HAGSTROM-KING

KENSINGTON

IVY HILLS

WENTWORTH

MARKET SQUARE

FRIENDLY HILLS MIDDLE SCHOOL

2 fields

OUTDOOR FACILITIES	CURRENT INVENTORY	CURRENT LEVEL OF SERVICE	NATIONAL LEVEL OF SERVICE STANDARD	CURRENT NEEDS	
	SERVICE LEVEL BASED ON CURRENT POPULATION	RECOMMENDED SERVICE LEVELS FOR STUDY AREA	ASSESSMENT	ADDITIONAL NEED	
DIAMONDS	19	1 FIELD PER 616	1 FIELD PER 4,000	EXCEEDS STANDARD	-

*1/3 of the diamonds located at area schools were included in the current inventory.

SPORTS FIELDS

Multi-Use Field (High quality field for soccer, football, or lacrosse, usually only accessible by teams for games)

Premier Field (Open field that allows for various field sports including soccer, lacrosse, football, and frisbee)

1/2 MILE PARK SERVICE AREA

VICTORIA HIGHLAND

MARIE

CIVIC CENTER

VALLEY VIEW HEIGHTS

ROGERS LAKE

VALLEY

MENDOKOTA

FRIENDLY HILLS

HAGSTROM-KING

KENSINGTON

IVY HILLS

WENTWORTH

MARKET SQUARE

FRIENDLY MARSH

2 fields

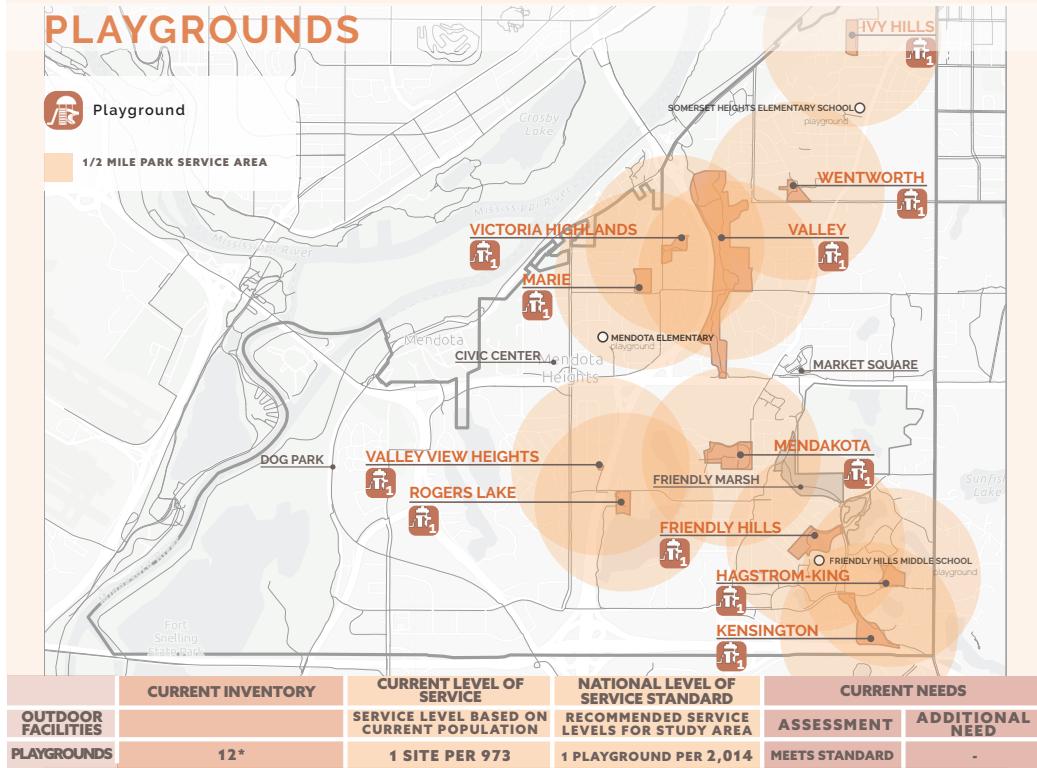
OUTDOOR FACILITIES	CURRENT INVENTORY	CURRENT LEVEL OF SERVICE	NATIONAL LEVEL OF SERVICE STANDARD	CURRENT NEEDS	
	SERVICE LEVEL BASED ON CURRENT POPULATION	RECOMMENDED SERVICE LEVELS FOR STUDY AREA	ASSESSMENT	ADDITIONAL NEED	
FIELDS	4*	1 FIELD PER 3187	1 FIELD PER 4,000	MEETS STANDARD	-

*1/3 of the fields located at area schools were included in the current inventory.

SUMMARY: The number of ball fields and diamonds within the City far exceeds national standards, with a field or diamond located in nearly every park. These fields are large, resource-intensive site features.

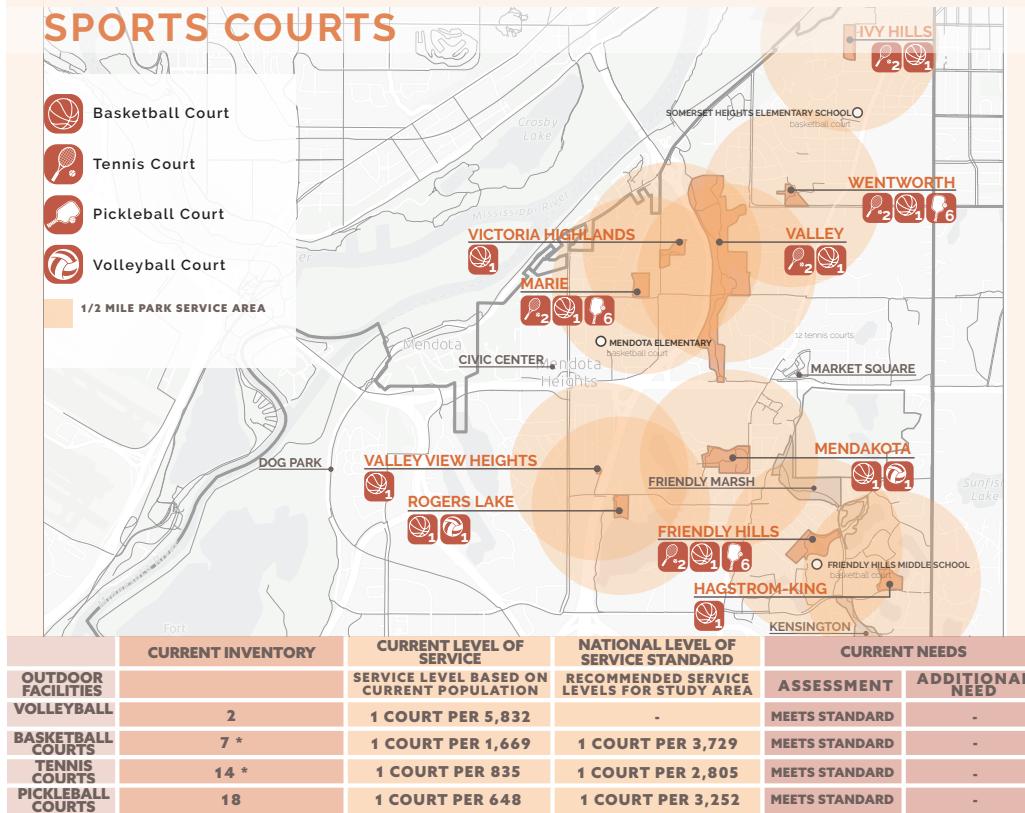
AMENITY DISTRIBUTION

PLAYGROUNDS



*1/3 of the playgrounds located at area schools were included in the current inventory.

SPORTS COURTS



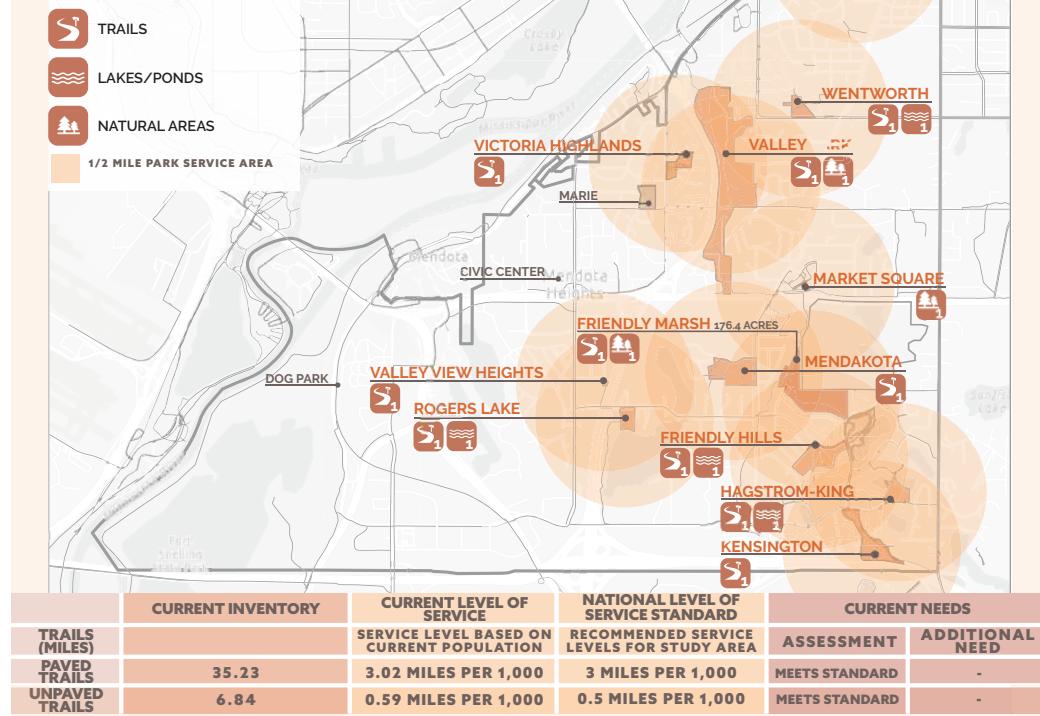
*1/3 of the courts located at area schools were included in the current inventory.

SUMMARY: The number of playgrounds within Mendota Heights exceeds the national standard. However, as the parkland is unequally distributed in the City, there are several areas of the City that do not have access to a playground within a 1/2 mile walk. Further review of the playgrounds also found overall issues with accessibility for those with physical disabilities and/or neurodiversity. The City could also benefit from one destination playground to better serve a wider range of users in one central location.

SUMMARY: The number of courts exceeds the national standard in terms of courts per population.

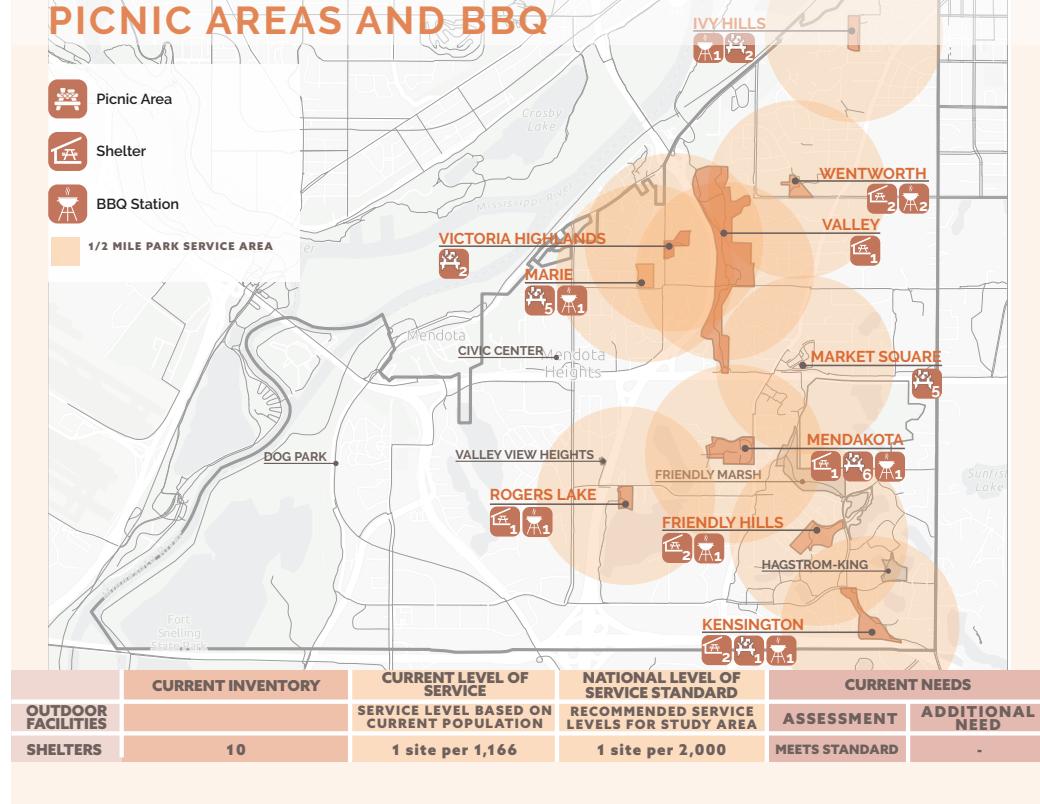
AMENITY DISTRIBUTION

NATURE AND TRAILS



SUMMARY: The trails meet the national standard in terms of trails for the population.

PICNIC AREAS AND BBQ

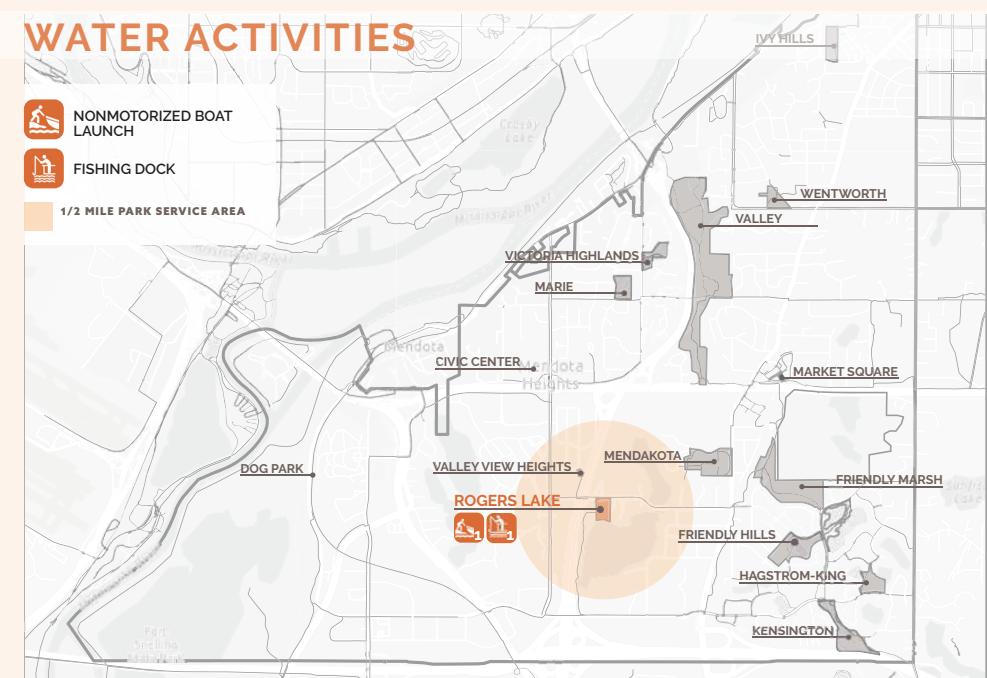


SUMMARY: The number of shelters meet the national standard in terms of picnic shelters for the population.

AMENITY DISTRIBUTION

WATER ACTIVITIES

-  NONMOTORIZED BOAT LAUNCH
-  FISHING DOCK
- 1/2 MILE PARK SERVICE AREA

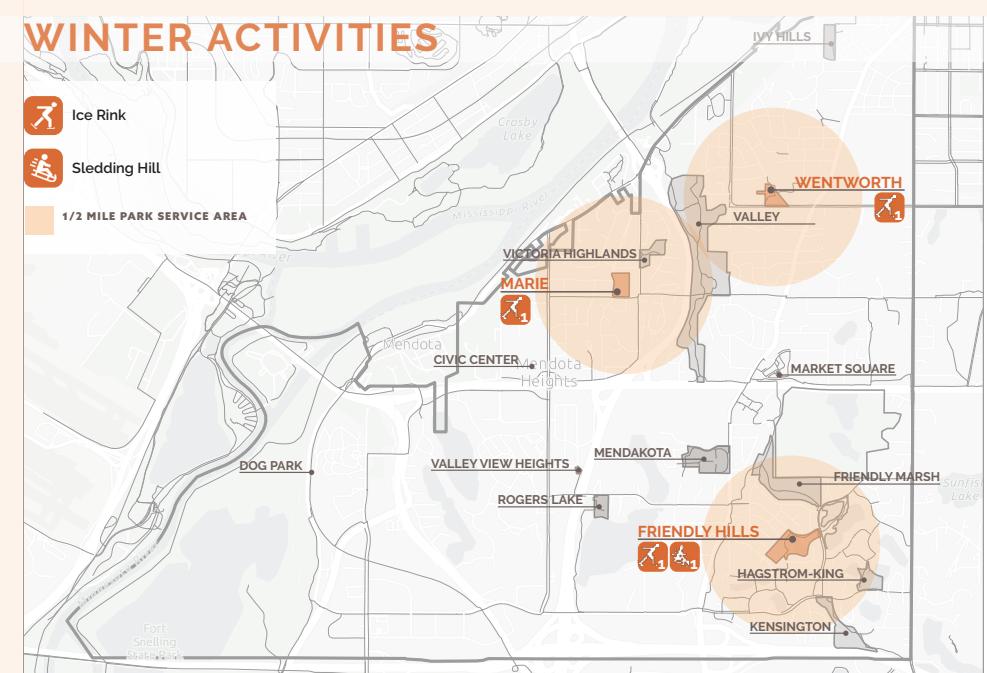


SUMMARY: There is a lack of water activities in the City. These are highly resource intensive features.

WINTER ACTIVITIES

-  Ice Rink
-  Sledding Hill

- 1/2 MILE PARK SERVICE AREA



SUMMARY: The number of winter activities exceeds the national standard in terms of features for the population, important with Minnesota's climate.

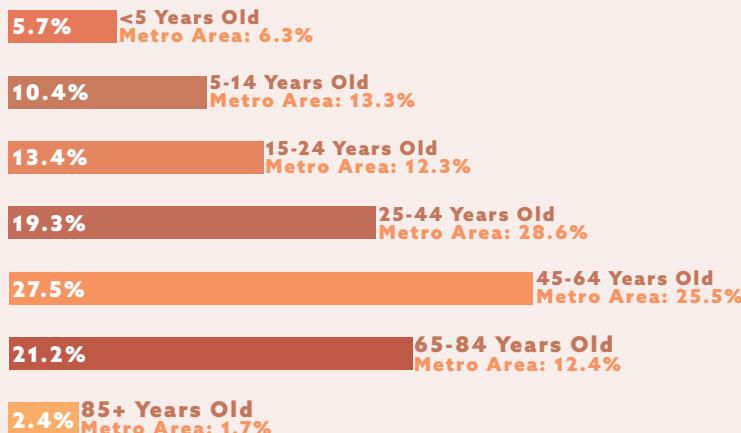
OUTDOOR FACILITIES	CURRENT INVENTORY	CURRENT LEVEL OF SERVICE	NATIONAL LEVEL OF SERVICE STANDARD	CURRENT NEEDS	
		SERVICE LEVEL BASED ON CURRENT POPULATION	RECOMMENDED SERVICE LEVELS FOR STUDY AREA	ASSESSMENT	ADDITIONAL NEED
SPLASH PAD	-	-	1 SITE PER 30,000	NEEDS EXIST	-
OUTDOOR POOL	-	-	1 SITE PER 35,000	NEEDS EXIST	-

OUTDOOR FACILITIES	CURRENT INVENTORY	CURRENT LEVEL OF SERVICE	NATIONAL LEVEL OF SERVICE STANDARD	CURRENT NEEDS	
		SERVICE LEVEL BASED ON CURRENT POPULATION	RECOMMENDED SERVICE LEVELS FOR STUDY AREA	ASSESSMENT	ADDITIONAL NEED
ICE RINK	3	1 site per 3,888	1 SITE PER 50,000	MEETS STANDARD	-

DEMOGRAPHIC ANALYSIS

TOTAL POPULATION BY AGE

11,744 MEDIAN AGE: 48.6 YEARS



POPULATION PROJECTION



Mendota Heights is a small, affluent suburb located in the southeastern part of the Twin Cities metro area in Minnesota. Compared to the larger metro area, Mendota Heights has a lower population density, a higher median household income, and smaller household size reflecting its relatively affluent population. The majority of residents own their homes and have lived in their homes for more than 10 years. The suburb has a predominantly White population, with fewer residents from diverse racial and ethnic backgrounds compared to the Twin Cities metro area. The population of the community is relatively stable and is only expected to add an additional 600 residents in the next 15 years.

The population in Mendota Heights tends to be older on average, with a higher percentage of residents over the age of 65 than the metro area. The community has a lower rate of disability compared to the regional average as well.

Understanding and planning for the specific demographics of the community are key to identifying and prioritizing park plan recommendations when viewed in conjunction with community engagement results.

SOURCE: Demographic data used for the analysis was obtained from the U.S. Census Bureau and from the Environmental Systems Research Institute, Inc. (ESRI), two of the largest research and development organizations dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends.

4,787



Total households in Mendota Heights from 2017-2021.

The average household size in Mendota Heights is **2.37 persons per household**.

The Twin Cities metro area has an average household size of **2.53 persons per household**.

4,809



Total housing units in Mendota Heights from 2017-2021. **55.7%** of householders moved into their homes before 2010.

115 Vacant Units
3,927 Owner-Occupied Units
767 Renter-Occupied Units

\$120,257



Median household income in Mendota Heights from 2017-2021. The median household income in the Twin Cities area is **\$94,098** and **\$74,755** in the USA.

The projected median household income in Mendota Heights for 2038 is **\$166,217**

8.1%



Percent population of Mendota Heights with a disability from 2017-2021.

The percent population of the Twin Cities area with a disability is **10%**.



Recreational Trends Analysis

The Trends Analysis provides an understanding of national, regional, and local recreational trends, as well as recreational interests by age segments. Trends data used for this analysis was obtained from Sports & Fitness Industry Association (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). All trends data is based on current and/or historical participation rates, statistically valid survey results, or NRPA Park Metrics.

NATIONAL TRENDS IN GENERAL SPORTS

PARTICIPATION LEVELS

The top sports most heavily participated in the United States were basketball (29.7 million), golf (26.6 million), and tennis (23.8 million) which have participation figures well above the other activities within the general sports category. Playing golf at an entertainment venue (18.5 million) and baseball (16.7 million) round out the top five.

The popularity of basketball, golf, and tennis can be attributed to the ability to compete with a small number of participants, this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball's overall success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which makes basketball the only traditional sport that can be played at most American dwellings as a drive-way pickup game. Golf continues to benefit from its wide age segment appeal and is considered a lifelong sport. In addition, target type game venues or golf entertainment venues have increased drastically (99%) as a 5-year trend, using golf entertainment (e.g., Top Golf) as a new alternative to breathe life back into the game of golf.

GROWING TRENDS



NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national participatory trends in fitness have experienced growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. The most popular general fitness activities in 2023 were those that could be done in multiple environments such as at home, a gym or in a virtual class setting. The activities with the most participation were walking for fitness (114.0 million), treadmill (54.8 million), running/jogging (48.3 million), and yoga (34.2 million).

GROWING TRENDS

TRAIL RUNNING 14.8 M PARTICIPANTS



5-YEAR TREND -
+48.7%
1-YEAR TREND -
+12.3%

PILATES 11.8 M PARTICIPANTS



5-YEAR TREND -
+30.6%
1-YEAR TREND -
+15.0%

BARRE 4.2 M PARTICIPANTS



5-YEAR TREND -
+21.6%
1-YEAR TREND -
+12.9%

YOGA 34.2 M PARTICIPANTS



5-YEAR TREND -
+19.1%
1-YEAR TREND -
+1.8%

DANCE EXERCISE 26.2 M PARTICIPANTS



5-YEAR TREND -
+17.2%
1-YEAR TREND -
+4.3%

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

Participants of walking for fitness are mostly core users (participating 50+ times) and have seen a 13% growth in the last five years.

NATIONAL TRENDS IN OUTDOOR/ADVENTURE RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrates rapid growth in participation regarding outdoor/adventure recreation activities. Much like general fitness activities, these activities encourage an active lifestyle, can be performed individually, and are not as limited by time constraints. In 2023, the most popular activities, in terms of total participants include day hiking (61.4 million), freshwater fishing (42.6 million), road bicycling (42.2 million), camping (38.6 million), and wildlife viewing (21.1 million).

GROWING TRENDS

CAMPING 38.6 M PARTICIPANTS



5-YEAR TREND -
+40.7%
1-YEAR TREND -
+3.0%

SKATEBOARDING 8.9 M PARTICIPANTS



5-YEAR TREND -
+37.3%
1-YEAR TREND -
-1.1%

BIRD WATCHING 16.4 M PARTICIPANTS



5-YEAR TREND -
+33.0%
1-YEAR TREND -
+3.8%

BICYCLING (BMX) 4.4 M PARTICIPANTS



5-YEAR TREND -
+29.7%
1-YEAR TREND -
+6.7%

HIKING (DAY) 61.4 M PARTICIPANTS



5-YEAR TREND -
+28.4%
1-YEAR TREND -
+3.1%

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

Although most outdoor activities have seen participation growth over the past five years, it is important to note that participation in all outdoor activities—except adventure racing—primarily consists of casual users.

NATIONAL TRENDS IN WATER ACTIVITIES

PARTICIPATION LEVELS

The most popular water sports/activities based on total participants in 2023 were recreational kayaking (14.7 million), canoeing (10.0 million), and snorkeling (7.5 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can influence water activity participation.

GROWING TRENDS



PARTICIPATION BY GENERATION

Fitness sports continue to be the preferred form of exercise for Boomers, Gen X, and Millennials. Over half of Gen X, Millennials, and Gen Z participated in at least one type of outdoor activity. Team sports were most popular among members of Gen Z, while nearly one-third of Gen X reported participating in individual sports such as golf, trail running, triathlons, and bowling.

HIGHLIGHTS

Pickleball continues to be the fastest growing sport in America by reaching 13.5 million participants in 2023, a 223.5% growth since 2020. The growth of pickleball participants has nearly reached the size of outdoor soccer participants (14.1 million). Following the popularity of pickleball, every racquet sport except table tennis has also increased in total participation in 2023.

Group, full-body workout activities such as tai chi, barre and pilates saw the biggest increase in participation this past year. Americans continued to practice yoga, started indoor climbing, and trail hiking. Additionally there was an increase in the participation in all paddlesport activities over the past year.

Over two-thirds (67.8%) of Americans participated in fitness sports and over half (57.3%) of Americans participated in outdoor sports. Total participation for fitness, team, outdoor, racquet, water, and winter sports are higher than their pre-pandemic participation rates. Individual sports are the only category still not at their pre-pandemic participation levels dropping from 45% in 2019 to 42.1% in 2023.



APPENDIX 4

CHAPTER ONE DEMOGRAPHICS AND TRENDS ANALYSIS

1.1.1 INTRODUCTION

The City of Mendota Heights is implementing a Park System Master Plan to assess its parks and recreation system—including staffing needs, facility inventory and conditions, financial performance, program offerings, and community demographics and trends. The goal is to gain a deeper understanding of current conditions and plan effectively for future parks and recreation needs. PROS Consulting will analyze local park data alongside information from nearby agencies to provide relevant comparisons. This analysis will be informed by city demographics, regional recreation trends, and the programs, services, activities, and amenities that residents have expressed interest in for the future of Mendota Heights.

1.1.2 DEMOGRAPHIC ANALYSIS

The Demographic Analysis outlines the characteristics of the population within Mendota Heights' service area, including age distribution, race, ethnicity, and income levels. The analysis reflects the City's total population and provides insight into current and projected trends. Future projections are based on historical patterns and may be influenced by unforeseen events occurring during or after the time of the analysis. This could have a significant bearing on the validity of the projected figures. At the time this report was prepared, statistics from the 2020 – estimate 2023 Census Bureau data were used.

1.1.3 DEMOGRAPHIC OVERVIEW



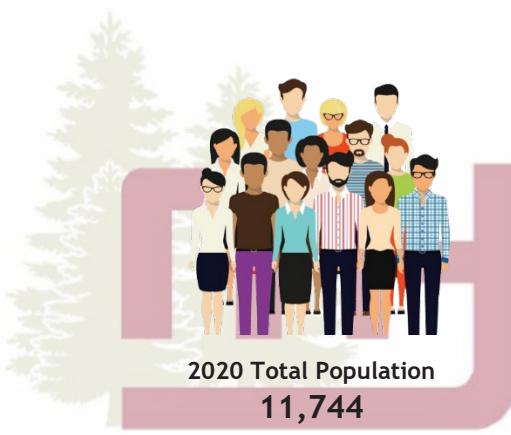
2020 Total Households
4,787



2020 Median Age
48.6 yrs. old



2020 Median Household Income
\$120,257



2020 Race
89% White Alone



1.1.4 METHODOLOGY

Demographic data used for the analysis was obtained from the USA Census Bureau and from the Environmental Systems Research Institute, Inc. (ESRI), two of the largest research and development organizations dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in August 2019 and reflects actual numbers as reported in the 2010 Census as well as estimates for 2020 and 2023 obtained by ESRI. Straight line linear regression was utilized for 2029 and 2034 projections. The City's boundaries shown below were utilized for the demographic analysis (**Figure 1**).

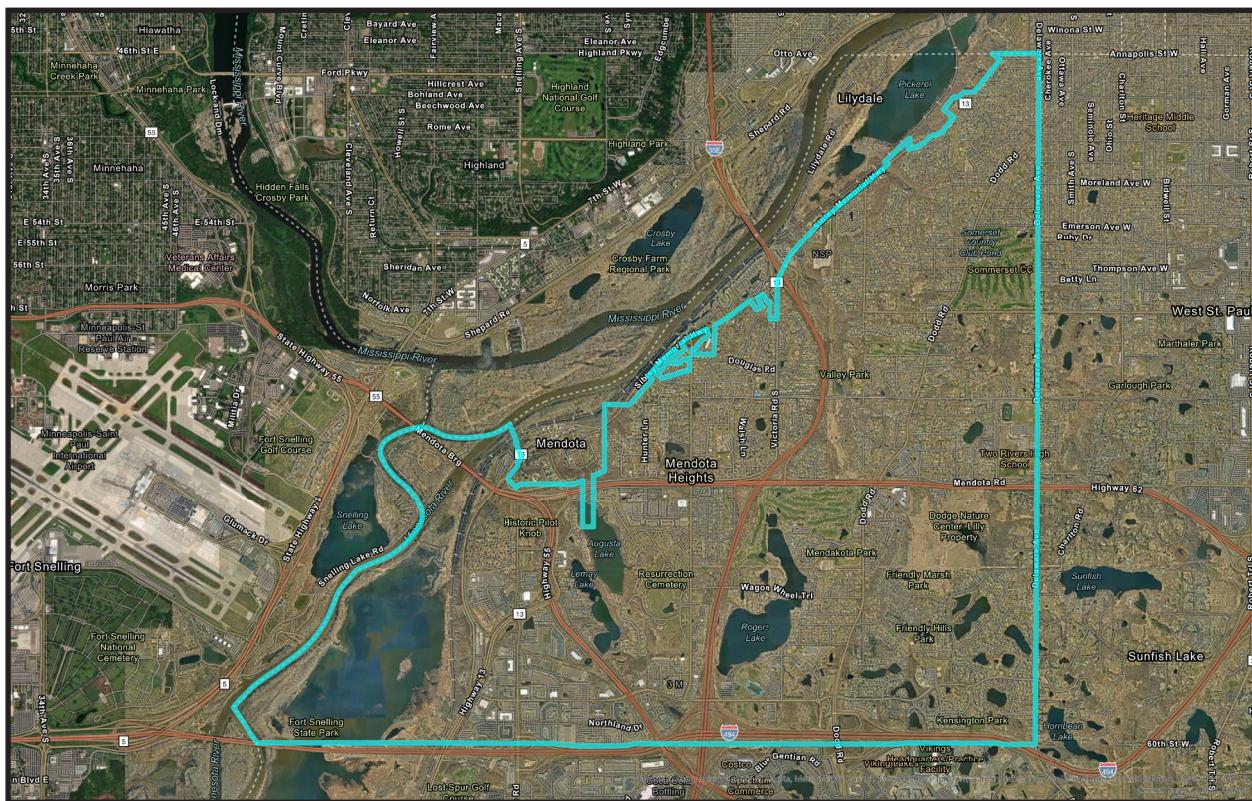


Figure 1: Mendota Heights City Boundaries

1.1.5 SERVICE AREA POPULACE

POPULATION

The City of Mendota Heights saw population growth between 2010 and 2020. However, estimates indicate a slight decline of 0.23% from 2020 to 2023. Looking ahead, the population is projected to grow modestly—by about 0.36%—between 2033 and 2038. This rate remains below the national annual growth average of 0.85% observed from 2010 to 2019.

Household numbers have followed a similar trend, increasing by 1.17% since 2010, with an average annual growth rate of 0.75%.

Currently, the population is estimated at 11,663 (2023) individuals living within an estimated 4,892 households. Projecting ahead, the total population is expected to decrease slightly from 2020 to 2023 and rebound in 2033. The 2038 predictions expect to have 12,280 residents living in 5,398 households (Figures 2 & 3).

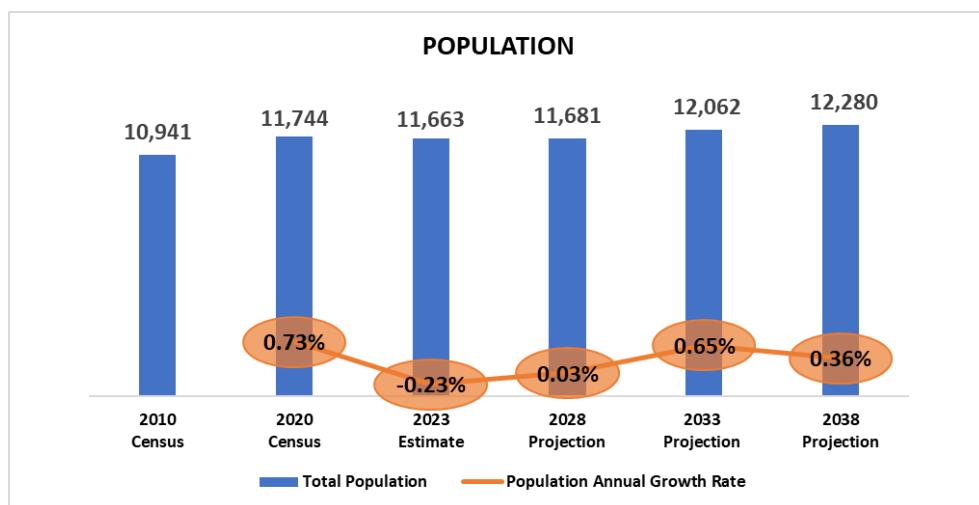


Figure 2: Total Population of Mendota Heights

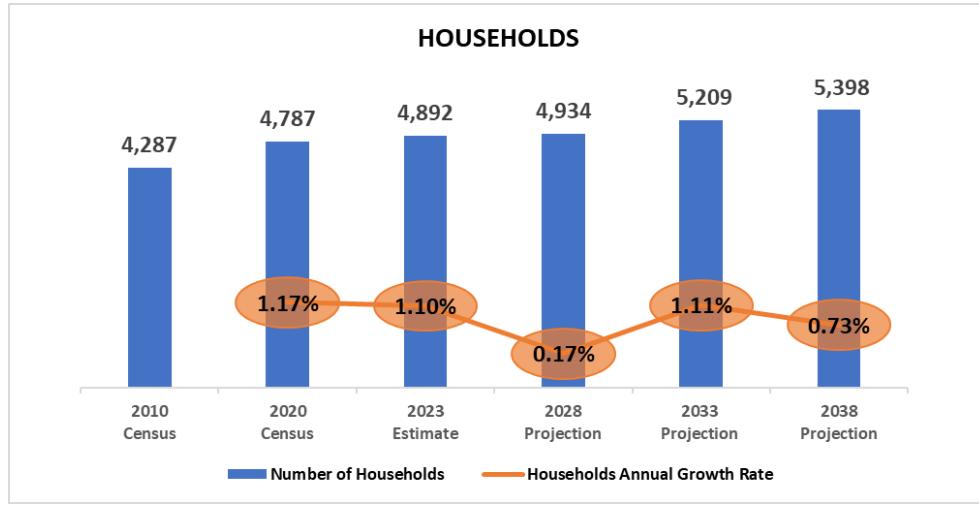


Figure 3: Total Number of Households in Mendota Heights



AGE SEGMENT

Evaluating the City by age segments (Figure 4) and the estimate for 2020, the service area's largest population segment is the 55-74 age segment. The City of Mendota Heights' median age is 48.6, which indicates that the City may already be ahead of the aging national trend.

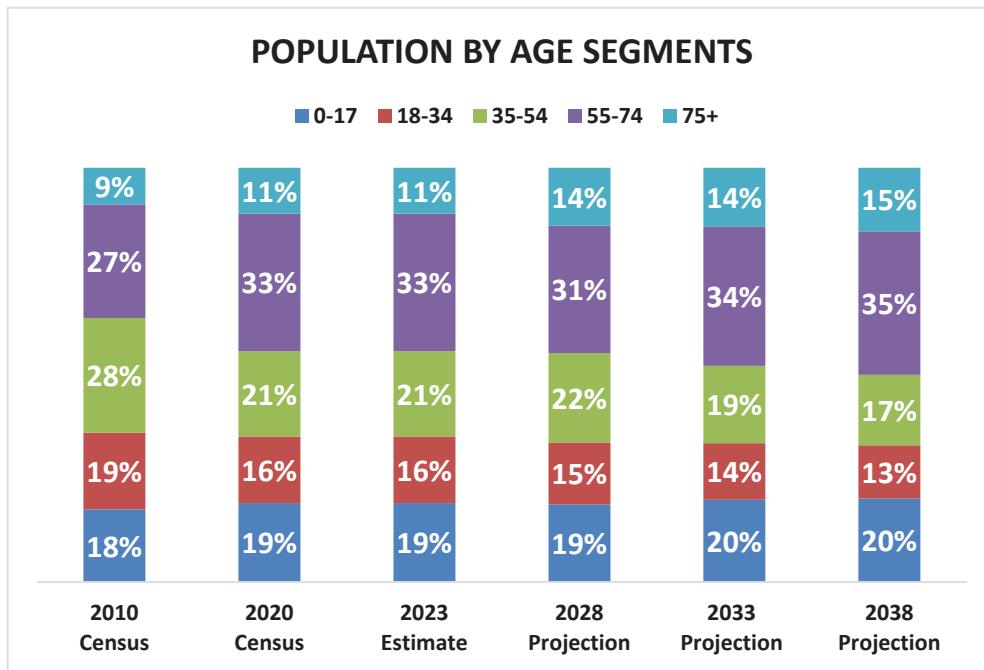


Figure 4: Mendota Heights Population by Age Segments



RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The 2010 Census data on race is not directly comparable with data from the 2000 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the USA population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis.

- American Indian – This includes a person having origins in any of the original peoples of North and South America (including Central America), who maintains tribal affiliation or community attachment.
- Asian – This includes a person having origins in any of the original peoples of Asia, Southeast Asia, or the Indian subcontinent including for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.
- Black – This includes a person having origins in any of the Black racial groups of Africa.
- Native Hawaiian or Other Pacific Islander – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.
- White – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa.
- Hispanic or Latino – This is an ethnic distinction, a subset of a race as defined by the Federal Government. This includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race.

Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. Ethnicity is defined whether a person is of Hispanic/Latino origin or not. For this reason, the Hispanic / Latino ethnicity is viewed separate from race throughout this demographic analysis.



RACE

As of 2023, the City's population is predominantly White Alone (approximately 88%). The next largest racial groups are Black Alone and Asian, each representing 2% of the population. Compared to national demographics—approximately 70% White Alone, 13% Black Alone, and 7% Some Other Race—the City is significantly less diverse. Projections for 2038 indicate a slight increase in diversity: the White Alone population is expected to decline to 83%, while the Black Alone population remains steady at 2%, and the Asian population increases slightly to 3% (Figure 5). Overall, the projected change from 2023 to 2038 reflects a modest 5% decrease in the White Alone population and a 1% increase in the Asian population.

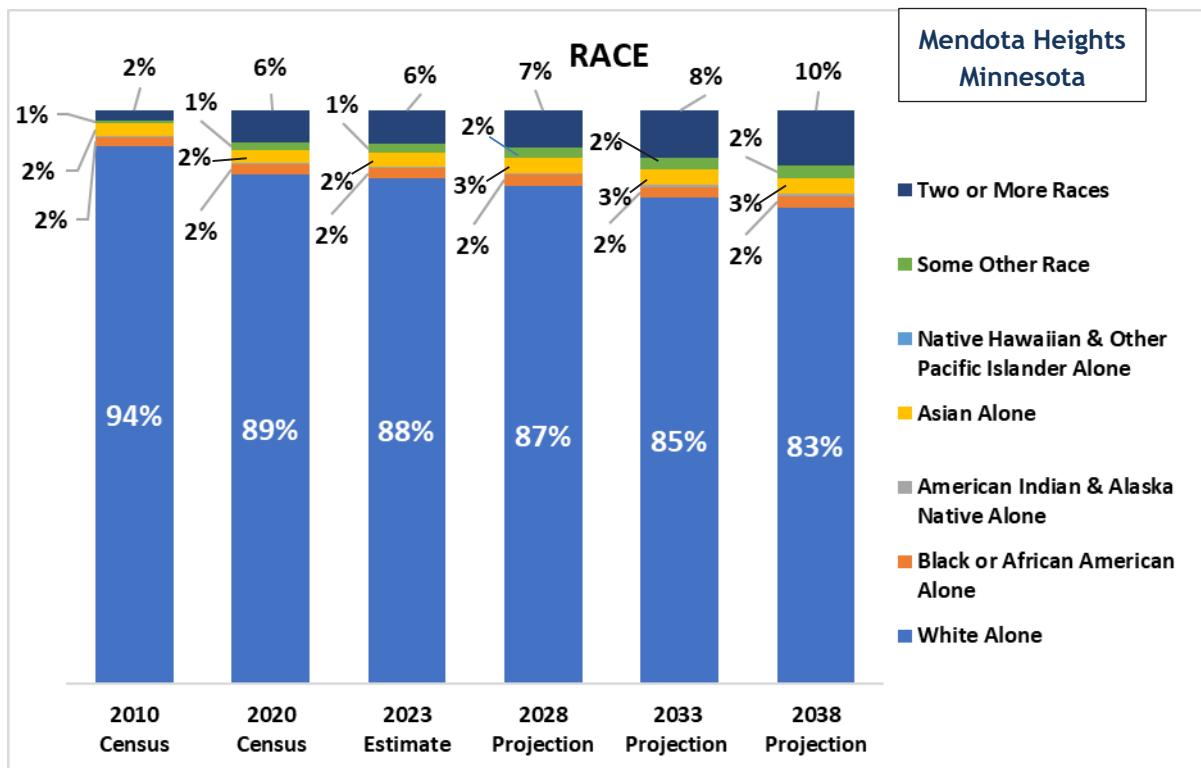


Figure 5: Population by Race in Mendota Heights



ETHNICITY

Mendota Heights' population was also assessed based on Hispanic/Latino ethnicity by the Census Bureau definition, which is viewed independently from race. It is important to note that individuals who are Hispanic/Latino can also identify with any of the racial categories from above. Based on the current estimate for 2023, those of Hispanic /Latino origin represent just 4% of the City's current population, which is much lower than the national average (18% Hispanic/ Latino). The Hispanic/Latino population is expected to grow slightly over the next 15 years, to represent 6% of the City's total population by 2038 (Figure 6).

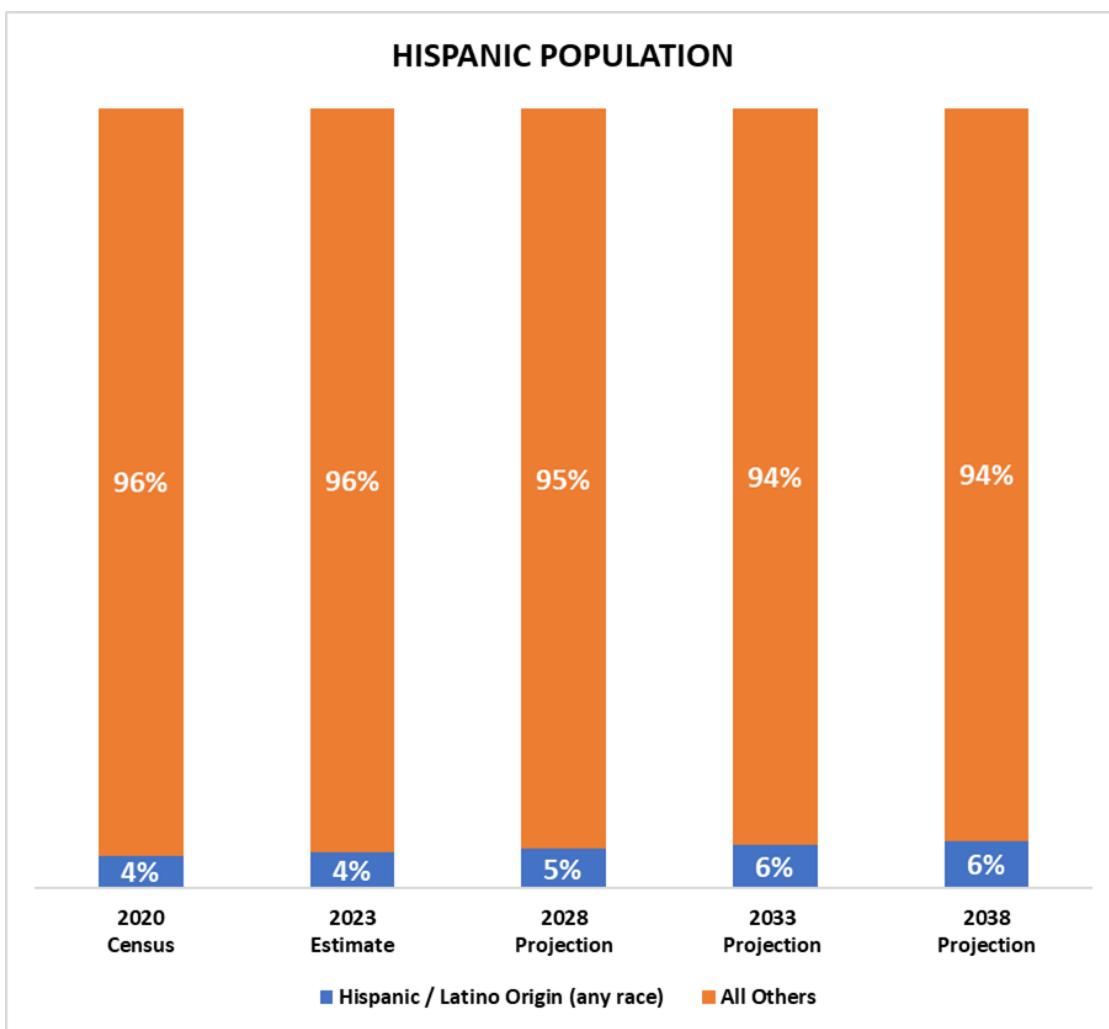


Figure 6: Population by Ethnicity in Mendota Heights

HOUSEHOLD INCOME

The City's median household income (\$120,257) is higher than the state (\$83,993) and national (\$74,755) levels. The City's per capita income (\$72,744) is also higher than both the state (\$68,840) and the national (\$41,804) levels. This may indicate a higher rate of disposable income among the population served and should be considered when evaluating financially sustainable opportunities for how the City of Mendota Heights will address future community needs. (Figure 7 and Figure 8)

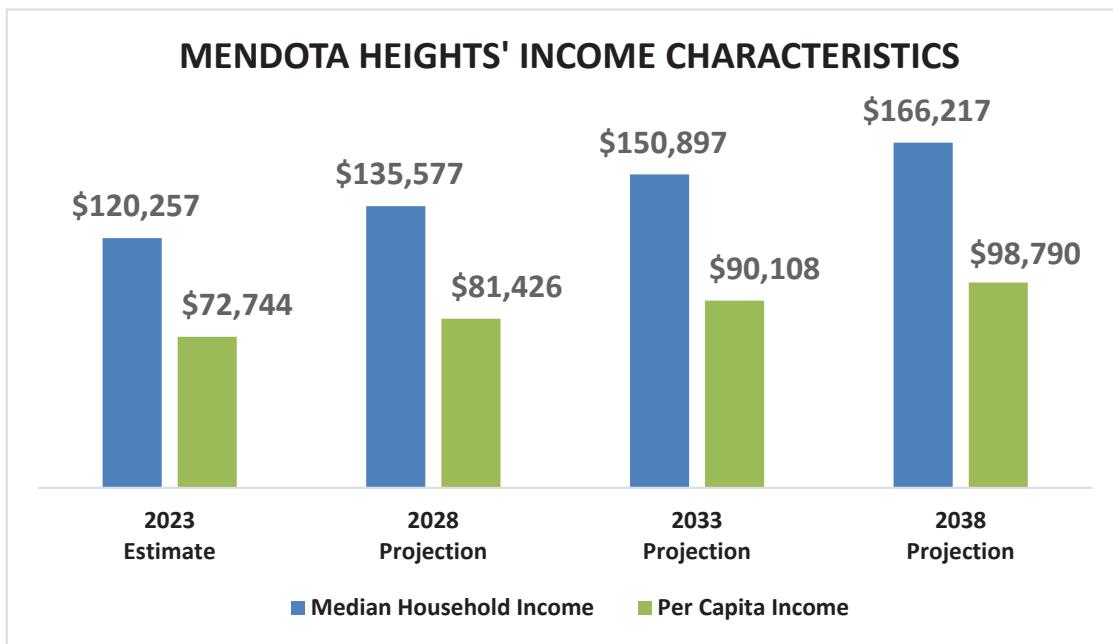


Figure 7. Income Characteristics in Mendota Heights

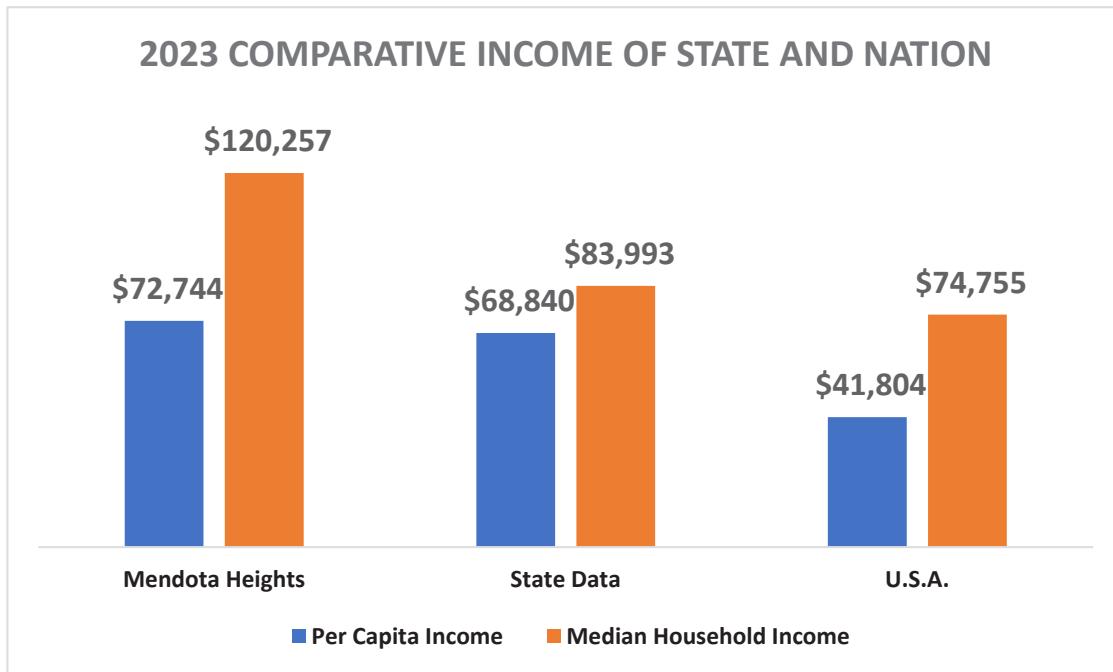


Figure 8. Service Area's Demographic Comparative Summary Table



1.1.6 DEMOGRAPHIC SUMMARY

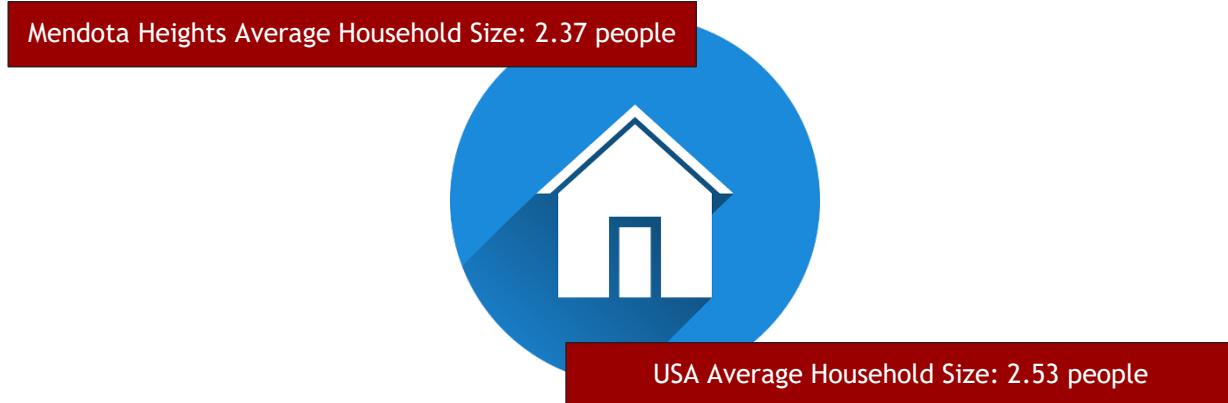
Researching the demographics of Mendota Heights, it bears saying that the recreation needs and priorities should not be solely focused on these statistics alone. This data is to link the population in Mendota Heights with appropriate programs, activities and amenities in order to evaluate recreation needs and determine if any alterations should be made to better serve residents.

Below are some potential inferences for Mendota Heights that were derived from research and data used in this report:

Mendota Heights had negative population growth, compared to the National growth rate. From previous population information in this report, the population growth rate percentage made very slow growth. This indicates a near-steady probable use in the park system.



The average household size in Mendota Heights is projected at 2.37 persons per household compared to the average household size in the USA of 2.53 persons. While this change is insignificant, it may show an age appropriate segment of household members are leaving the home to attend college or relocate outside of Mendota Heights. A consideration may be to evaluate programming for empty nest parents.



AGE SEGMENTS

As age distribution is examined, it can stand to reason that as a particular age segment increases or decreases, the number of program users may follow that age segment fluctuation. This is only an observation of the research done for age segmentation, and the generalization of the recreation industry.



The three largest age segments in Mendota Heights are:

- 0– 17 year olds and 35 – 54 year olds tied at 21% of the population
- 55 – 74 year old residents at 33% of the population

These groups benefit from programs directed toward children, youth, middle-aged adults and “Active Seniors” that are 55-75 years old. With a total of 75% in these age groups, programs for children, youth and young adults, as well as seniors should be the main

Mendota Heights Population by Age Segments

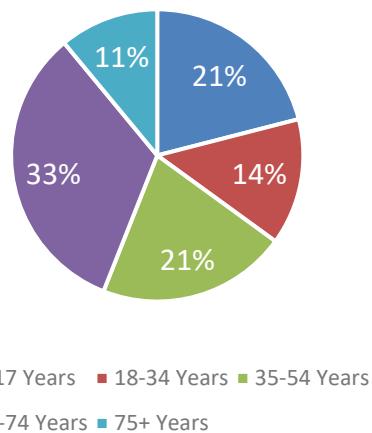


Figure 9. Age Segments for Mendota Heights

areas of focus for Mendota Heights. The 0-10 ages of the 0-19 age group will encompass the children of the lower population side of the 35-54 year old young adult groups. Family programs should be considered as a significant combination of these two age groups.

AGE DISTRIBUTION

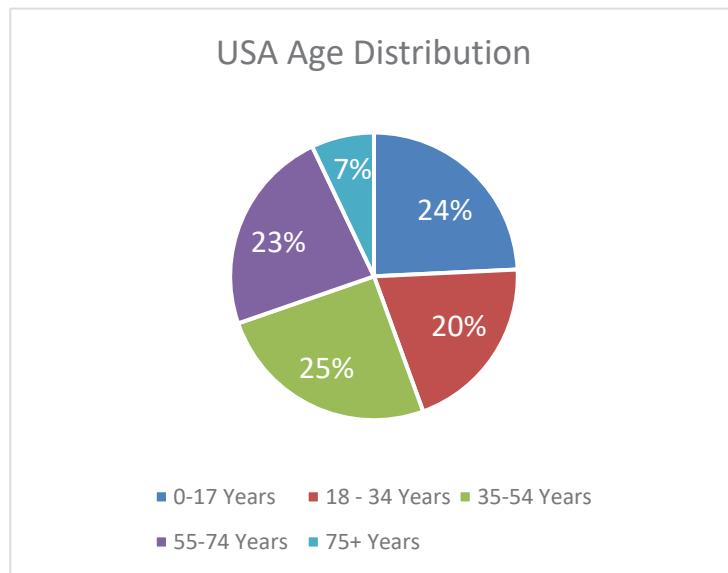


Figure 10. USA Age Distribution

Mendota Heights is 10% higher than the USA in the 55-74 year old age segment indicating this age group often considered "Active Seniors" may be a very involved group in programs and activities. They may want programs that are geared toward cardio fitness and healthy exercise. The older age segment 75+ in Mendota Heights (11%) is slightly higher than the 75+ age segment in the USA (7%). The young adults (ages 35 -54) years old at 21% in Mendota Heights is slightly lower than that group in the USA (25%). With this age group in Mendota Heights and the USA being close, national recreation trends for this group may be a guide for programs and activities that are popular in the nation.

RACE DISTRIBUTION

The percentages in the Mendota Heights chart and the USA chart show that the White Alone population is the largest sector. Minorities of all races other than White Alone in Mendota Heights total nearly 12%, and in the USA, all minorities other than White Alone total 39%.

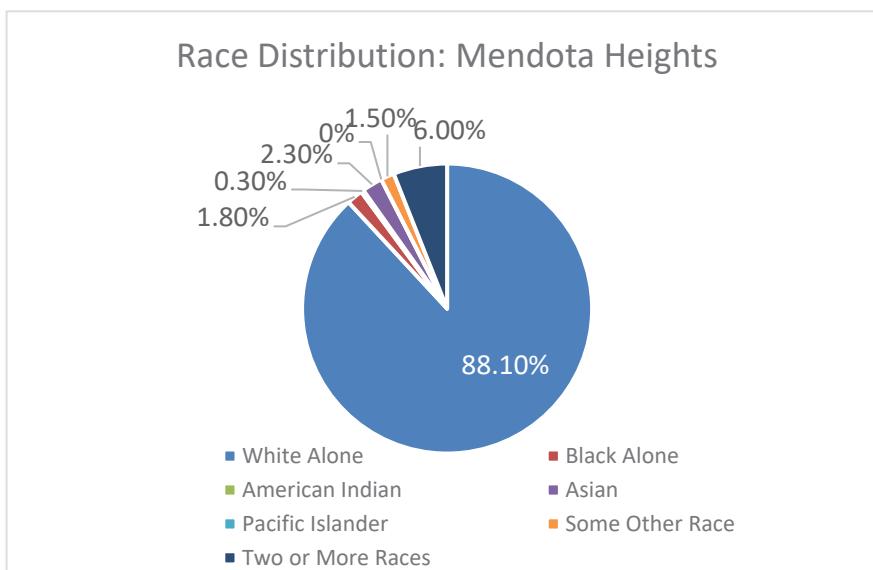


Figure 11. Race Distribution for Mendota Heights



Mendota Heights' race distribution indicates a less diverse population than the USA and may provide opportunities for the park system to offer programs that offer more diversity and increase overall attendance at programs and activities.

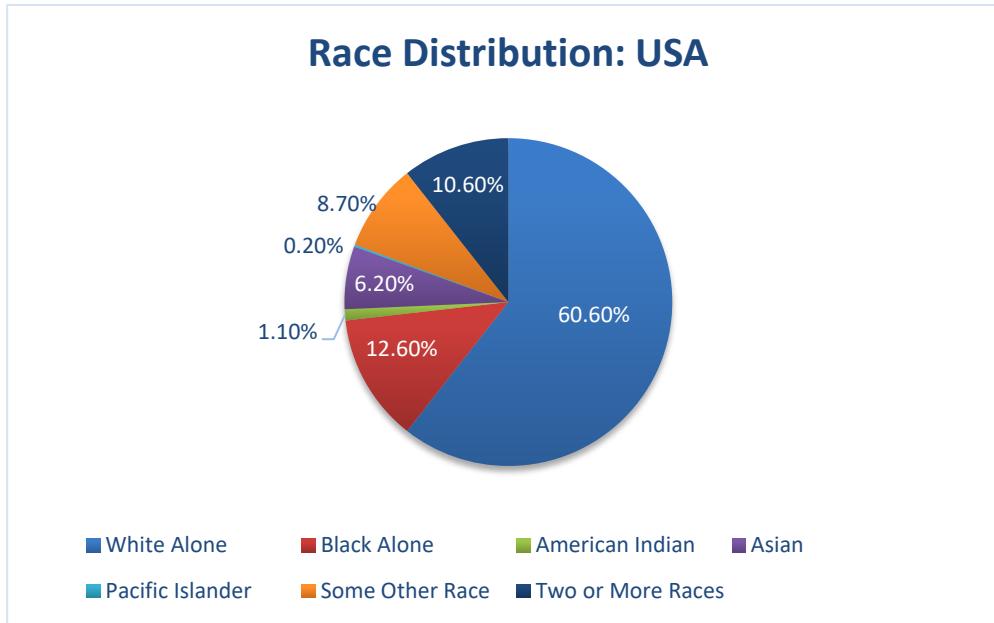


Figure 12. Race Distribution for the USA

HISPANIC / LATINO DISTRIBUTION

As shown in the chart below, the proportion of Hispanic and Latino residents in Mendota Heights is significantly lower than the national average. In contrast, the percentage of residents identifying with all other racial groups is higher in Mendota Heights compared to the U.S. overall. Expanding culturally relevant programming may encourage greater participation among Hispanic and Latino residents.

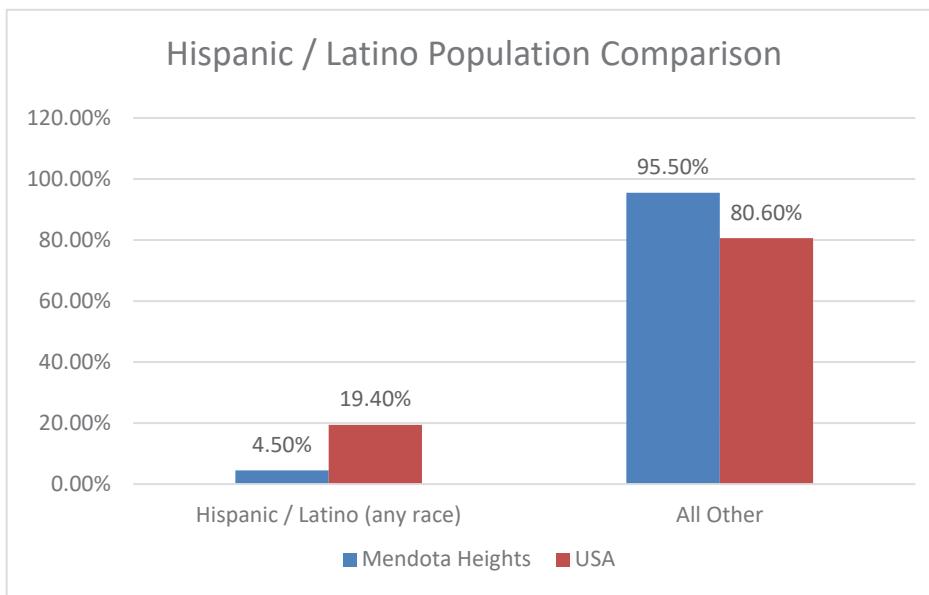


Figure 13. Hispanic / Latino Population Comparison



INCOME

Mendota Heights is found to be higher in both per capita income and median income than the nation.

Higher income in these areas indicate more disposable income for residents in Mendota Heights, allowing them to spend more money in various areas that may include recreational activities.

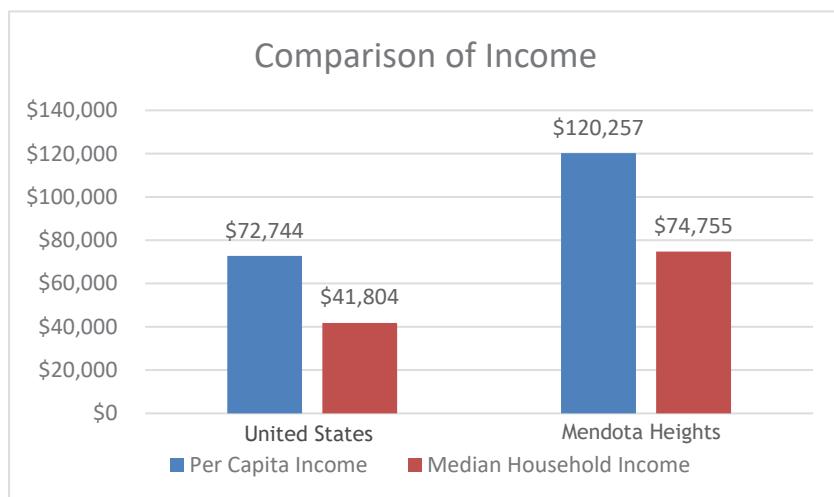


Figure 14. Comparison of Income



1.1.7 DEMOGRAPHIC SUMMARY

To support the preceding summary information and potential opportunities reflected in the demographics, the City should examine the regional and national recreational and sports trends defined in the next section while also considering its own market potential index.



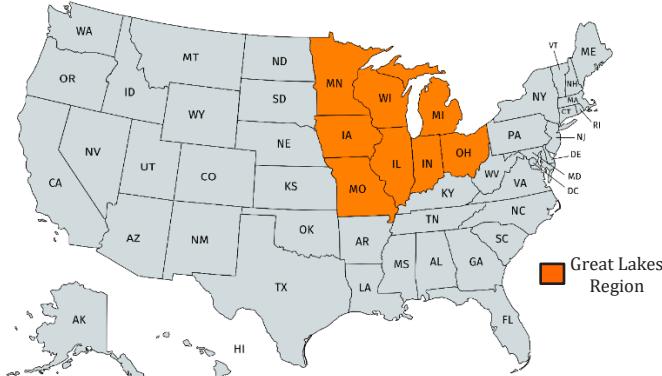
CHAPTER TWO NATIONAL AND REGIONAL PROGRAMMING TRENDS

2.1.1 PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES (GREAT LAKES REGION)

NRPA's *Agency Performance Review 2019* summarized key findings from NRPA Park Metrics. This benchmark tool compares the management and planning of operating resources and capital facilities within park and recreation agencies. The report contains data from 1,075 park and recreation agencies across the USA as reported between 2016 and 2018.

Based on this year's report, the typical agency (i.e., those at the median values) offers 175 programs annually, with roughly 63% of those programs being fee-based activities/events.

According to the information reported to the NRPA, the top programming activities most frequently offered by park and recreation agencies in the USA and regionally, are described below.



2.1.2 LOCAL SPORTS AND LEISURE MARKET POTENTIAL

MARKET POTENTIAL INDEX (MPI)

The following charts show the potential sports and leisure market data for the City of Mendota Heights' service area, as provided by ESRI. A Market Potential Index (MPI) measures the probable demand for a product or service within the City. The MPI shows the likelihood that an adult resident of the target area will participate in certain activities when compared to the USA national average. The national average is 100; therefore, numbers below 100 would represent lower than average participation rates, and numbers above 100 would represent higher than average participation rates. The service area is compared to the national average in four categories: general sports, fitness, outdoor activity, and commercial recreation.

As seen in the charts below, the following (sport or sports) and leisure trends are most prevalent for residents within the service area. High index numbers (100+) are significant because they demonstrate a greater potential that residents within the service area will actively participate in offerings provided by the City of Mendota Heights Parks and Recreation Department.

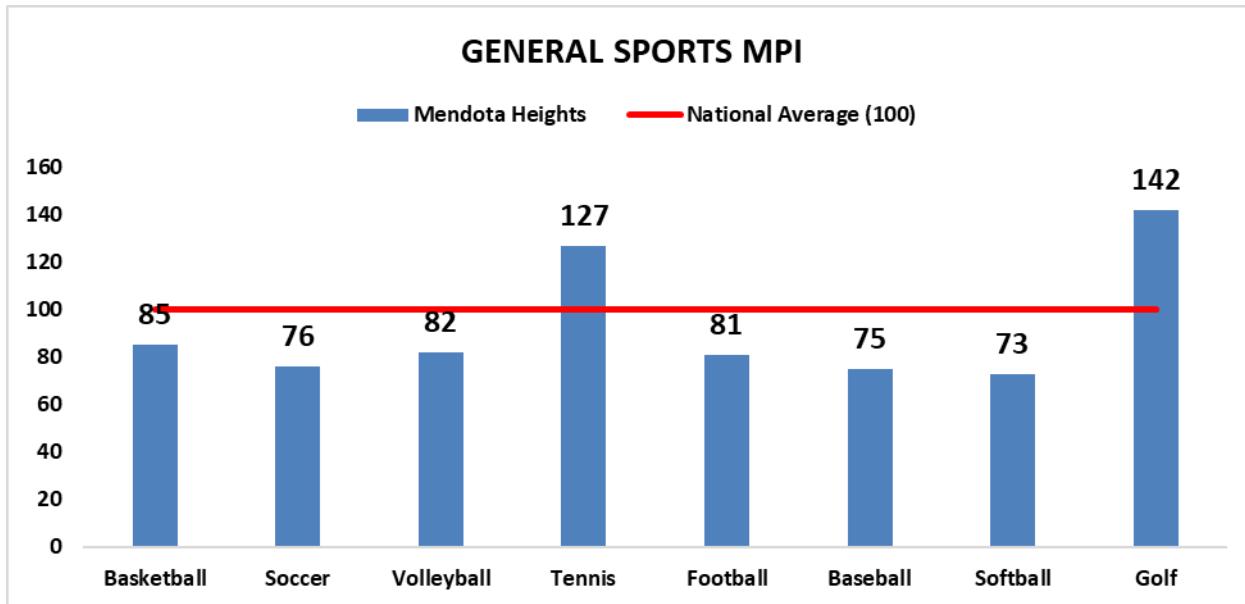


Figure 15. General Sports MPI

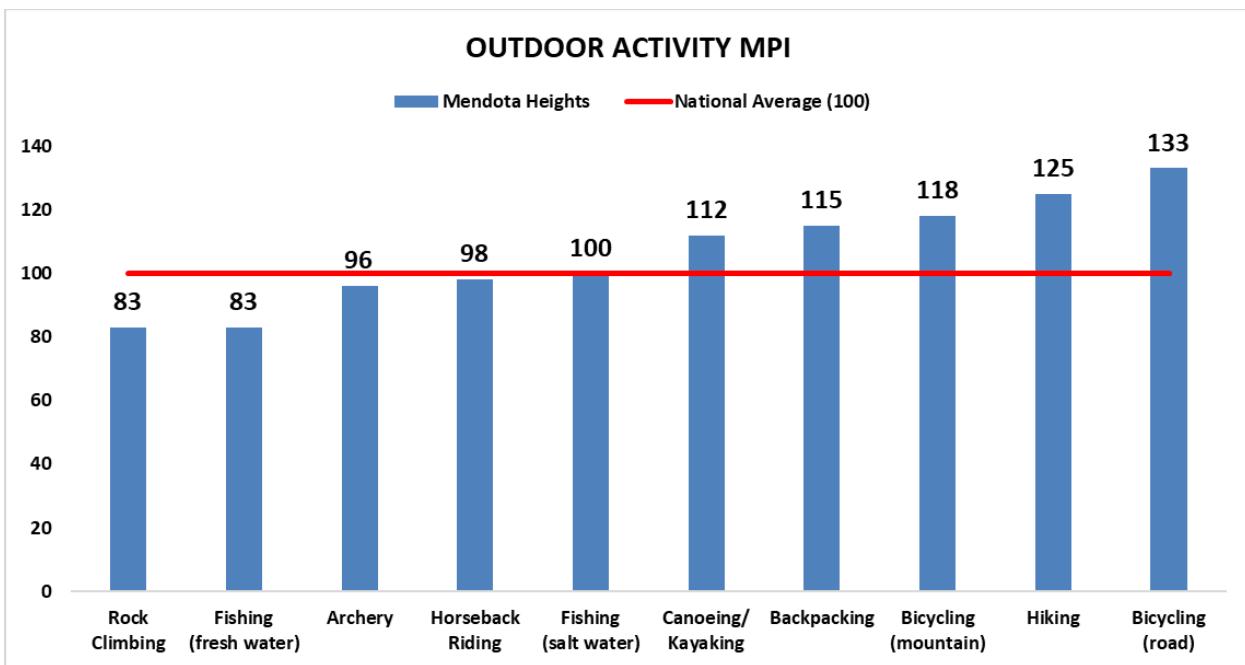


Figure 16. Outdoor Activity MPI

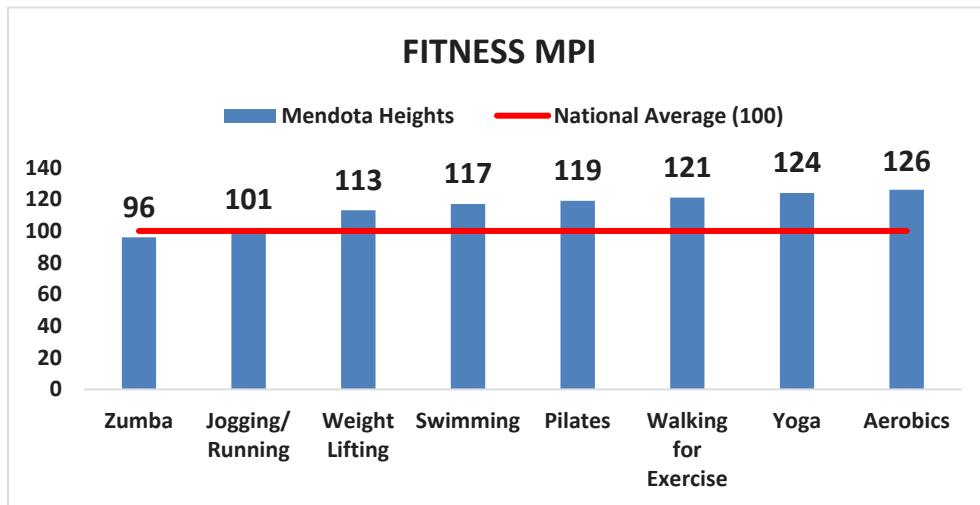


Figure 17. Fitness MPI

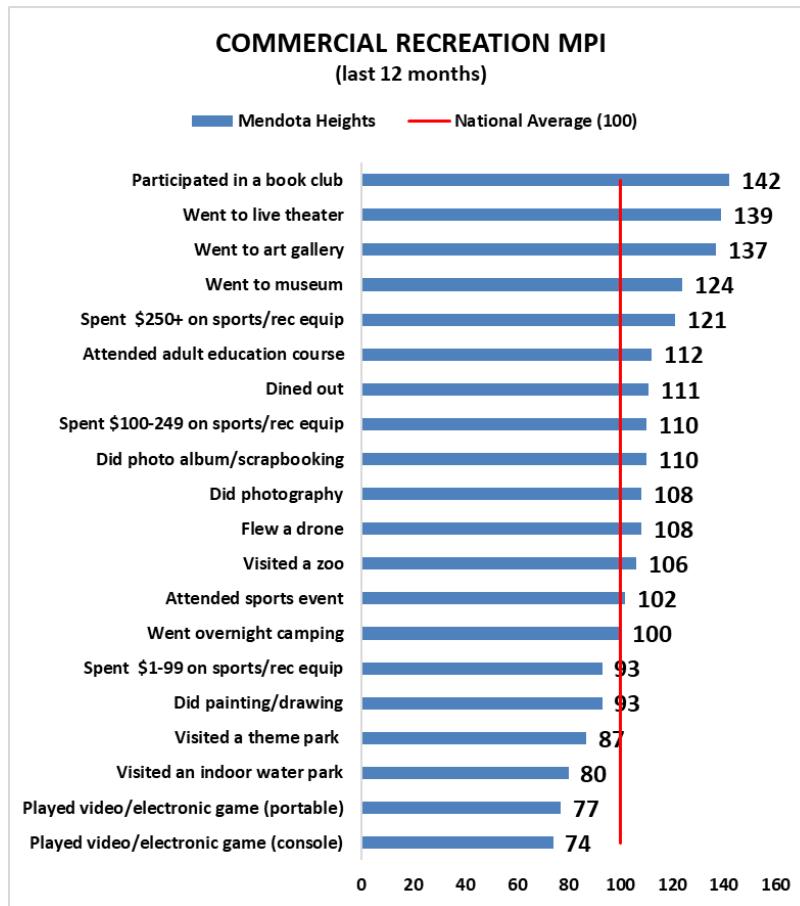


Figure 18. Commercial Recreation MPI



2.1.3 NATIONAL CORE VS. CASUAL PARTICIPATORY TRENDS

GENERAL SPORTS

Activity	National Core vs Casual Participatory Trends - General Sports						
	Participation Levels				% Change		
	2018	2022	2023		5-Year Trend	1-Year Trend	
Basketball	24,225	100%	28,149	100%	29,725	100%	22.7%
Casual (1-12 times)	9,335	39%	13,000	46%	14,405	48%	54.3%
Core(13+ times)	14,890	61%	15,149	54%	15,320	52%	2.9%
Golf (9 or 18-Hole Course)	24,240	100%	25,566	100%	26,565	100%	9.6%
Tennis	17,841	100%	23,595	100%	23,835	100%	33.6%
Golf (Entertainment Venue)	9,279	100%	15,540	100%	18,464	100%	99.0%
Baseball	15,877	100%	15,478	100%	16,655	100%	4.9%
Casual (1-12 times)	6,563	41%	7,908	51%	8,934	54%	36.1%
Core (13+ times)	9,314	59%	7,570	49%	7,722	46%	-17.1%
Soccer (Outdoor)	11,405	100%	13,018	100%	14,074	100%	23.4%
Casual (1-25 times)	6,430	56%	7,666	59%	8,706	59%	35.4%
Core (26+ times)	4,975	44%	5,352	41%	5,368	41%	7.9%
Pickleball	3,301	100%	8,949	100%	13,582	100%	311.5%
Casual (1-12 times)	2,011	61%	6,647	74%	8,736	74%	334.4%
Core(13+ times)	1,290	39%	2,302	26%	4,846	26%	275.7%
Football (Flag)	6,572	100%	7,104	100%	7,266	100%	10.6%
Casual (1-12 times)	3,573	54%	4,573	64%	4,624	64%	29.4%
Core(13+ times)	2,999	46%	2,531	36%	2,642	36%	-11.9%
Core Age 6 to 17 (13+ times)	1,578	24%	1,552	22%	1,661	22%	5.3%
Volleyball (Court)	6,317	100%	6,092	100%	6,905	100%	9.3%
Casual (1-12 times)	2,867	45%	2,798	46%	3,481	50%	21.4%
Core(13+ times)	3,450	55%	3,293	54%	3,425	50%	-0.7%
Badminton	6,337	100%	6,490	100%	6,513	100%	2.8%
Casual (1-12 times)	4,555	72%	4,636	71%	4,743	73%	4.1%
Core(13+ times)	1,782	28%	1,855	29%	1,771	27%	-0.6%
Softball (Slow Pitch)	7,386	100%	6,036	100%	6,356	100%	-13.9%
Casual (1-12 times)	3,281	44%	2,666	44%	2,939	46%	-10.4%
Core(13+ times)	4,105	56%	3,370	56%	3,417	54%	-16.8%
Soccer (Indoor)	5,233	100%	5,495	100%	5,909	100%	12.9%
Casual (1-12 times)	2,452	47%	3,144	57%	3,411	57%	39.1%
Core(13+ times)	2,782	53%	2,351	43%	2,498	43%	-10.2%
Football (Tackle)	5,157	100%	5,436	100%	5,618	100%	8.9%
Casual (1-25 times)	2,258	44%	3,120	57%	3,278	58%	45.2%
Core(26+ times)	2,898	56%	2,316	43%	2,340	42%	-19.3%
Core Age 6 to 17 (26+ times)	2,353	46%	2,088	38%	2,130	38%	-9.5%
Football (Touch)	5,517	100%	4,843	100%	4,949	100%	-10.3%
Casual (1-12 times)	3,313	60%	3,201	66%	3,301	67%	-0.4%
Core(13+ times)	2,204	40%	1,642	34%	1,648	33%	-25.2%
Gymnastics	4,770	100%	4,569	100%	4,758	100%	-0.3%
Casual (1-49 times)	3,047	64%	3,095	68%	3,315	70%	8.8%
Core(50+ times)	1,723	36%	1,473	32%	1,443	30%	-16.3%
Volleyball (Sand/Beach)	4,770	100%	4,128	100%	3,917	100%	-17.9%
Casual (1-12 times)	3,261	68%	2,977	72%	2,769	71%	-15.1%
Core(13+ times)	1,509	32%	1,152	28%	1,148	29%	-23.9%
Track and Field	4,143	100%	3,690	100%	3,905	100%	-5.7%
Casual (1-25 times)	2,071	50%	1,896	51%	2,093	54%	1.1%
Core(26+ times)	2,072	50%	1,794	49%	1,811	46%	-12.6%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)	Moderate Amount of Participants (56-74%)	Majority Amount of Participants (75% or greater)	



GENERAL SPORTS (CONTINUED)

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Cheerleading	3,841	100%	3,507	100%	3,797	100%	-1.1%	8.3%
Casual (1-25 times)	2,039	53%	2,092	60%	2,360	62%	15.7%	12.8%
Core(26+ times)	1,802	47%	1,415	40%	1,438	38%	-20.2%	1.6%
Racquetball	3,480	100%	3,521	100%	3,550	100%	2.0%	0.8%
Casual (1-12 times)	2,407	69%	2,583	73%	2,694	76%	11.9%	4.3%
Core(13+ times)	1,073	31%	938	27%	855	24%	-20.3%	-8.8%
Ice Hockey	2,447	100%	2,278	100%	2,496	100%	2.0%	9.6%
Casual (1-12 times)	1,105	45%	1,209	53%	1,458	58%	31.9%	20.6%
Core(13+ times)	1,342	55%	1,068	47%	1,038	42%	-22.7%	-2.8%
Softball (Fast Pitch)	2,303	100%	2,146	100%	2,323	100%	0.9%	8.2%
Casual (1-25 times)	1,084	47%	1,002	47%	1,123	48%	3.6%	12.1%
Core(26+ times)	1,219	53%	1,144	53%	1,201	52%	-1.5%	5.0%
Wrestling	1,908	100%	2,036	100%	2,121	100%	11.2%	4.2%
Casual (1-25 times)	1,160	61%	1,452	71%	1,589	75%	37.0%	9.4%
Core(26+ times)	748	39%	585	29%	532	25%	-28.9%	-9.1%
Ultimate Frisbee	2,710	100%	2,142	100%	2,086	100%	-23.0%	-2.6%
Casual (1-12 times)	1,852	68%	1,438	67%	1,523	67%	-17.8%	5.9%
Core(13+ times)	858	32%	703	33%	563	33%	-34.4%	-19.9%
Lacrosse	2,098	100%	1,875	100%	1,979	100%	-5.7%	5.5%
Casual (1-12 times)	1,036	49%	999	53%	1,129	53%	9.0%	13.0%
Core(13+ times)	1,061	51%	876	47%	850	47%	-19.9%	-3.0%
Squash	1,285	100%	1,228	100%	1,315	100%	2.3%	7.1%
Casual (1-7 times)	796	62%	816	66%	927	70%	16.5%	13.6%
Core(8+ times)	489	38%	413	34%	387	29%	-20.9%	-6.3%
Roller Hockey	1,734	100%	1,368	100%	1,237	100%	-28.7%	-9.6%
Casual (1-12 times)	1,296	75%	1,065	78%	938	76%	-27.6%	-11.9%
Core(13+ times)	437	25%	303	22%	298	24%	-31.8%	-1.7%
Rugby	1,560	100%	1,166	100%	1,112	100%	-28.7%	-4.6%
Casual (1-7 times)	998	64%	758	65%	729	66%	-27.0%	-3.8%
Core(8+ times)	562	36%	408	35%	384	35%	-31.7%	-5.9%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)	Moderate Amount of Participants (56-74%)	Majority Amount of Participants (75% or greater)	



GENERAL FITNESS

National Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Walking for Fitness	111,001	100%	114,759	100%	114,039	100%	2.7%	-0.6%
Casual (1-49 times)	36,139	33%	38,115	33%	38,169	33%	5.6%	0.1%
Core(50+ times)	74,862	67%	76,644	67%	75,871	67%	1.3%	-1.0%
Treadmill	53,737	100%	53,589	100%	54,829	100%	2.0%	2.3%
Casual (1-49 times)	25,826	48%	26,401	49%	27,991	51%	8.4%	6.0%
Core(50+ times)	27,911	52%	27,189	51%	26,837	49%	-3.8%	-1.3%
Free Weights (Dumbbells/Hand Weights)	51,291	100%	53,140	100%	53,858	100%	5.0%	1.4%
Casual (1-49 times)	18,702	36%	22,428	42%	23,238	43%	24.3%	3.6%
Core(50+ times)	32,589	64%	30,712	58%	30,619	57%	-6.0%	-0.3%
Running/Jogging	49,459	100%	47,816	100%	48,305	100%	-2.3%	1.0%
Casual (1-49 times)	24,399	49%	23,776	50%	24,175	50%	-0.9%	1.7%
Core(50+ times)	25,061	51%	24,040	50%	24,129	50%	-3.7%	0.4%
Yoga	28,745	100%	33,636	100%	34,249	100%	19.1%	1.8%
Casual (1-49 times)	17,553	61%	20,409	61%	20,654	60%	17.7%	1.2%
Core(50+ times)	11,193	39%	13,228	39%	13,595	40%	21.5%	2.8%
Stationary Cycling (Recumbent/Upright)	36,668	100%	32,102	100%	32,628	100%	-11.0%	1.6%
Casual (1-49 times)	19,282	53%	15,424	48%	15,901	49%	-17.5%	3.1%
Core(50+ times)	17,387	47%	16,678	52%	16,728	51%	-3.8%	0.3%
Weight/Resistant Machines	36,372	100%	30,010	100%	29,426	100%	-19.1%	-1.9%
Casual (1-49 times)	14,893	41%	12,387	41%	11,361	39%	-23.7%	-8.3%
Core(50+ times)	21,479	59%	17,623	59%	18,065	61%	-15.9%	2.5%
Free Weights (Barbells)	27,834	100%	28,678	100%	29,333	100%	5.4%	2.3%
Casual (1-49 times)	11,355	41%	13,576	47%	14,174	48%	24.8%	4.4%
Core(50+ times)	16,479	59%	15,103	53%	15,159	52%	-8.0%	0.4%
Elliptical Motion/Cross-Trainer	33,238	100%	27,051	100%	27,062	100%	-18.6%	0.0%
Casual (1-49 times)	16,889	51%	14,968	55%	13,898	51%	-17.7%	-7.1%
Core(50+ times)	16,349	49%	12,083	45%	13,164	49%	-19.5%	8.9%
Dance, Step, & Choreographed Exercise	22,391	100%	25,163	100%	26,241	100%	17.2%	4.3%
Casual (1-49 times)	14,503	65%	17,096	68%	18,179	69%	25.3%	6.3%
Core(50+ times)	7,888	35%	8,067	32%	8,063	31%	2.2%	0.0%
Bodyweight Exercise	24,183	100%	22,034	100%	22,578	100%	-6.6%	2.5%
Casual (1-49 times)	9,674	40%	9,514	43%	10,486	46%	8.4%	10.2%
Core(50+ times)	14,509	60%	12,520	57%	12,092	54%	-16.7%	-3.4%
High Impact/Intensity Training	21,611	100%	21,821	100%	21,801	100%	0.9%	-0.1%
Casual (1-49 times)	11,828	55%	12,593	58%	12,559	58%	6.2%	-0.3%
Core(50+ times)	9,783	45%	9,228	42%	9,242	42%	-5.5%	0.2%
Trail Running	10,010	100%	13,253	100%	14,885	100%	48.7%	12.3%
Casual (1-25 times)	8,000	80%	10,792	81%	12,260	82%	53.3%	13.6%
Core(26+ times)	2,009	20%	2,461	19%	2,625	18%	30.7%	6.7%
Rowing Machine	12,096	100%	11,893	100%	12,775	100%	5.6%	7.4%
Casual (1-49 times)	7,744	64%	7,875	66%	8,473	66%	9.4%	7.6%
Core(50+ times)	4,352	36%	4,017	34%	4,302	34%	-1.1%	7.1%
Stair Climbing Machine	15,025	100%	11,677	100%	12,605	100%	-16.1%	7.9%
Casual (1-49 times)	9,643	64%	7,569	65%	8,075	64%	-16.3%	6.7%
Core(50+ times)	5,382	36%	4,108	35%	4,530	36%	-15.8%	10.3%
Pilates Training	9,084	100%	10,311	100%	11,862	100%	30.6%	15.0%
Casual (1-49 times)	5,845	64%	7,377	72%	8,805	74%	50.6%	19.4%
Core(50+ times)	3,238	36%	2,935	28%	3,057	26%	-5.6%	4.2%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)	Moderate Amount of Participants (56-74%)	Majority Amount of Participants (75% or greater)	



GENERAL FITNESS (CONTINUED)

National Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Cross-Training Style Workout	13,338	100%	9,248	100%	9,404	100%	-29.5%	1.7%
Casual (1-49 times)	6,594	49%	4,281	46%	4,391	47%	-33.4%	2.6%
Core(50+ times)	6,744	51%	4,968	54%	5,013	53%	-25.7%	0.9%
Boxing/MMA for Fitness	7,650	100%	9,787	100%	8,378	100%	9.5%	-14.4%
Casual (1-12 times)	4,176	55%	6,191	63%	5,003	60%	19.8%	-19.2%
Core(13+ times)	3,473	45%	3,596	37%	3,375	40%	-2.8%	-6.1%
Martial Arts	5,821	100%	6,355	100%	6,610	100%	13.6%	4.0%
Casual (1-12 times)	1,991	34%	3,114	49%	3,481	53%	74.8%	11.8%
Core(13+ times)	3,830	66%	3,241	51%	3,130	47%	-18.3%	-3.4%
Stationary Cycling (Group)	9,434	100%	6,268	100%	6,227	100%	-34.0%	-0.7%
Casual (1-49 times)	6,097	65%	3,925	63%	3,783	61%	-38.0%	-3.6%
Core(50+ times)	3,337	35%	2,344	37%	2,444	39%	26.8%	4.3%
Cardio Kickboxing	6,838	100%	5,531	100%	5,524	100%	-19.2%	-0.1%
Casual (1-49 times)	4,712	69%	3,958	72%	3,929	71%	-16.6%	-0.7%
Core(50+ times)	2,126	31%	1,573	28%	1,596	29%	-24.9%	1.5%
Boot Camp Style Cross-Training	6,695	100%	5,192	100%	5,434	100%	-18.8%	4.7%
Casual (1-49 times)	4,780	71%	3,691	71%	4,003	74%	-16.3%	8.5%
Core(50+ times)	1,915	29%	1,500	29%	1,432	26%	-25.2%	-4.5%
Barre	3,532	100%	3,803	100%	4,294	100%	21.6%	12.9%
Casual (1-49 times)	2,750	78%	3,022	79%	3,473	81%	26.3%	14.9%
Core(50+ times)	782	22%	781	21%	821	19%	5.0%	5.1%
Tai Chi	3,761	100%	3,394	100%	3,948	100%	5.0%	16.3%
Casual (1-49 times)	2,360	63%	2,139	63%	2,748	70%	16.4%	28.5%
Core(50+ times)	1,400	37%	1,255	37%	1,200	30%	-14.3%	-4.4%
Triathlon (Traditional/Road)	2,168	100%	1,780	100%	1,738	100%	-19.8%	-2.4%
Triathlon (Non-Traditional/Off Road)	1,589	100%	1,350	100%	1,363	100%	-14.2%	1.0%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)	Moderate Amount of Participants (56-74%)	Majority Amount of Participants (75% or greater)		



OUTDOOR/ADVENTURE RECREATION

National Participatory Trends - Outdoor / Adventure Recreation								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Hiking (Day)	47,860	100%	59,578	100%	61,444	100%	28.4%	3.1%
Casual (1-7 times)	37,238	78%	44,154	74%	45,336	74%	21.7%	2.7%
Core(8+ times)	10,622	22%	15,424	26%	16,108	26%	51.6%	4.4%
Fishing (Freshwater)	38,998	100%	41,821	100%	42,605	100%	9.2%	1.9%
Casual (1-7 times)	21,099	54%	23,430	56%	23,964	56%	13.6%	2.3%
Core(8+ times)	17,899	46%	18,391	44%	18,641	44%	4.1%	1.4%
Bicycling (Road)	39,041	100%	43,554	100%	42,243	100%	8.2%	-3.0%
Casual (1-25 times)	20,777	53%	23,278	53%	22,520	53%	8.4%	-3.3%
Core(26+ times)	18,264	47%	20,276	47%	19,723	47%	8.0%	-2.7%
Camping	27,416	100%	37,431	100%	38,572	100%	40.7%	3.0%
Casual (1-7 times)	20,611	75%	28,459	76%	29,060	75%	41.0%	2.1%
Core(8+ times)	6,805	25%	8,972	24%	9,513	25%	39.8%	6.0%
Wildlife Viewing (>1/4 mile of Vehicle/Home)	20,556	100%	20,615	100%	21,118	100%	2.7%	2.4%
Camping (Recreational Vehicle)	15,980	100%	16,840	100%	16,497	100%	3.2%	-2.0%
Casual (1-7 times)	9,103	57%	10,286	61%	9,801	59%	7.7%	-4.7%
Core(8+ times)	6,877	43%	6,553	39%	6,695	41%	-2.6%	2.2%
Birdwatching (>1/4 mile of Vehicle/Home)	12,344	100%	15,818	100%	16,423	100%	33.0%	3.8%
Fishing (Saltwater)	12,830	100%	14,344	100%	15,039	100%	17.2%	4.8%
Casual (1-7 times)	7,636	60%	9,151	64%	9,904	66%	29.7%	8.2%
Core(8+ times)	5,194	40%	5,192	36%	5,135	34%	-1.1%	-1.1%
Backpacking Overnight	10,540	100%	10,217	100%	9,994	100%	-5.2%	-2.2%
Bicycling (Mountain)	8,690	100%	8,916	100%	9,289	100%	6.9%	4.2%
Casual (1-12 times)	4,294	49%	4,896	55%	5,434	58%	26.5%	11.0%
Core(13+ times)	4,396	51%	4,020	45%	3,854	41%	-12.3%	-4.1%
Skateboarding	6,500	100%	9,019	100%	8,923	100%	37.3%	-1.1%
Casual (1-25 times)	3,989	61%	6,469	72%	6,504	73%	63.0%	0.5%
Core(26+ times)	2,511	39%	2,559	28%	2,418	27%	-3.7%	-5.5%
Fishing (Fly)	6,939	100%	7,631	100%	8,077	100%	16.4%	5.8%
Casual (1-7 times)	4,460	64%	4,993	65%	5,417	67%	21.5%	8.5%
Core(8+ times)	2,479	36%	2,638	35%	2,659	33%	7.3%	0.8%
Archery	7,654	100%	7,428	100%	7,662	100%	0.1%	3.2%
Casual (1-25 times)	6,514	85%	6,202	83%	6,483	85%	-0.5%	4.5%
Core(26+ times)	1,140	15%	1,227	17%	1,179	15%	3.4%	-3.9%
Climbing (Indoor)	5,112	100%	5,778	100%	6,356	100%	24.3%	10.0%
Roller Skating, In-Line	5,040	100%	5,173	100%	5,201	100%	3.2%	0.5%
Casual (1-12 times)	3,680	73%	3,763	73%	3,840	74%	4.3%	2.0%
Core(13+ times)	1,359	27%	1,410	27%	1,361	26%	0.1%	-3.5%
Bicycling (BMX)	3,439	100%	4,181	100%	4,462	100%	29.7%	6.7%
Casual (1-12 times)	2,052	60%	2,792	67%	3,130	70%	52.5%	12.1%
Core(13+ times)	1,387	40%	1,389	33%	1,332	30%	-4.0%	-4.1%
Climbing (Traditional/Ice/Mountaineering)	2,541	100%	2,452	100%	2,568	100%	1.1%	4.7%
Climbing (Sport/Boulder)	2,184	100%	2,452	100%	2,544	100%	16.5%	3.8%
Adventure Racing	2,215	100%	1,714	100%	1,808	100%	-18.4%	5.5%
Casual (1 time)	581	26%	236	14%	405	22%	-30.3%	71.6%
Core(2+ times)	1,634	74%	1,478	86%	1,403	78%	-14.1%	-5.1%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)	Moderate Amount of Participants (56-74%)	Majority Amount of Participants (75% or greater)	



AQUATICS

National Participatory Trends - Aquatics								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Swimming (Fitness)	27,575	100%	26,272	100%	28,173	100%	2.2%	7.2%
Casual (1-49 times)	18,728	68%	18,827	72%	20,620	73%	10.1%	9.5%
Core(50+ times)	8,847	32%	7,445	28%	7,553	27%	-14.6%	1.5%
Aquatic Exercise	10,518	100%	10,676	100%	11,307	100%	7.5%	5.9%
Casual (1-49 times)	7,391	70%	8,626	81%	9,298	82%	25.8%	7.8%
Core(50+ times)	3,127	30%	2,050	19%	2,009	18%	-35.8%	-2.0%
Swimming on a Team	3,045	100%	2,904	100%	3,327	100%	9.3%	14.6%
Casual (1-49 times)	1,678	55%	1,916	66%	2,280	69%	35.9%	19.0%
Core(50+ times)	1,367	45%	988	34%	1,047	31%	-23.4%	6.0%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			



WATER SPORTS/ACTIVITIES

National Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Kayaking (Recreational)	11,017	100%	13,561	100%	14,726	100%	33.7%	8.6%
Canoeing	9,129	100%	9,521	100%	9,999	100%	9.5%	5.0%
Snorkeling	7,815	100%	7,376	100%	7,489	100%	-4.2%	1.5%
<i>Casual (1-7 times)</i>	6,321	81%	6,005	81%	6,086	81%	-3.7%	1.3%
<i>Core(8+ times)</i>	1,493	19%	1,371	19%	1,403	19%	-6.0%	2.3%
Jet Skiing	5,324	100%	5,445	100%	5,759	100%	8.2%	5.8%
<i>Casual (1-7 times)</i>	3,900	73%	4,151	76%	4,490	78%	15.1%	8.2%
<i>Core(8+ times)</i>	1,425	27%	1,294	24%	1,269	22%	-10.9%	-1.9%
Stand-Up Paddling	3,453	100%	3,777	100%	4,129	100%	19.6%	9.3%
Sailing	3,754	100%	3,632	100%	4,100	100%	9.2%	12.9%
<i>Casual (1-7 times)</i>	2,596	69%	2,633	72%	3,117	76%	20.1%	18.4%
<i>Core(8+ times)</i>	1,159	31%	999	28%	984	24%	-15.1%	-1.5%
Rafting	3,404	100%	3,595	100%	4,050	100%	19.0%	12.7%
Surfing	2,874	100%	3,692	100%	3,993	100%	38.9%	8.2%
<i>Casual (1-7 times)</i>	1,971	69%	2,444	66%	2,655	66%	34.7%	8.6%
<i>Core(8+ times)</i>	904	31%	1,248	34%	1,338	34%	48.0%	7.2%
Water Skiing	3,363	100%	3,040	100%	3,133	100%	-6.8%	3.1%
<i>Casual (1-7 times)</i>	2,499	74%	2,185	72%	2,302	73%	-7.9%	5.4%
<i>Core(8+ times)</i>	863	26%	855	28%	832	27%	-3.6%	-2.7%
Scuba Diving	2,849	100%	2,658	100%	3,063	100%	7.5%	15.2%
<i>Casual (1-7 times)</i>	2,133	75%	2,012	76%	2,374	78%	11.3%	18.0%
<i>Core(8+ times)</i>	716	25%	646	24%	689	22%	-3.8%	6.7%
Kayaking (White Water)	2,562	100%	2,726	100%	2,995	100%	16.9%	9.9%
Wakeboarding	2,796	100%	2,754	100%	2,844	100%	1.7%	3.3%
<i>Casual (1-7 times)</i>	1,900	68%	2,075	75%	2,119	75%	11.5%	2.1%
<i>Core(8+ times)</i>	896	32%	679	25%	725	25%	-19.1%	6.8%
Kayaking (Sea/Touring)	2,805	100%	2,642	100%	2,800	100%	-0.2%	6.0%
Boardsailing/Windsurfing	1,556	100%	1,391	100%	1,434	100%	-7.8%	3.1%
<i>Casual (1-7 times)</i>	1,245	80%	1,103	79%	1,162	81%	-6.7%	5.3%
<i>Core(8+ times)</i>	310	20%	288	21%	272	19%	-12.3%	-5.6%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)	Moderate Amount of Participants (56-74%)	Majority Amount of Participants (75% or greater)		



CHAPTER THREE RECREATION TRENDS ANALYSIS

3.1 RECREATION TRENDS ANALYSIS

The Trends Analysis provides an understanding of national, regional, and local recreational trends as well as recreational interest by age segments. Trends data used for this analysis was obtained from Sports & Fitness Industry Association (SFIA), National Recreation and Park Association (NRPA), and Environmental Systems Research Institute, Inc. (ESRI). All trends data is based on current and/or historical participation rates, statistically valid survey results, or NRPA Park Metrics.

3.1.1 NATIONAL TRENDS IN RECREATION

METHODOLOGY

The Sports & Fitness Industry Association (SFIA) *Sports, Fitness & Leisure Activities Topline Participation Report 2024* was utilized in evaluating the following trends:

- National Recreation Participatory Trends
- Core vs. Casual Participation Trends



The study is based on findings from surveys conducted in 2023 by the Sports Marketing Surveys U.S.A. (SMS), resulting in a total of 18,000 online interviews. Surveys were administered to all genders, ages, income levels, regions, and ethnicities to allow for statistical accuracy of the national population. A sample size of 18,000 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.32 percentage points at a 95 percent confidence level. Using a weighting technique, survey results are applied to the total U.S. population figure of 306,931,382 people (ages six and older).

The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S. This study looked at 124 different sports/activities and subdivided them into various categories including: sports, fitness, outdoor activities, aquatics, etc.

3.1.2 OVERALL PARTICIPATION

Approximately 242 million people ages six and over reported being active in 2023, which is a 2.2% increase from 2022 and the greatest number of active Americans in the last 6 years. This is an indicator that Americans are continuing to make physical activity more of a priority in their lives. Outdoor activities continue to thrive, recreation facilities reopened, fitness at home maintains popularity, and team sports are slowly reaching pre-pandemic participation levels. The chart below depicts participation levels for active and inactive (those who engage in no physical activity) Americans over the past 6 years.

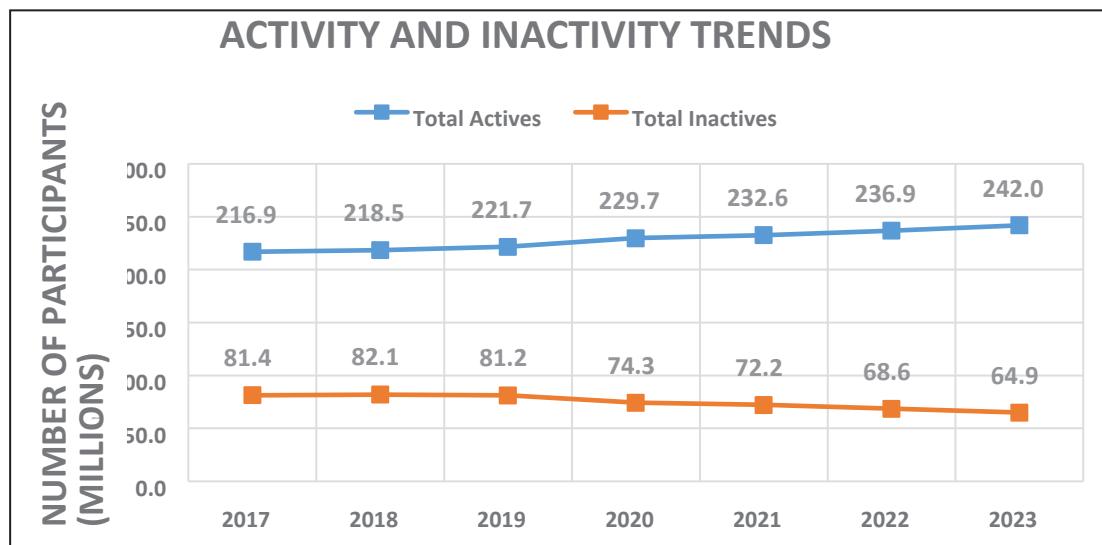


Figure 19 - Active vs. Inactive Trend

CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency of participation. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness activities more than fifty times per year, while for sports, the threshold for core participation is typically 13 times per year.

In each activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than casual participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants. Increasing for the sixth straight year, 165 million people were considered core participants in 2023.

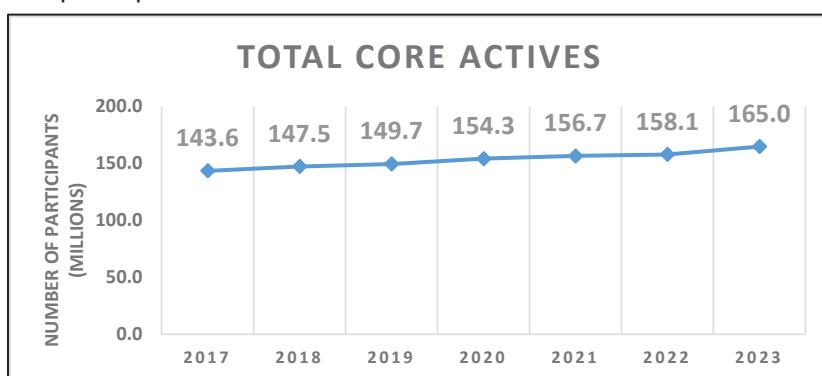


Figure 20 - Total Core Actives

PARTICIPATION BY GENERATION

The following chart shows 2023 participation rates by generation. Fitness sports continue to be the go-to means of exercise for Boomers, Gen X, and Millennials. Over half of the Gen X, Millennials, and Gen Z participated in one type of outdoor activity. Team sports were heavily dominated by Gen Z and nearly a third of Gen X also participated in individual sports such as golf, trail running, triathlons, and bowling.

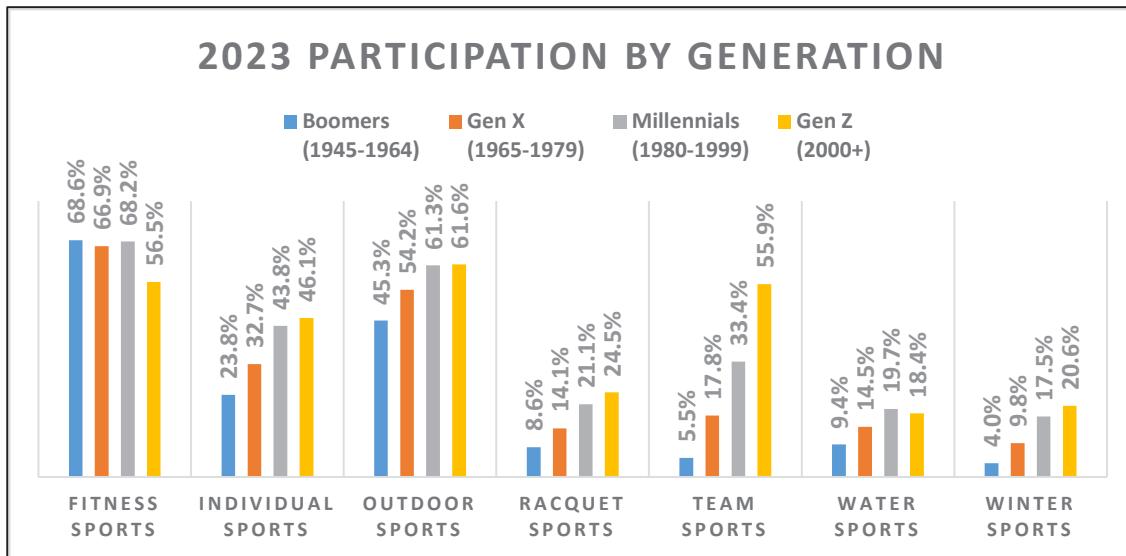


Figure 21 - Participation by Generation

HIGHLIGHTS

Pickleball continues to be the fastest growing sport in the U.S. by reaching 13.6 million participants in 2023 which is a 223.5% growth since 2020. The growth of pickleball participants (13.6 million) has nearly reached the size of outdoor soccer participants (14.1 million). Following the popularity of pickleball, every racquet sport except table tennis has also increased in total participation in 2023.

Group, full-body workout activities such as tai chi, barre and pilates saw the biggest increase in participation this past year. Americans continued to practice yoga, workout with kettlebells, started indoor climbing, while others took to the hiking trail. The waterways traffic increased in participation for all activities in the past year.

Over two-thirds of Americans (67.8%) participated in fitness sports, while 57.3% participated in outdoor sports. Total participation in fitness, team, outdoor, racquet, water, and winter sports is now higher than pre-pandemic levels—with one exception. Team sports remain the only category that has not yet returned to pre-pandemic participation levels, with 45% participation in 2019 compared to 42.1% in 2023.

3.1.3 NATIONAL TRENDS IN GENERAL SPORTS

PARTICIPATION LEVELS

The popularity of basketball, golf, and tennis can be attributed to the ability to compete with a small number of participants, this coupled with an ability to be played outdoors and/or properly distanced helps explain their popularity during the COVID-19 pandemic. Basketball's overall success can also be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which makes basketball the only traditional sport that can be played at most American dwellings as a drive-way pickup game. Golf continues to benefit from its wide age segment appeal and is considered a life-long sport. In addition, target type game venues or golf entertainment venues have increased drastically (99%) as a 5-year trend, using golf entertainment (e.g., Top Golf) as a new alternative to breathe life back into the game of golf.



BASKETBALL

29.7 MILLION



GOLF

26.6 MILLION



TENNIS

23.8 MILLION



GOLF VENUE

18.5 MILLION



BASEBALL

16.7 MILLION

FIVE-YEAR TREND

Since 2018, pickleball (311.5%), golf - entertainment venues (99.0%), and tennis (33.6%) have shown the largest increase in participation. Similarly, outdoor soccer (23.4%) and basketball (22.7%) have also experienced significant growth. Based on the five-year trend from 2018-2023, the sports that are most rapidly declining in participation include roller hockey (-28.7%), rugby (-28.7%), and ultimate frisbee (-23.0%).

ONE-YEAR TREND

The most recent year shares some similarities with the five-year trends; with pickleball (51.8%) and golf - entertainment venues (18.8%) experiencing some of the greatest increases in participation this past year. Other top one-year increases include court volleyball (13.3%), ice hockey (9.6%), and cheerleading (8.3%).

Sports that have seen moderate 1-year increases, but 5-year decreases are cheerleading (8.3%), track and field (5.8%), lacrosse (5.5%) and slow-pitch softball (5.3%). This could be a result of coming out of the COVID-19 pandemic and team program participation on the rise. Like their 5-year trend, roller hockey (-9.6%), sand/beach volleyball (-5.1%), and rugby (-4.6%) have seen decreases in participation over the last year.

CORE VS. CASUAL TRENDS IN GENERAL SPORTS

General sport activities such as basketball, court volleyball, and slow pitch softball have a larger core participant base (participate 13+ times per year) than casual participant base (participate 1-12 times per year). Due to the COVID-19 pandemic, most activities showed a decrease in their percentage of core participants, but these percentages for core users are slowly reaching their pre-pandemic levels.



National Participatory Trends - General Sports					
Activity	Participation Levels			% Change	
	2018	2022	2023	5-Year Trend	1-Year Trend
Basketball	24,225	28,149	29,725	22.7%	5.6%
Golf (9 or 18-Hole Course)	24,240	25,566	26,565	9.6%	3.9%
Tennis	17,841	23,595	23,835	33.6%	1.0%
Golf (Entertainment Venue)	9,279	15,540	18,464	99.0%	18.8%
Baseball	15,877	15,478	16,655	4.9%	7.6%
Soccer (Outdoor)	11,405	13,018	14,074	23.4%	8.1%
Pickleball	3,301	8,949	13,582	311.5%	51.8%
Football (Flag)	6,572	7,104	7,266	10.6%	2.3%
Volleyball (Court)	6,317	6,092	6,905	9.3%	13.3%
Badminton	6,337	6,490	6,513	2.8%	0.4%
Softball (Slow Pitch)	7,386	6,036	6,356	-13.9%	5.3%
Soccer (Indoor)	5,233	5,495	5,909	12.9%	7.5%
Football (Tackle)	5,157	5,436	5,618	8.9%	3.3%
Football (Touch)	5,517	4,843	4,949	-10.3%	2.2%
Gymnastics	4,770	4,569	4,758	-0.3%	4.1%
Volleyball (Sand/Beach)	4,770	4,128	3,917	-17.9%	-5.1%
Track and Field	4,143	3,690	3,905	-5.7%	5.8%
Cheerleading	3,841	3,507	3,797	-1.1%	8.3%
Racquetball	3,480	3,521	3,550	2.0%	0.8%
Ice Hockey	2,447	2,278	2,496	2.0%	9.6%
Softball (Fast Pitch)	2,303	2,146	2,323	0.9%	8.2%
Wrestling	1,908	2,036	2,121	11.2%	4.2%
Ultimate Frisbee	2,710	2,142	2,086	-23.0%	-2.6%
Lacrosse	2,098	1,875	1,979	-5.7%	5.5%
Squash	1,285	1,228	1,315	2.3%	7.1%
Roller Hockey	1,734	1,368	1,237	-28.7%	-9.6%
Rugby	1,560	1,166	1,112	-28.7%	-4.6%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	



3.1.4 NATIONAL TRENDS IN GENERAL FITNESS

PARTICIPATION LEVELS

Overall, national fitness participation has grown in recent years, driven by a rising interest in health and quality of life through active lifestyles. In 2023, the most popular fitness activities were those offering flexibility across settings—whether at home, in the gym, or through virtual classes. The activities with the most participation were walking for fitness (114.0 million), treadmill (54.8 million), free weights (53.9 million), running/jogging (48.3 million), and yoga (34.2 million).



FIVE-YEAR TREND

Over the last five years (2018-2023), the activities growing at the highest rate were trail running (48.7%), pilates training (30.6%), barre (21.6%) and yoga (19.1%). Over the same period, the activities that have undergone the biggest decline in participation include group stationary cycling (-34%), cross-training style workout (-29.5%) and traditional/road triathlons (-19.8%).

ONE-YEAR TREND

In the last year, fitness activities with the largest gains in participation were group-related, slow, intentional body motion activities including, tai chi (16.3%), pilates training (15.0%), and barre (12.9%). This 1-year trend is another indicator that participants feel safe returning to group-related activities. Trail running (12.3%) also saw a moderate increase indicating trail connectivity continues to be important for communities to provide. In the same span, fitness activities that had the largest decline in participation were boxing/MMA for fitness (-14.4%), traditional/road triathlons (-2.4%) and weight/resistance machines (-1.9%).

CORE VS. CASUAL TRENDS IN GENERAL FITNESS

Participants of walking for fitness are mostly core users (participating 50+ times) and have seen growth in the last five years.



National Participatory Trends - General Fitness					
Activity	Participation Levels			% Change	
	2018	2022	2023	5-Year Trend	1-Year Trend
Walking for Fitness	111,001	114,759	114,039	2.7%	-0.6%
Treadmill	53,737	53,589	54,829	2.0%	2.3%
Free Weights (Dumbbells/Hand Weights)	51,291	53,140	53,858	5.0%	1.4%
Running/Jogging	49,459	47,816	48,305	-2.3%	1.0%
Yoga	28,745	33,636	34,249	19.1%	1.8%
Stationary Cycling (Recumbent/Upright)	36,668	32,102	32,628	-11.0%	1.6%
Weight/Resistant Machines	36,372	30,010	29,426	-19.1%	-1.9%
Free Weights (Barbells)	27,834	28,678	29,333	5.4%	2.3%
Elliptical Motion/Cross-Trainer	33,238	27,051	27,062	-18.6%	0.0%
Dance, Step, & Choreographed Exercise	22,391	25,163	26,241	17.2%	4.3%
Bodyweight Exercise	24,183	22,034	22,578	-6.6%	2.5%
High Impact/Intensity Training	21,611	21,821	21,801	0.9%	-0.1%
Trail Running	10,010	13,253	14,885	48.7%	12.3%
Rowing Machine	12,096	11,893	12,775	5.6%	7.4%
Stair Climbing Machine	15,025	11,677	12,605	-16.1%	7.9%
Pilates Training	9,084	10,311	11,862	30.6%	15.0%
Cross-Training Style Workout	13,338	9,248	9,404	-29.5%	1.7%
Boxing/MMA for Fitness	7,650	9,787	8,378	9.5%	-14.4%
Martial Arts	5,821	6,355	6,610	13.6%	4.0%
Stationary Cycling (Group)	9,434	6,268	6,227	-34.0%	-0.7%
Cardio Kickboxing	6,838	5,531	5,524	-19.2%	-0.1%
Boot Camp Style Cross-Training	6,695	5,192	5,434	-18.8%	4.7%
Barre	3,532	3,803	4,294	21.6%	12.9%
Tai Chi	3,761	3,394	3,948	5.0%	16.3%
Triathlon (Traditional/Road)	2,168	1,780	1,738	-19.8%	-2.4%
Triathlon (Non-Traditional/Off Road)	1,589	1,350	1,363	-14.2%	1.0%
NOTE: Participation figures are in 000's for the US population ages 6 and over					
Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	

3.1.5 NATIONAL TRENDS IN OUTDOOR/ADVENTURE RECREATION

PARTICIPATION LEVELS

Results from the SFIA report demonstrate rapid growth in participation regarding outdoor/adventure recreation activities. Much like general fitness activities, these activities encourage an active lifestyle, can be performed individually, and are not as limited by time constraints. In 2023, the most popular activities, in terms of total participants include day hiking (61.4 million), freshwater fishing (42.6 million), road bicycling (42.2 million), camping (38.6 million), and wildlife viewing (21.1 million).



DAY HIKING
61.4 MILLION



FRESHWATER
FISHING
42.6 MILLION



ROAD
BICYCLING
42.2 MILLION



CAMPING
38.6 MILLION



WILDLIFE
VIEWING
21.1 MILLION

FIVE-YEAR TREND

From 2018-2023, camping (40.7%), birdwatching (33.0%), skateboarding (37.3%), BMX bicycling (29.7%), and day hiking (28.4%) have undergone large increases in participation. The five-year trend also shows that only two activities declined in participation, adventure racing (-18.4%) and backpacking overnight (5.2%).

ONE-YEAR TREND

The one-year trend shows most activities growing in participation from the previous year. The most rapid growth being indoor climbing (10.0%), BMX bicycling (6.7%), fly fishing (5.8%), and adventure racing (5.5%). Over the last year, the only activities that underwent decreases in participation were road bicycling (-3.0%), overnight backpacking (-2.2%), RV camping (-2.0%), and skateboarding (-1.1%).

CORE VS. CASUAL TRENDS IN OUTDOOR / ADVENTURE RECREATION

Although most outdoor activities have experienced participation growth in the last five years. It should be noted that all outdoor activities participation, besides adventure racing, consist primarily of casual users.



National Participatory Trends - Outdoor / Adventure Recreation					
Activity	Participation Levels			% Change	
	2018	2022	2023	5-Year Trend	1-Year Trend
Hiking (Day)	47,860	59,578	61,444	28.4%	3.1%
Fishing (Freshwater)	38,998	41,821	42,605	9.2%	1.9%
Bicycling (Road)	39,041	43,554	42,243	8.2%	-3.0%
Camping	27,416	37,431	38,572	40.7%	3.0%
Wildlife Viewing (>1/4 mile of Vehicle/Home)	20,556	20,615	21,118	2.7%	2.4%
Camping (Recreational Vehicle)	15,980	16,840	16,497	3.2%	-2.0%
Birdwatching (>1/4 mile of Vehicle/Home)	12,344	15,818	16,423	33.0%	3.8%
Fishing (Saltwater)	12,830	14,344	15,039	17.2%	4.8%
Backpacking Overnight	10,540	10,217	9,994	-5.2%	-2.2%
Bicycling (Mountain)	8,690	8,916	9,289	6.9%	4.2%
Skateboarding	6,500	9,019	8,923	37.3%	-1.1%
Fishing (Fly)	6,939	7,631	8,077	16.4%	5.8%
Archery	7,654	7,428	7,662	0.1%	3.2%
Climbing (Indoor)	5,112	5,778	6,356	24.3%	10.0%
Roller Skating, In-Line	5,040	5,173	5,201	3.2%	0.5%
Bicycling (BMX)	3,439	4,181	4,462	29.7%	6.7%
Climbing (Traditional/Ice/Mountaineering)	2,541	2,452	2,569	1.1%	4.8%
Climbing (Sport/Boulder)	2,184	2,452	2,544	16.5%	3.8%
Adventure Racing	2,215	1,714	1,808	-18.4%	5.5%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
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3.1.6 NATIONAL TRENDS IN AQUATICS

PARTICIPATION LEVELS

Swimming is deemed a lifetime activity, which is why it continues to have such strong participation. In 2023, fitness swimming remained the overall leader in participation (28.2 million) amongst aquatic activities.



FITNESS SWIMMING	AQUATIC EXERCISE	SWIMMING ON A TEAM
28.2 MILLION	11.3 MILLION	3.3 MILLION

FIVE-YEAR TREND

Assessing the five-year trend, all three aquatic activities saw moderate increases in participation.

ONE-YEAR TREND

In 2023, all aquatic activities experienced moderate increases in participation, likely due to the return of facilities and programs to pre-COVID-19 levels. Swimming on a team saw the highest percentage increase in participation, reaching 14.6%.

CORE VS. CASUAL TRENDS IN AQUATICS

All activities in aquatic trends have undergone an increase in casual participation (1-49 times per year) over the last five years.

National Participatory Trends - Aquatics					
Activity	Participation Levels			% Change	
	2018	2022	2023	5-Year Trend	1-Year Trend
Swimming (Fitness)	27,575	26,272	28,173	2.2%	7.2%
Aquatic Exercise	10,518	10,676	11,307	7.5%	5.9%
Swimming on a Team	3,045	2,904	3,327	9.3%	14.6%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
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3.1.7 NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES

PARTICIPATION LEVEL

The most popular water sports / activities based on total participants in 2023 were recreational kayaking (14.7 million), canoeing (10.0 million), and snorkeling (7.5 million). It should be noted that water activity participation tends to vary based on regional, seasonal, and environmental factors. A region with more water access and a warmer climate is more likely to have a higher participation rate in water activities than a region that has a long winter season or limited water access. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of environmental barriers which can influence water activity participation.



RECREATIONAL KAYAKING

14.7 MILLION



CANOEING

10.0 MILLION



SNORKELING

7.5 MILLION



JET SKIING

5.8 MILLION



STAND-UP PADDLING

4.1 MILLION

FIVE-YEAR TREND

Over the last five years, surfing (38.9%), recreational kayaking (33.7%), stand-up paddling (19.6%) and rafting (19.0%) were the fastest growing water activities. From 2018-2023, activities declining in participation were water boardsailing/windsurfing (-7.8%), water skiing (-6.8%), snorkeling (-4.2%) and sea/touring kayaking (-0.2%).

ONE-YEAR TREND

In 2023, there were no activities that saw a decrease in participation. Activities which experienced the largest increases in participation include scuba diving (15.2%), sailing (12.9%), and rafting (12.7%).

CORE VS. CASUAL TRENDS IN WATER SPORTS/ACTIVITIES

As mentioned previously, regional, seasonal, and environmental limiting factors may influence the participation rate of water sports and activities. These factors may also explain why all water-based activities have drastically more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors.



National Participatory Trends - Water Sports / Activities					
Activity	Participation Levels			% Change	
	2018	2022	2023	5-Year Trend	1-Year Trend
Kayaking (Recreational)	11,017	13,561	14,726	33.7%	8.6%
Canoeing	9,129	9,521	9,999	9.5%	5.0%
Snorkeling	7,815	7,376	7,489	-4.2%	1.5%
Jet Skiing	5,324	5,445	5,759	8.2%	5.8%
Stand-Up Paddling	3,453	3,777	4,129	19.6%	9.3%
Sailing	3,754	3,632	4,100	9.2%	12.9%
Rafting	3,404	3,595	4,050	19.0%	12.7%
Surfing	2,874	3,692	3,993	38.9%	8.2%
Water Skiing	3,363	3,040	3,133	-6.8%	3.1%
Scuba Diving	2,849	2,658	3,063	7.5%	15.2%
Kayaking (White Water)	2,562	2,726	2,995	16.9%	9.9%
Wakeboarding	2,796	2,754	2,844	1.7%	3.3%
Kayaking (Sea/Touring)	2,805	2,642	2,800	-0.2%	6.0%
Boardsailing/Windsurfing	1,556	1,391	1,434	-7.8%	3.1%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
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3.1.8 CORE VS. CASUAL PARTICIPATION TRENDS

GENERAL SPORTS

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Basketball	24,225	100%	28,149	100%	29,725	100%	22.7%	5.6%
Casual (1-12 times)	9,335	39%	13,000	46%	14,405	48%	54.3%	10.8%
Core(13+ times)	14,890	61%	15,149	54%	15,320	52%	2.9%	1.1%
Golf (9 or 18-Hole Course)	24,240	100%	25,566	100%	26,565	100%	9.6%	3.9%
Tennis	17,841	100%	23,595	100%	23,835	100%	33.6%	1.0%
Golf (Entertainment Venue)	9,279	100%	15,540	100%	18,464	100%	99.0%	18.8%
Baseball	15,877	100%	15,478	100%	16,655	100%	4.9%	7.6%
Casual (1-12 times)	6,563	41%	7,908	51%	8,934	54%	36.1%	13.0%
Core (13+ times)	9,314	59%	7,570	49%	7,722	46%	-17.1%	2.0%
Soccer (Outdoor)	11,405	100%	13,018	100%	14,074	100%	23.4%	8.1%
Casual (1-25 times)	6,430	56%	7,666	59%	8,706	59%	35.4%	13.6%
Core (26+ times)	4,975	44%	5,352	41%	5,368	41%	7.9%	0.3%
Pickleball	3,301	100%	8,949	100%	13,582	100%	311.5%	51.8%
Casual (1-12 times)	2,011	61%	6,647	74%	8,736	74%	334.4%	31.4%
Core(13+ times)	1,290	39%	2,302	26%	4,846	26%	275.7%	110.5%
Football (Flag)	6,572	100%	7,104	100%	7,266	100%	10.6%	2.3%
Casual (1-12 times)	3,573	54%	4,573	64%	4,624	64%	29.4%	1.1%
Core(13+ times)	2,999	46%	2,531	36%	2,642	36%	-11.9%	4.4%
Core Age 6 to 17 (13+ times)	1,578	24%	1,552	22%	1,661	22%	5.3%	7.0%
Volleyball (Court)	6,317	100%	6,092	100%	6,905	100%	9.3%	13.3%
Casual (1-12 times)	2,867	45%	2,798	46%	3,481	50%	21.4%	24.4%
Core(13+ times)	3,450	55%	3,293	54%	3,425	50%	-0.7%	4.0%
Badminton	6,337	100%	6,490	100%	6,513	100%	2.8%	0.4%
Casual (1-12 times)	4,555	72%	4,636	71%	4,743	73%	4.1%	2.3%
Core(13+ times)	1,782	28%	1,855	29%	1,771	27%	-0.6%	-4.5%
Softball (Slow Pitch)	7,386	100%	6,036	100%	6,356	100%	-13.9%	5.3%
Casual (1-12 times)	3,281	44%	2,666	44%	2,939	46%	-10.4%	10.2%
Core(13+ times)	4,105	56%	3,370	56%	3,417	54%	-16.8%	1.4%
Soccer (Indoor)	5,233	100%	5,495	100%	5,909	100%	12.9%	7.5%
Casual (1-12 times)	2,452	47%	3,144	57%	3,411	57%	39.1%	8.5%
Core(13+ times)	2,782	53%	2,351	43%	2,498	43%	-10.2%	6.3%
Football (Tackle)	5,157	100%	5,436	100%	5,618	100%	8.9%	3.3%
Casual (1-25 times)	2,258	44%	3,120	57%	3,278	58%	45.2%	5.1%
Core(26+ times)	2,898	56%	2,316	43%	2,340	42%	-19.3%	1.0%
Core Age 6 to 17 (26+ times)	2,353	46%	2,088	38%	2,130	38%	-9.5%	2.0%
Football (Touch)	5,517	100%	4,843	100%	4,949	100%	-10.3%	2.2%
Casual (1-12 times)	3,313	60%	3,201	66%	3,301	67%	-0.4%	3.1%
Core(13+ times)	2,204	40%	1,642	34%	1,648	33%	-25.2%	0.4%
Gymnastics	4,770	100%	4,569	100%	4,758	100%	-0.3%	4.1%
Casual (1-49 times)	3,047	64%	3,095	68%	3,315	70%	8.8%	7.1%
Core(50+ times)	1,723	36%	1,473	32%	1,443	30%	-16.3%	-2.0%
Volleyball (Sand/Beach)	4,770	100%	4,128	100%	3,917	100%	-17.9%	-5.1%
Casual (1-12 times)	3,261	68%	2,977	72%	2,769	71%	-15.1%	-7.0%
Core(13+ times)	1,509	32%	1,152	28%	1,148	29%	-23.9%	-0.3%
Track and Field	4,143	100%	3,690	100%	3,905	100%	-5.7%	5.8%
Casual (1-25 times)	2,071	50%	1,896	51%	2,093	54%	1.1%	10.4%
Core(26+ times)	2,072	50%	1,794	49%	1,811	46%	-12.6%	0.9%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)	Moderate Amount of Participants (56-74%)	Majority Amount of Participants (75% or greater)		



GENERAL SPORTS (CONTINUED)

National Core vs Casual Participatory Trends - General Sports								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Cheerleading	3,841	100%	3,507	100%	3,797	100%	-1.1%	8.3%
Casual (1-25 times)	2,039	53%	2,092	60%	2,360	62%	15.7%	12.8%
Core(26+ times)	1,802	47%	1,415	40%	1,438	38%	-20.2%	1.6%
Racquetball	3,480	100%	3,521	100%	3,550	100%	2.0%	0.8%
Casual (1-12 times)	2,407	69%	2,583	73%	2,694	76%	11.9%	4.3%
Core(13+ times)	1,073	31%	938	27%	855	24%	-20.3%	-8.8%
Ice Hockey	2,447	100%	2,278	100%	2,496	100%	2.0%	9.6%
Casual (1-12 times)	1,105	45%	1,209	53%	1,458	58%	31.9%	20.6%
Core(13+ times)	1,342	55%	1,068	47%	1,038	42%	-22.7%	-2.8%
Softball (Fast Pitch)	2,303	100%	2,146	100%	2,323	100%	0.9%	8.2%
Casual (1-25 times)	1,084	47%	1,002	47%	1,123	48%	3.6%	12.1%
Core(26+ times)	1,219	53%	1,144	53%	1,201	52%	-1.5%	5.0%
Wrestling	1,908	100%	2,036	100%	2,121	100%	11.2%	4.2%
Casual (1-25 times)	1,160	61%	1,452	71%	1,589	75%	37.0%	9.4%
Core(26+ times)	748	39%	585	29%	532	25%	-28.9%	-9.1%
Ultimate Frisbee	2,710	100%	2,142	100%	2,086	100%	-23.0%	-2.6%
Casual (1-12 times)	1,852	68%	1,438	67%	1,523	67%	-17.8%	5.9%
Core(13+ times)	858	32%	703	33%	563	33%	-34.4%	-19.9%
Lacrosse	2,098	100%	1,875	100%	1,979	100%	-5.7%	5.5%
Casual (1-12 times)	1,036	49%	999	53%	1,129	53%	9.0%	13.0%
Core(13+ times)	1,061	51%	876	47%	850	47%	-19.9%	-3.0%
Squash	1,285	100%	1,228	100%	1,315	100%	2.3%	7.1%
Casual (1-7 times)	796	62%	816	66%	927	70%	16.5%	13.6%
Core(8+ times)	489	38%	413	34%	387	29%	-20.9%	-6.3%
Roller Hockey	1,734	100%	1,368	100%	1,237	100%	-28.7%	-9.6%
Casual (1-12 times)	1,296	75%	1,065	78%	938	76%	-27.6%	-11.9%
Core(13+ times)	437	25%	303	22%	298	24%	-31.8%	-1.7%
Rugby	1,560	100%	1,166	100%	1,112	100%	-28.7%	-4.6%
Casual (1-7 times)	998	64%	758	65%	729	66%	-27.0%	-3.8%
Core(8+ times)	562	36%	408	35%	384	35%	-31.7%	-5.9%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			



GENERAL FITNESS

National Participatory Trends - General Fitness								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Walking for Fitness	111,001	100%	114,759	100%	114,039	100%	2.7%	-0.6%
Casual (1-49 times)	36,139	33%	38,115	33%	38,169	33%	5.6%	0.1%
Core(50+ times)	74,862	67%	76,644	67%	75,871	67%	1.3%	-1.0%
Treadmill	53,737	100%	53,589	100%	54,829	100%	2.0%	2.3%
Casual (1-49 times)	25,826	48%	26,401	49%	27,991	51%	8.4%	6.0%
Core(50+ times)	27,911	52%	27,189	51%	26,837	49%	-3.8%	-1.3%
Free Weights (Dumbbells/Hand Weights)	51,291	100%	53,140	100%	53,858	100%	5.0%	1.4%
Casual (1-49 times)	18,702	36%	22,428	42%	23,238	43%	24.3%	3.6%
Core(50+ times)	32,589	64%	30,712	58%	30,619	57%	-6.0%	-0.3%
Running/Jogging	49,459	100%	47,816	100%	48,305	100%	-2.3%	1.0%
Casual (1-49 times)	24,399	49%	23,776	50%	24,175	50%	-0.9%	1.7%
Core(50+ times)	25,061	51%	24,040	50%	24,129	50%	-3.7%	0.4%
Yoga	28,745	100%	33,636	100%	34,249	100%	19.1%	1.8%
Casual (1-49 times)	17,553	61%	20,409	61%	20,654	60%	17.7%	1.2%
Core(50+ times)	11,193	39%	13,228	39%	13,595	40%	21.5%	2.8%
Stationary Cycling (Recumbent/Upright)	36,668	100%	32,102	100%	32,628	100%	-11.0%	1.6%
Casual (1-49 times)	19,282	53%	15,424	48%	15,901	49%	-17.5%	3.1%
Core(50+ times)	17,387	47%	16,678	52%	16,728	51%	-3.8%	0.3%
Weight/Resistant Machines	36,372	100%	30,010	100%	29,426	100%	-19.1%	-1.9%
Casual (1-49 times)	14,893	41%	12,387	41%	11,361	39%	-23.7%	-8.3%
Core(50+ times)	21,479	59%	17,623	59%	18,065	61%	-15.9%	2.5%
Free Weights (Barbells)	27,834	100%	28,678	100%	29,333	100%	5.4%	2.3%
Casual (1-49 times)	11,355	41%	13,576	47%	14,174	48%	24.8%	4.4%
Core(50+ times)	16,479	59%	15,103	53%	15,159	52%	-8.0%	0.4%
Elliptical Motion/Cross-Trainer	33,238	100%	27,051	100%	27,062	100%	-18.6%	0.0%
Casual (1-49 times)	16,889	51%	14,968	55%	13,898	51%	-17.7%	-7.1%
Core(50+ times)	16,349	49%	12,083	45%	13,164	49%	-19.5%	8.9%
Dance, Step, & Choreographed Exercise	22,391	100%	25,163	100%	26,241	100%	17.2%	4.3%
Casual (1-49 times)	14,503	65%	17,096	68%	18,179	69%	25.3%	6.3%
Core(50+ times)	7,888	35%	8,067	32%	8,063	31%	2.2%	0.0%
Bodyweight Exercise	24,183	100%	22,034	100%	22,578	100%	-6.6%	2.5%
Casual (1-49 times)	9,674	40%	9,514	43%	10,486	46%	8.4%	10.2%
Core(50+ times)	14,509	60%	12,520	57%	12,092	54%	-16.7%	-3.4%
High Impact/Intensity Training	21,611	100%	21,821	100%	21,801	100%	0.9%	-0.1%
Casual (1-49 times)	11,828	55%	12,593	58%	12,559	58%	6.2%	-0.3%
Core(50+ times)	9,783	45%	9,228	42%	9,242	42%	-5.5%	0.2%
Trail Running	10,010	100%	13,253	100%	14,885	100%	48.7%	12.3%
Casual (1-25 times)	8,000	80%	10,792	81%	12,260	82%	53.3%	13.6%
Core(26+ times)	2,009	20%	2,461	19%	2,625	18%	30.7%	6.7%
Rowing Machine	12,096	100%	11,893	100%	12,775	100%	5.6%	7.4%
Casual (1-49 times)	7,744	64%	7,875	66%	8,473	66%	9.4%	7.6%
Core(50+ times)	4,352	36%	4,017	34%	4,302	34%	-1.1%	7.1%
Stair Climbing Machine	15,025	100%	11,677	100%	12,605	100%	-16.1%	7.9%
Casual (1-49 times)	9,643	64%	7,569	65%	8,075	64%	-16.3%	6.7%
Core(50+ times)	5,382	36%	4,108	35%	4,530	36%	-15.8%	10.3%
Pilates Training	9,084	100%	10,311	100%	11,862	100%	30.6%	15.0%
Casual (1-49 times)	5,845	64%	7,377	72%	8,805	74%	50.6%	19.4%
Core(50+ times)	3,238	36%	2,935	28%	3,057	26%	-5.6%	4.2%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)	Moderate Amount of Participants (56-74%)	Majority Amount of Participants (75% or greater)	



GENERAL FITNESS (CONTINUED)

National Participatory Trends - General Fitness									
Activity	Participation Levels						% Change		
	2018		2022		2023		5-Year Trend	1-Year Trend	
	#	%	#	%	#	%			
Cross-Training Style Workout	13,338	100%	9,248	100%	9,404	100%	-29.5%	1.7%	
Casual (1-49 times)	6,594	49%	4,281	46%	4,391	47%	-33.4%	2.6%	
Core(50+ times)	6,744	51%	4,968	54%	5,013	53%	-25.7%	0.9%	
Boxing/MMA for Fitness	7,650	100%	9,787	100%	8,378	100%	9.5%	-14.4%	
Casual (1-12 times)	4,176	55%	6,191	63%	5,003	60%	19.8%	-19.2%	
Core(13+ times)	3,473	45%	3,596	37%	3,375	40%	-2.8%	-6.1%	
Martial Arts	5,821	100%	6,355	100%	6,610	100%	13.6%	4.0%	
Casual (1-12 times)	1,991	34%	3,114	49%	3,481	53%	74.8%	11.8%	
Core(13+ times)	3,830	66%	3,241	51%	3,130	47%	-18.3%	-3.4%	
Stationary Cycling (Group)	9,434	100%	6,268	100%	6,227	100%	-34.0%	-0.7%	
Casual (1-49 times)	6,097	65%	3,925	63%	3,783	61%	-38.0%	-3.6%	
Core(50+ times)	3,337	35%	2,344	37%	2,444	39%	-26.8%	4.3%	
Cardio Kickboxing	6,838	100%	5,531	100%	5,524	100%	-19.2%	-0.1%	
Casual (1-49 times)	4,712	69%	3,958	72%	3,929	71%	-16.6%	-0.7%	
Core(50+ times)	2,126	31%	1,573	28%	1,596	29%	-24.9%	1.5%	
Boot Camp Style Cross-Training	6,695	100%	5,192	100%	5,434	100%	-18.8%	4.7%	
Casual (1-49 times)	4,780	71%	3,691	71%	4,003	74%	-16.3%	8.5%	
Core(50+ times)	1,915	29%	1,500	29%	1,432	26%	-25.2%	-4.5%	
Barre	3,532	100%	3,803	100%	4,294	100%	21.6%	12.9%	
Casual (1-49 times)	2,750	78%	3,022	79%	3,473	81%	26.3%	14.9%	
Core(50+ times)	782	22%	781	21%	821	19%	5.0%	5.1%	
Tai Chi	3,761	100%	3,394	100%	3,948	100%	5.0%	16.3%	
Casual (1-49 times)	2,360	63%	2,139	63%	2,748	70%	16.4%	28.5%	
Core(50+ times)	1,400	37%	1,255	37%	1,200	30%	-14.3%	-4.4%	
Triathlon (Traditional/Road)	2,168	100%	1,780	100%	1,738	100%	-19.8%	-2.4%	
Triathlon (Non-Traditional/Off Road)	1,589	100%	1,350	100%	1,363	100%	-14.2%	1.0%	
NOTE: Participation figures are in 000's for the US population ages 6 and over									
Participation Growth/Decline:		Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:		Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			



OUTDOOR/ADVENTURE RECREATION

National Participatory Trends - Outdoor / Adventure Recreation								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Hiking (Day)	47,860	100%	59,578	100%	61,444	100%	28.4%	3.1%
Casual (1-7 times)	37,238	78%	44,154	74%	45,336	74%	21.7%	2.7%
Core(8+ times)	10,622	22%	15,424	26%	16,108	26%	51.6%	4.4%
Fishing (Freshwater)	38,998	100%	41,821	100%	42,605	100%	9.2%	1.9%
Casual (1-7 times)	21,099	54%	23,430	56%	23,964	56%	13.6%	2.3%
Core(8+ times)	17,899	46%	18,391	44%	18,641	44%	4.1%	1.4%
Bicycling (Road)	39,041	100%	43,554	100%	42,243	100%	8.2%	-3.0%
Casual (1-25 times)	20,777	53%	23,278	53%	22,520	53%	8.4%	-3.3%
Core(26+ times)	18,264	47%	20,276	47%	19,723	47%	8.0%	-2.7%
Camping	27,416	100%	37,431	100%	38,572	100%	40.7%	3.0%
Casual (1-7 times)	20,611	75%	28,459	76%	29,060	75%	41.0%	2.1%
Core(8+ times)	6,805	25%	8,972	24%	9,513	25%	39.8%	6.0%
Wildlife Viewing (>1/4 mile of Vehicle/Home)	20,556	100%	20,615	100%	21,118	100%	2.7%	2.4%
Camping (Recreational Vehicle)	15,980	100%	16,840	100%	16,497	100%	3.2%	-2.0%
Casual (1-7 times)	9,103	57%	10,286	61%	9,801	59%	7.7%	-4.7%
Core(8+ times)	6,877	43%	6,553	39%	6,695	41%	-2.6%	2.2%
Birdwatching (>1/4 mile of Vehicle/Home)	12,344	100%	15,818	100%	16,423	100%	33.0%	3.8%
Fishing (Saltwater)	12,830	100%	14,344	100%	15,039	100%	17.2%	4.8%
Casual (1-7 times)	7,636	60%	9,151	64%	9,904	66%	29.7%	8.2%
Core(8+ times)	5,194	40%	5,192	36%	5,135	34%	-1.1%	-1.1%
Backpacking Overnight	10,540	100%	10,217	100%	9,994	100%	-5.2%	-2.2%
Bicycling (Mountain)	8,690	100%	8,916	100%	9,289	100%	6.9%	4.2%
Casual (1-12 times)	4,294	49%	4,896	55%	5,434	58%	26.5%	11.0%
Core(13+ times)	4,396	51%	4,020	45%	3,854	41%	-12.3%	-4.1%
Skateboarding	6,500	100%	9,019	100%	8,923	100%	37.3%	-1.1%
Casual (1-25 times)	3,989	61%	6,469	72%	6,504	73%	63.0%	0.5%
Core(26+ times)	2,511	39%	2,559	28%	2,418	27%	-3.7%	-5.5%
Fishing (Fly)	6,939	100%	7,631	100%	8,077	100%	16.4%	5.8%
Casual (1-7 times)	4,460	64%	4,993	65%	5,417	67%	21.5%	8.5%
Core(8+ times)	2,479	36%	2,638	35%	2,659	33%	7.3%	0.8%
Archery	7,654	100%	7,428	100%	7,662	100%	0.1%	3.2%
Casual (1-25 times)	6,514	85%	6,202	83%	6,483	85%	-0.5%	4.5%
Core(26+ times)	1,140	15%	1,227	17%	1,179	15%	3.4%	-3.9%
Climbing (Indoor)	5,112	100%	5,778	100%	6,356	100%	24.3%	10.0%
Roller Skating, In-Line	5,040	100%	5,173	100%	5,201	100%	3.2%	0.5%
Casual (1-12 times)	3,680	73%	3,763	73%	3,840	74%	4.3%	2.0%
Core(13+ times)	1,359	27%	1,410	27%	1,361	26%	0.1%	-3.5%
Bicycling (BMX)	3,439	100%	4,181	100%	4,462	100%	29.7%	6.7%
Casual (1-12 times)	2,052	60%	2,792	67%	3,130	70%	52.5%	12.1%
Core(13+ times)	1,387	40%	1,389	33%	1,332	30%	-4.0%	-4.1%
Climbing (Traditional/Ice/Mountaineering)	2,541	100%	2,452	100%	2,568	100%	1.1%	4.7%
Climbing (Sport/Boulder)	2,184	100%	2,452	100%	2,544	100%	16.5%	3.8%
Adventure Racing	2,215	100%	1,714	100%	1,808	100%	-18.4%	5.5%
Casual (1 time)	581	26%	236	14%	405	22%	-30.3%	71.6%
Core(2+ times)	1,634	74%	1,478	86%	1,403	78%	-14.1%	-5.1%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)	Moderate Amount of Participants (56-74%)	Majority Amount of Participants (75% or greater)	



AQUATICS

CITY OF MENDOTA HEIGHTS, MN

MASTER PLAN; DEMOGRAPHICS AND TRENDS

National Participatory Trends - Aquatics								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Swimming (Fitness)	27,575	100%	26,272	100%	28,173	100%	2.2%	7.2%
Casual (1-49 times)	18,728	68%	18,827	72%	20,620	73%	10.1%	9.5%
Core(50+ times)	8,847	32%	7,445	28%	7,553	27%	-14.6%	1.5%
Aquatic Exercise	10,518	100%	10,676	100%	11,307	100%	7.5%	5.9%
Casual (1-49 times)	7,391	70%	8,626	81%	9,298	82%	25.8%	7.8%
Core(50+ times)	3,127	30%	2,050	19%	2,009	18%	-35.8%	-2.0%
Swimming on a Team	3,045	100%	2,904	100%	3,327	100%	9.3%	14.6%
Casual (1-49 times)	1,678	55%	1,916	66%	2,280	69%	35.9%	19.0%
Core(50+ times)	1,367	45%	988	34%	1,047	31%	-23.4%	6.0%

NOTE: Participation figures are in 000's for the US population ages 6 and over

Participation Growth/Decline:	Large Increase (greater than 25%)	Moderate Increase (0% to 25%)	Moderate Decrease (0% to -25%)	Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)	Moderate Amount of Participants (56-74%)	Majority Amount of Participants (75% or greater)		



WATER SPORTS/ACTIVITIES

National Participatory Trends - Water Sports / Activities								
Activity	Participation Levels						% Change	
	2018		2022		2023		5-Year Trend	1-Year Trend
	#	%	#	%	#	%		
Kayaking (Recreational)	11,017	100%	13,561	100%	14,726	100%	33.7%	8.6%
Canoeing	9,129	100%	9,521	100%	9,999	100%	9.5%	5.0%
Snorkeling	7,815	100%	7,376	100%	7,489	100%	-4.2%	1.5%
Casual (1-7 times)	6,321	81%	6,005	81%	6,086	81%	-3.7%	1.3%
Core(8+ times)	1,493	19%	1,371	19%	1,403	19%	-6.0%	2.3%
Jet Skiing	5,324	100%	5,445	100%	5,759	100%	8.2%	5.8%
Casual (1-7 times)	3,900	73%	4,151	76%	4,490	78%	15.1%	8.2%
Core(8+ times)	1,425	27%	1,294	24%	1,269	22%	-10.9%	-1.9%
Stand-Up Paddling	3,453	100%	3,777	100%	4,129	100%	19.6%	9.3%
Sailing	3,754	100%	3,632	100%	4,100	100%	9.2%	12.9%
Casual (1-7 times)	2,596	69%	2,633	72%	3,117	76%	20.1%	18.4%
Core(8+ times)	1,159	31%	999	28%	984	24%	-15.1%	-1.5%
Rafting	3,404	100%	3,595	100%	4,050	100%	19.0%	12.7%
Surfing	2,874	100%	3,692	100%	3,993	100%	38.9%	8.2%
Casual (1-7 times)	1,971	69%	2,444	66%	2,655	66%	34.7%	8.6%
Core(8+ times)	904	31%	1,248	34%	1,338	34%	48.0%	7.2%
Water Skiing	3,363	100%	3,040	100%	3,133	100%	-6.8%	3.1%
Casual (1-7 times)	2,499	74%	2,185	72%	2,302	73%	-7.9%	5.4%
Core(8+ times)	863	26%	855	28%	832	27%	-3.6%	-2.7%
Scuba Diving	2,849	100%	2,658	100%	3,063	100%	7.5%	15.2%
Casual (1-7 times)	2,133	75%	2,012	76%	2,374	78%	11.3%	18.0%
Core(8+ times)	716	25%	646	24%	689	22%	-3.8%	6.7%
Kayaking (White Water)	2,562	100%	2,726	100%	2,995	100%	16.9%	9.9%
Wakeboarding	2,796	100%	2,754	100%	2,844	100%	1.7%	3.3%
Casual (1-7 times)	1,900	68%	2,075	75%	2,119	75%	11.5%	2.1%
Core(8+ times)	896	32%	679	25%	725	25%	-19.1%	6.8%
Kayaking (Sea/Touring)	2,805	100%	2,642	100%	2,800	100%	-0.2%	6.0%
Boardsailing/Windsurfing	1,556	100%	1,391	100%	1,434	100%	-7.8%	3.1%
Casual (1-7 times)	1,245	80%	1,103	79%	1,162	81%	-6.7%	5.3%
Core(8+ times)	310	20%	288	21%	272	19%	-12.3%	-5.6%
NOTE: Participation figures are in 000's for the US population ages 6 and over								
Participation Growth/Decline:	Large Increase (greater than 25%)		Moderate Increase (0% to 25%)		Moderate Decrease (0% to -25%)		Large Decrease (less than -25%)	
Core vs Casual Distribution:	Evenly Divided between Core and Casual Participants (45-55%)		Moderate Amount of Participants (56-74%)		Majority Amount of Participants (75% or greater)			



APPENDIX 5 : BENCHMARK ANALYSIS

1.1.1 INTRODUCTION

Mendota Heights Parks and Recreation identified operating metrics to benchmark against comparable parks and recreation agencies. This report is intended to provide reference points from the benchmark agencies and how Mendota Heights Parks and Recreation relates congruently. The goal of the analysis is to evaluate how Mendota Heights Parks and Recreation is positioned among peer best practice agencies with a combination of operating metrics that factor budgets, staffing levels, and inventories, as well as data about golf courses on City property.

Due to differences in how each park system collects, maintains, and reports data, the benchmark agencies' answers may have details that are not able to be verified through research. The data provided will be considered accurate as related to the questions. Any unknown variations may impact program descriptions, financial data, staffing, and park visitors. Therefore, the overall comparison must be viewed with this in mind. The benchmark data collection for all systems was complete as of June 2024, and it is possible that information in this report may have changed since the original collection date. In some instances, the information was not tracked or not available from the participating agencies, which is indicated as "not provided" in the data tables.

1.1.2 METHODOLOGY

After Mendota Heights Parks and Recreation determined the information they wanted to obtain from the benchmark agencies, a data request listing the metrics in the form of questions was sent to these agencies:

1. Golden Valley, MN Parks and Recreation
2. Green River, WY Parks and Recreation
3. New Brighton, MN Parks and Recreation
4. New Hope, MN Parks and Recreation
5. West Saint Paul, MN Parks and Recreation

Four of the five benchmark cities were chosen not only because of their proximity to Mendota Heights Parks and Recreation, but also to learn about their approach to programming, activity fees, and management practices. Green River Parks and Recreation is in Wyoming, but the community size and park system are the closest to any of the other benchmark agencies and will provide the closest comparison to Mendota Heights. Although the benchmark agencies are not an exact parallel to Mendota Heights, the data about their park systems will provide information that is pertinent as a reference with Mendota Heights Parks and Recreation regarding their operations. They were chosen as agencies that offer programs, activities, and events along with the facilities and amenities in their system to assist in the internal evaluation of what Mendota Heights Parks and Recreation offers and what areas are considered gaps in their programs and events.

The data request forms were completed and returned by the benchmark agencies and the data was organized into charts and graphics that portray the metrics for reference to the City of Mendota Heights. The consultants will also use the data researched to aid in the development of the Master Plan.



CHAPTER TWO BENCHMARK ANALYSIS METRICS

2.1.1 CITIES

The chart below presents statistical data regarding various cities where the benchmark park systems are located. (**Figure 1.**) Data for the population of the benchmark cities and the City size in square miles depicts the similarity to Mendota Heights. For benchmarking purposes, this analysis uses metrics to identify cities with park systems and fundamental characteristics similar to those of Mendota Heights.

The population column details the number of residents to understand the number of visitors to the parks and what programs they use.

The size (square miles) of the cities will provide additional information about the community and how parks can allocate resources for larger or smaller cities.

Overall, the chart serves as a valuable tool for comparing the demographic and spatial characteristics of the benchmark cities to the metrics that Mendota Heights Parks and Recreation will use to evaluate their own park operations and make improvements where necessary to serve the residents of the Mendota Heights community.

Benchmark Data: CITY INFORMATION		
Agency	Population	City Size (square miles)
Mendota Heights, MN	11,744	10.05 Square Miles
Golden Valley, MN	22,522	10.55 Square Miles
Green River, WY	11,401	14 Square Miles
New Brighton, MN	22,413	7.06 Square Miles
New Hope, MN	21,986	6 Square Miles
West Saint Paul, MN	21,722	5.01 Square Miles

Figure 1. Benchmark Cities Information

With a population of 11,744, Mendota Heights is the second smallest among all benchmark cities and ranks third in land area. While Golden Valley is slightly larger in size, its population is nearly double that of Mendota Heights, resulting in significantly higher population density.



2.1.2 NATIONAL RECREATION AND PARK ASSOCIATION BENCHMARKING

To provide additional contrast data to Mendota Heights Parks and Recreation, information will also be shown about park systems throughout the United States that was obtained by the **National Recreation and Parks Association (NRPA)**, *2024 NRPA Agency Performance Review*. For this report, NRPA data is categorized by several metrics. The analysis will focus specifically on data from cities with populations under 20,000 residents. (**Figure 2.**) The benchmark cities data should be used as an additional reference for Mendota Heights Parks and Recreation, but because NRPA segments their city population, their data should be an extended view of agencies nationwide. NRPA does not gather data for the metrics Mendota Heights Parks and Recreation chose to evaluate, so some charts will not show NRPA data. The NPRA data is collected from 1,000 park and recreation agencies and where NRPA data is available for comparison to the benchmark metrics in this report, it will be listed below the corresponding chart or graph.

Mendota Heights Parks and Recreation has 1,168 residents per square mile of the City

- NRPA ranks Mendota Heights in the upper quartile with cities “less than 20,000 people” for population density when compared to the other cities, towns and census designated places (CDP)

2.1.3 PARKS

The parks information chart (**Figure 3.**) provides an overview of metrics and answers from the benchmark agencies. The metrics indicate the number of parks, total acres of parkland maintained, and miles of trails. Acres maintained in a park system relate to the number of maintenance staff, and often to the maintenance level standards. Acres per maintenance staff is not definitive; only a recommendation based on routine park maintenance practices. The FTE maintenance staff calculation derived from parkland and



Agencies	Total Number of Parks	Acres Maintained	Miles Paved Trails	Miles Unpaved Trails
Mendota Heights Parks and Recreation	17	296	32.23	6.84
Golden Valley Parks and Recreation	35	506	57.3	0
Green River Parks and Recreation	28	800	12	Apx. 2
New Brighton Parks and Recreation	17	243	data not provided	
New Hope Parks and Recreation	18	200	6	0.03
West Saint Paul Parks and Recreation	17	145	14	0.5

Figure 3. Park Property Information



trails information is to be interpreted as a guide and does not include information about the type of parkland maintained, the presence or number of sports fields, or each agency's maintenance schedules. Trails are a desired amenity by residents and will require specific maintenance to keep them presentable, safe, and useable. This chart does not have specific information about the level of maintenance, but when

Utilizing NRPA Cities, agencies have an average 20.9 acres of parkland per 1,000 residents and 9.2 miles of trails in their park system.

Mendota Heights Parks and Recreation has 296 acres of parkland, equaling 25.39 acres per 1,000 residents and a total of 39.07 miles of trails.

compared with employees required to care for park acres, number of parks, and number of trails later in this report, more information will be presented to show the correlation. The chart shows the number of parks each agency is responsible for, giving a view of the breadth of park coverage in total acres. Parks contain various amenities and require distinct types of maintenance as well as specific maintenance levels to adhere to individual agency standards. Therefore, the number of parks as well as total acres maintained are factors that will assist Mendota Heights Parks and Recreation for the care of their parks and required staff numbers with those of the benchmark agencies. The acres maintained column also provides information on the total area of land each agency maintains within their parks, highlighting the scale of their operations. Additionally, the miles paved trails and miles unpaved trails columns quantify the extent of trail infrastructure available in each park system, another factor influencing the number of maintenance staff.

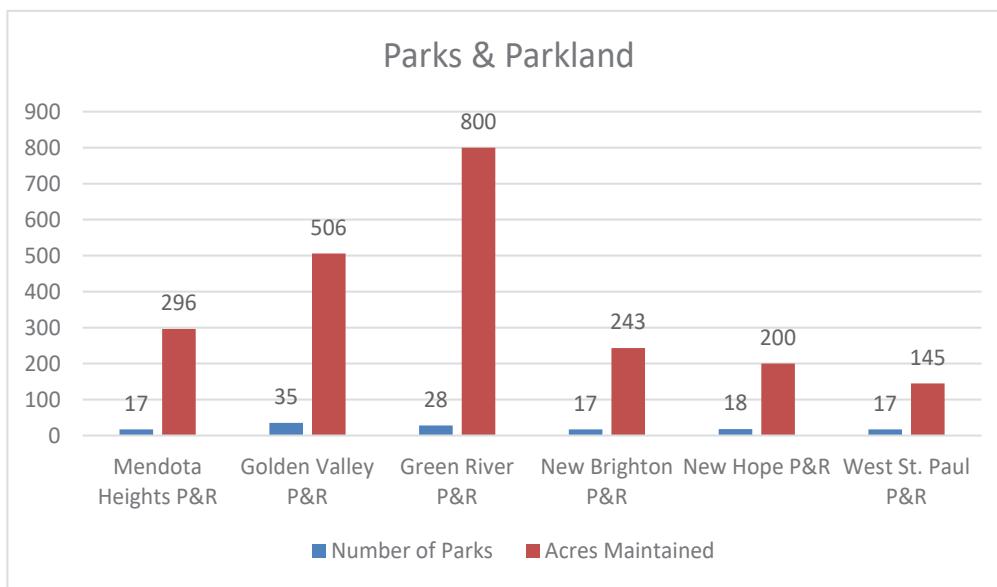


Figure 4. Parks and Parkland

NRPA Agencies with 250 acres or less have 8.9 FTE



The bar graph above clearly shows that Green River P&R has 2.70 times more acres maintained than Mendota Heights Parks and Recreation. (504 more acres) A greater number of acres in a park system is usually related to a larger city, but in this case both Green River and Mendota Heights are nearly the same population. (Mendota Heights has 343 more residents than Green River)

For instance, an agency overseeing a sizable number of parks typically manages a substantial amount of parkland. This extensive coverage requires considerable resources and coordination to ensure that all areas are adequately maintained. The larger the number of parks in a system, natural areas, ball fields and facilities affect the type of maintenance beyond just the acres maintained.

Moreover, having more parks often indicates a broader commitment to providing accessible green spaces for the community. This contributes to environmental conservation, recreational opportunities, and public well-being. Each park, regardless of size, adds to the total acreage the agency is responsible for, and cumulatively, this can result in a large, varied type of parkland requiring maintenance. This reflects the total staff that each of the benchmark agencies require to care for in their park systems.

This underscores the need for effective resource allocation and strategic planning to maintain high standards of park care across all properties.

2.1.4 STAFF

The contents of the chart below show the number of staff for each benchmark agency separated into the various employee positions as well as their job classification. (Figure 5.)

Benchmark Data: STAFF INFORMATION					
Agencies	Full-Time Employees for Parks and Rec	Seasonal Employees for Parks and Rec	Full-Time Parks Maintenance Staff	Part-Time Maintenance Staff	Seasonal Maintenance Staff
Mendota Heights Parks and Recreation	6.25	49	4.25	0	2
Golden Valley Parks and Recreation	21	155	7	0	4
Green River Parks and Recreation	21	85	9	1	22
New Brighton Parks and Recreation	21	250	6	data not provided	
New Hope Parks and Recreation	11.63	248	4.5	0	5
West Saint Paul Parks and Recreation	12.25	45	5	0	10

Figure 5. Staff Information

Responses from NRPA agencies in cities of 20,000 or less show 14.0 (FTEs) Full Time Equivalent employees

Mendota Heights Parks and Recreation has:

- the **lowest** number of **full-time staff**. There is an **imbalance of personnel** in maintenance, recreation and administrative divisions.

Seasonal staff are vital during peak visitation times, such as spring and summer, when the number of park visitors significantly increases. They support the full-time staff by assisting with the increased level of responsibilities and ensure the parks can accommodate the surge in visitors.



Mendota Heights Parks and Recreation has:

- the second lowest number of seasonal staff in parks and recreation benchmark communities

Seasonal maintenance staff play a crucial role in keeping parks in optimal condition throughout the year, but their efforts are especially important during busy seasons. The range of seasonal weather conditions demand more intensive plant care and turf care, foliage and leaf maintenance, and snow plowing and removal.

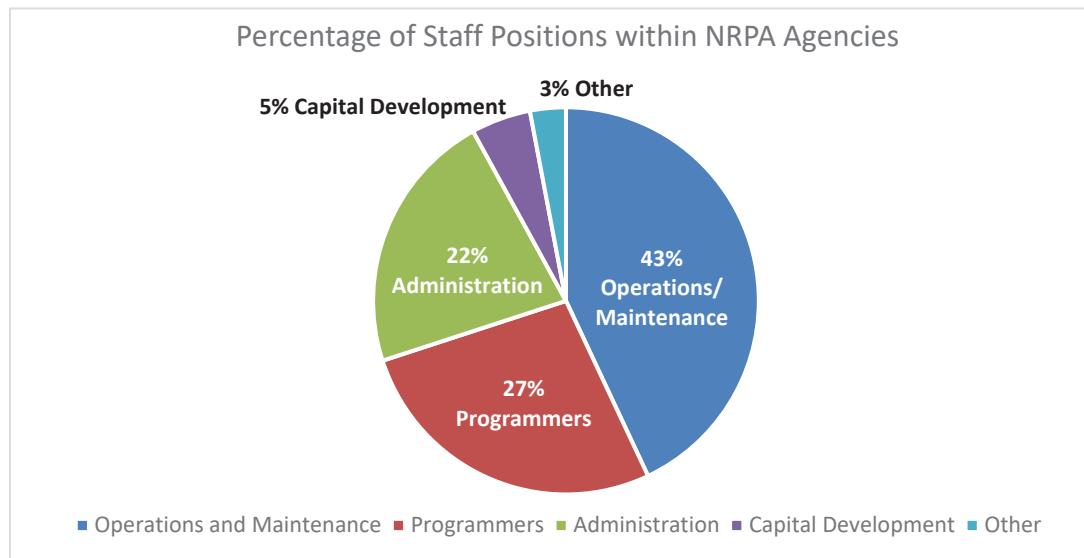


Figure 6. Staff Positions

Referring to the NRPA percentage calculations above (Figure 6.), percentages were used to determine what the Mendota Heights Parks and Recreation full time **operations/ maintenance staff** ratio is to the **overall full-time staff**. Mendota Heights Parks and Recreation is above the NRPA percentage of 43% for maintenance/operations employees by referencing park systems nationally from NRPA and the highest for benchmark cities.

Benchmark Data: STAFF INFORMATION					
Agencies	Total Staff	Full-Time Parks Maintenance Staff	Current Percentage	NRPA Percentage Data	Comparison
Mendota Heights Parks and Recreation	6.25	4.25	68.0%	43%	More
Golden Valley Parks and Recreation	21	7	33%		Less
Green River Parks and Recreation	21	9	43%		with NRPA
New Brighton Parks and Recreation	21	6	28%		Less
New Hope Parks and Recreation	11.63	4.5	39%		Less
West Saint Paul Parks and Recreation	12.25	5	41%		Less

Figure 7. Staff Information



Full-time and seasonal staff are integral to the continuous management and operation of parks, whereas full-time, part-time, and seasonal maintenance staff are all responsible for the ongoing upkeep of park facilities and grounds. However, there is currently an imbalanced number of staff across these categories, which impacts operational efficiency and workload distribution.

2.1.5 CORE PROGRAMS

The comprehensive list of core programs was developed by combining the core programs of all benchmark agencies. (Figure 8.) The data for core programs across the benchmark agencies reveal interesting comparisons between Mendota Heights Parks and Recreation and other agencies.

CORE PROGRAMS	Benchmark Data: CORE PROGRAMS					
	Mendota Heights Parks and Recreation	Golden Valley Parks and Recreation	Green River Parks and Recreation	New Brighton Parks and Recreation	New Hope Parks and Recreation	West Saint Paul Parks and Recreation
Adult Programs					●	
Adult Sports			●	●	●	
Adult Softball	●					
Arts and Technology Programming	●					
Community Center Activities				●		
Curling, Lawn Bowling		●				
Family Programs					●	
Field Trips	●					
Fitness Programs			●	●		
Golf Programs	●	●		●	●	
Gym Programs					●	
Gymnastics	● with partner					●
Indoor Ice					●	
Kids Programming (games and activities)						●
Movies in the Park	●					●
Net Programs (Tennis & Pickleball)	●					●
Outdoor Aquatics					●	
Pee Wee Sports						●
Playgrounds				●		●
Recreation Games Day	●					●
Senior Programming	●			●	●	
Special Events	●	●	●	●	●	
Specialty Programs		●	●			
Summer Playground Programs		●				
Theater	● with partner					●
Youth Camps and Field Trips	●			●		●
Youth Programs	●	●	●		●	
Youth Sports	●		●	●	●	●
Youth Tennis	●					●

Figure 8. Core Programs

Mendota Heights Parks and Recreation provides a focused selection of programs, singularly offering Arts and Technology Programming as a unique program provided only by them.

Core Programs that Mendota Heights offers are:

- Special Events and Programming
- Net Sports
- Senior Programming
- Golf Programs
- Art and Technology
- Youth Camps and Field Trips



Mendota Heights Parks and Recreation offers **programs that two or more benchmark agencies also offer** indicating programs that are popular with residents in their respective communities:

- Adult Softball
- Senior Programming
- Specialty Events
- Youth Sports
- Youth Programs

Areas that **could be considered as gaps in core programs** at Mendota Heights Parks and Recreation that the benchmark agencies offer but Mendota Heights Parks and Recreation does not offer are:

- Adult Programs
- Adult Sports
- Curling, Lawn Bowling
- Community Center Activities
- Family Programs
- Fitness Programs
- Gym Programs
- Indoor Ice
- Kids Programming (games and activities)
- Outdoor Aquatics
- Pee Wee Sports
- Playgrounds
- Specialty Programs
- Summer Playground Programs

In summary, while Mendota Heights Parks and Recreation offers niche programs for Arts and Technology Programming as well as Adult Softball and Field Trips, the other agencies collectively offer a wide-ranging set of programs that cover physical fitness, active engagement, sports, and physical activities. This distinction highlights a more targeted approach with Mendota Heights Parks and Recreation versus the broad, inclusive strategy employed by the benchmark agencies.

The total number of programs for all agencies:

❖ Mendota Heights Parks and Recreation:	15 programs
❖ Golden Valley Parks and Recreation	6 programs
❖ Green River Parks and Recreation	6 programs
❖ New Brighton Parks and Recreation	9 programs
❖ New Hope Parks and Recreation	11 programs
❖ West Saint Paul Parks and Recreation	11 programs

The more programs an agency offers often indicates the need for a larger number of staff, a wider variety of size and type of facilities, park size and type, and number of amenities offered. In-house programs can be a financially viable solution when more programs are offered, while facilities and amenities can accommodate additional programs. Mendota Heights Parks and Recreation has the highest number of programs among the benchmark agencies.

Percentage of NRPA agencies that have programs in common with Mendota Heights Parks and Recreation

Special Events: 89%

Racquet Sports: 73%

Golf: 49%



Park Visitors

Park systems utilize visitor numbers in various ways to evaluate operations, administration, maintenance, and to improve their parks. In this benchmark analysis visitors have been sorted in two classifications. (Figure 9.)

- **Participant:** One person counted individually per program or class.
- **Participations:** The number of times one person uses a facility or program. (i.e., one person accumulates 8 participations of a class)

Park Visitors		
Annual Number of PARTICIPANTS	Agencies	Annual Number of PARTICIPATIONS
2,529	Mendota Heights, MN	4,168
2,601	Golden Valley, MN	2,750
no data provided	Green River, WY	no data provided
13,224 programs only	New Brighton, MN	no data provided
6,867	New Hope, MN	7,565 programs only
2,583	West Saint Paul, MN	4,995

Figure 9. Park Visitors

Participants are normally users that purchase a day pass or attend a specific class. These users may progress in participations as they become more familiar with programs and services the agency offers. Memberships drive participations since users feel they will receive more value from their membership by participating in additional programs or activities.

Mendota Heights Parks and Recreation serves slightly fewer individual participants than Golden Valley Parks and Recreation (2,529 compared to 2,601), yet records a higher total number of participations. This indicates that while both agencies attract a similar participant base, Mendota Heights participants tend to engage in multiple programs and activities more frequently.

New Brighton Parks and Recreation stands out with a significantly higher number of participants at 13,224, yet no information was provided regarding how many times users were active in a program, class, or activity.

New Hope Parks and Recreation also shows strong engagement with 6,867 participants and 7,565 participations. This data highlights a robust level of users, yet with a slightly higher number of participations which shows that users are not involved multiple times in programs or activities.

West Saint Paul Parks and Recreation and Mendota Heights Parks and Recreation have a very close number of participants, yet West Saint Paul Parks and Recreation has 18% more participations.

Looking solely at Mendota Heights Parks and Recreation participants and participations, the larger number of participations indicates that users are frequently involved in programs and activities.



2.1.6 OPERATIONAL REVENUE & EXPENSES

The chart below shows financial information about Mendota Heights Parks and Recreation and all benchmark agencies for revenue, expenses and the average capital. The current year budget as well as the previous year are shown for comparison.

Benchmark Data: REVENUE & EXPENSES (Budget / Actual)			
Agencies	Operational Revenue	Operational Expenses	Average Capital
Mendota Heights, MN Parks and Recreation	2024 budget \$58,975 2023 actual \$50,467	2024 budget \$1,314,946 2023 actual \$1,416,664	2024 budget \$202,000 2023 actual \$572,537
Golden Valley, MN Parks and Recreation	2024 budget \$375,000 2023 actual \$376,438	2024 budget \$3,272,985 2023 actual \$2,930,858	data not provided
Green River, WY Parks and Recreation	Data not provided		
New Brighton, MN Parks and Recreation	2024 budget \$ 1,932,500 2023 actual \$2,051,027	2024 budget \$5,440,900 2023 actual \$4,725,202	2024 budget \$8,059,900 2023 actual \$4,722,600
New Hope, MN Parks and Recreation	2024 budget \$3,255,779 2023 actual \$3,350,167	2024 budget \$4,401,710 2023 actual \$4,738,900	2024 budget \$363,000 2023 actual \$4,898,054
West Saint Paul, MN Parks and Recreation	2024 budget \$94,543 2023 actual \$104,536	2024 budget \$1,687,810 2023 actual \$1,360,295	2024 budget \$298,500 2023 actual \$206,320

Figure 10. Revenue and Expenses



2.1.7 REVENUE SOURCES

Two similar provider agencies did not provide data about their earned and unearned revenue sources. (Figure 11.) Mendota Heights Parks and Recreation generates 62% of its earned revenue from program fees. This percentage is highest of all benchmark agencies, indicating the fees are important to the financial sustainability of Mendota Heights Parks and Recreation, and offering more programming will have a positive effect on earned revenue.

Mendota Heights Parks and Recreation currently generates significantly less revenue from permits, reservations, rentals, and land leases compared to benchmark cities. While the department relies more heavily on other forms of unearned or non-tax revenue—such as sponsorships, grants, and partnerships—it may benefit from exploring additional revenue opportunities within these underperforming categories. These sources can provide more consistent and sustainable funding year over year and help strengthen the department's overall financial resilience.

Benchmark Data: REVENUE					
Agencies	Earned Revenue	Program Revenue	Total from: Permits, Reservations, Rentals, Land Leases	Total for Advertising and Marketing	Non-Tax Revenue: Sponsorships, Grants, Partnerships, other
Mendota Heights Parks and Recreation	\$50,467	\$31,510	\$18,957	\$0	\$25,000
Golden Valley Parks and Recreation	Data not provided				
Green River Parks and Recreation	Data not provided				
New Brighton Parks and Recreation	\$2,051,027	\$669,518	\$397,681	\$0	data not provided
New Hope Parks and Recreation	\$3,255,779	\$1,226,496	\$987,615	\$5,945	\$161,035
West Saint Paul Parks and Recreation	\$104,536	\$61,986	\$54,784	\$0	\$40,437

Figure 11. Revenue

*NRPA shows nationally the Program Revenue average is 56% of Earned Revenue
Mendota Heights Parks and Recreation Program Revenue is 62% of Earned Revenue*



2.1.8 GOLF COURSES

Benchmark agencies provided a financial set of data (**Figure 12.**) Golden Valley is the only park agency that has a 27-hole course, and their total revenue, expenses and program revenue will not be an accurate reference with the Mendota Heights Par 3 Community Golf Course or the other similar providers that all have 9-hole courses. Green River and West Saint Paul will not be included in this section because they do not have a golf course.

Benchmark Data: GOLF COURSES						
Golf Programs	Mendota Heights P&R	Golden Valley P&R	Green River WY P&R	New Brighton P&R	New Hope P&R	West Saint Paul P&R
Golf Course / Number of Holes	9 holes	27 holes	No Golf Course	9 holes	9 holes	No Golf Course
Driving Range (Y/N)	No	Yes		Yes	No	
Number of Rounds of Golf in 2023	19,760	45,561		26,248	26,344	
Total Golf Course Revenue	2023: \$296,818 2022: \$264,361	2023: \$2,516,874 2022: \$2,231,437		2023: \$327,741 2022: \$291,137	2023: \$529,939 2022: \$438,982	
Total Golf Course Operational Expenditures	2023: \$245,178 2022: \$220,309	2023: \$2,360,222 2022: \$2,194,216		2023: \$330,442 2022: \$206,718	2023: \$489,866 2022: \$400,741	
Total Golf Course Program Revenue	2023: \$59,932 2022: \$53,928	2023: \$500,000 2022: \$400,000		2023: \$10,527 2022: \$11,081	Combined with operational revenue	
Total Full-Time Employees for Golf Course	0.2	7		1	1.1	
Total Part-Time Employees for Golf Course	0	0		0	0	
Total Seasonal Staff for Golf Course	10	80		6	18	

Figure 12. Golf Statistics

TOTAL GOLF COURSE REVENUE FOR 2023

In 2023, the total revenue data for golf courses in Mendota Heights, New Brighton, and New Hope reveal significant differences. The Mendota Heights Par 3 Golf Course reported a total revenue of \$296,818. In comparison, New Brighton's Golf Course generated a total revenue of \$327,741, which is \$30,923 more than the Mendota Heights Par 3 Golf Course. This means that New Brighton's Golf Course has total revenue approximately 10% higher than the Mendota Heights Par 3 Golf Course.

Greens fees and cart rentals are not the only source of revenue to a golf course. Including golf technology with an Online Tee Time Software and Virtual Golf Simulators, a driving range, a well-stocked concession stand, and golf merchandise can provide additional revenue and a value-added service to golfers. With a dedicated full-time golf course staff, additional opportunities for revenue including: golf programs and lessons, hosting tournaments and business outings can be considered.

The disparity is even more pronounced when referencing the total revenue with that of New Hope's Golf Course. New Hope's Golf Course brought in total revenue of \$529,939 for 2023, which is \$233,121 higher or 78.5% higher than the Mendota Heights Par 3 Golf Course total revenue.

TOTAL GOLF COURSE REVENUE FOR 2022

Considering 2022, the full year prior, the Mendota Heights Par 3 Golf Course reported total revenue of \$264,361. As a reference, New Brighton's Golf Course generated a total revenue of \$291,137, which is \$26,776 more than the Mendota Heights Par 3 Golf Course. This represents approximately 10.1% higher earnings for New Brighton compared to the Mendota Heights Par 3 Golf Course.

The difference is more significant when comparing the Mendota Heights Par 3 Golf Course revenue with New Hope's Golf Course which had revenue for 2022 of \$438,982, which is \$174,621 higher than the Mendota Heights Par 3 Golf Course's revenue. This marks an approximate higher revenue of 66.1% for New Hope over the Mendota Heights Par 3 Golf Course.

The graph below provides a visual of total revenue for 2022 and 2023 for the Mendota Heights Par 3 Golf Course, Golden Valley Golf Course, New Brighton Golf Course, and New Hope Golf Course. (Figure 13.)

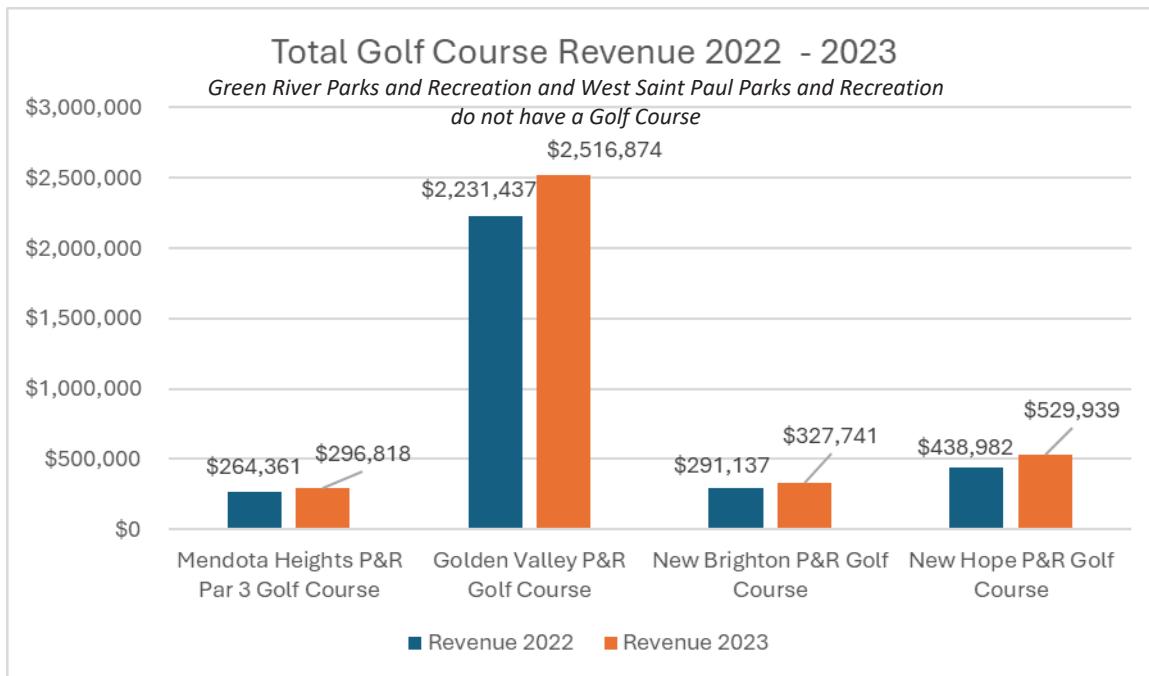


Figure 13. Total Golf Course Revenue

TOTAL GOLF COURSE OPERATIONAL EXPENDITURES 2022 & 2023

In 2022, the expenditure data for golf courses at Mendota Heights, Golden Valley, New Brighton, and New Hope is shown with the Golf Course Expenditures Chart 2022- 2023 (Figure 14). The Mendota Heights Par 3 Golf Course reported total operational expenditures of \$220,309. In comparison, New Brighton's Golf Course incurred expenditures totaling \$206,718, which is \$13,591 less than the Mendota Heights Par 3 Golf Course, indicating approximately 6.2% lower spending by the New Brighton Golf Course.

The difference in expenditures is even more pronounced when comparing the Mendota Heights Par 3 Golf Course with New Hope's Golf Course, where operational expenditures for 2022 were \$400,741, which is \$180,432 more than the Mendota Heights Par 3 Golf Course expenditures. This is approximately 81.9% more in spending in New Hope over the Mendota Heights Par 3 Golf Course.

Of the three agencies previously reviewed, (New Hope Golf Course, New Brighton Golf Course, and Golden Valley) all had 2022 revenue that exceeded expenditures.



The data comparing expenditures from 2022 and 2023 for the Mendota Heights Par 3 Golf Course to similar provider agencies is presented in the graph below.

*Green River Parks and Recreation and West Saint Paul Parks and Recreation
do not have a Golf Course*

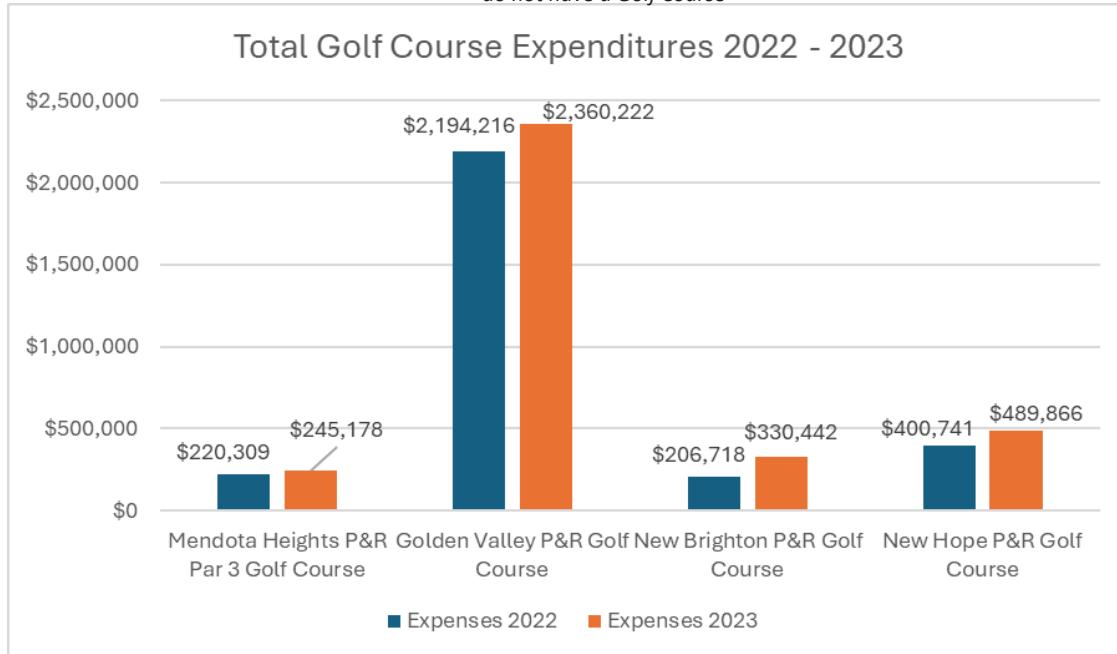


Figure 14. Total Golf Course Expenses

GOLF REVENUE AND EXPENDITURES

Revenue and expenditures for the years 2022 and 2023 are shown below. (Figure 15.)

Benchmark Golf Course Revenue / Expenses				
	2022 Revenue	2022 Expenses	2023 Revenue	2023 Expenses
Mendota Heights P&R Par 3 Golf Course	\$264,361	\$220,309	\$296,818	\$245,178
Golden Valley P&R Golf Course	\$2,231,437	\$2,194,216	\$2,516,874	\$2,360,222
New Brighton P&R Golf Course	\$291,137	\$206,718	\$327,741	\$330,442
New Hope P&R Golf Course	\$438,982	\$400,741	\$529,939	\$489,866

Figure 15. Golf Course Revenue / Expenses



GOLF PROGRAMS REVENUE



Including the Mendota Heights Par 3 Golf Course, two other benchmark agencies produce revenue with the golf programs they offer. (Figure 16.) The programs could be lessons (various ages) or clinics (specific skills). Golden Valley is a much larger course, and it would be expected for them to have a larger amount of revenue from more programs.

The Mendota Heights Par 3 Golf Course has a **larger amount of program revenue** than New Brighton for nearly the same **total golf course revenue**.

GOLF PROGRAM REVENUE

Mendota Heights P&R	Golden Valley P&R	New Brighton P&R	New Hope P&R
2023	2023	2023	2023
\$50,923	\$500,000	\$10,527	included with operational revenue
2022	2022	2022	2022
\$53,928	\$400,000	\$11,081	included with operational revenue

Figure 16. Golf Program Revenue



APPENDIX 6

PROGRAM ASSESSMENT

1.1 OVERVIEW

1.1.1 INTRODUCTION

Recreation programs and services form the essential foundation of park and recreation systems. The goal of the program assessment is to understand current recreation program and activity offerings, as well as recommendations for additional programming to meet community needs and priorities identified in the community needs assessment.

The recommendations within this report align with Mendota Heights Parks and Recreation’s (“MHPR”) overall mission and vision within the strategic plan. These practices have been proven to lead to improved planning, better service delivery, and enhanced community satisfaction. Streamlining processes can make for smoother daily operations. Additionally, improved data analysis and strategic planning for recreation programming lead to more informed decision-making and better program execution.

The program findings and comments are based on a review of information provided by MHPR staff and partners including program descriptions, financial data, and website content. This report addresses the program offerings from a systems perspective for the entire portfolio of programs.

FRAMEWORK

The program assessment identifies the strengths, challenges, and opportunities in current programming. It also highlights core programs, gaps in services, and key system-wide issues. The assessment offers strategic recommendations to improve existing offerings and guide future program planning for both residents and visitors. Implementing these recommendations will require strong support from City leadership, including investments in funding, staffing, and facilities, to ensure MHPR’s long-term success.

MHPR boasts strengths in its program offerings, particularly evident in the high public participation rates. This enthusiasm demonstrates strong community engagement and a clear demand for MHPR services. Sports programming for golf and tennis are a particular strength of MHPR by providing quality, specialized sports instruction to varied interests and skill levels within the community. However, programs and leagues operated by third-party associations currently utilize a disproportionate amount of MHPR resources. Strategic partnerships, such as the collaboration with School District 197, Dakota County, and West Saint Paul for programming space, could be leveraged to expand the range of activities offered despite space, staffing, and funding constraints. These partnerships would be highly dependent on the partners’ available resources, interest, and MHPR base offerings. Furthermore, lease agreements and contracts with sports associations and instructors should be revisited regularly to clarify roles and responsibilities for areas like field maintenance, program administration, and fees. The fees within agreements for third parties using public park and sports field spaces should also be increased to offset the cost of increased resources that MHPR has recently put toward providing this service.

MHPR faces notable challenges that require direct attention to sustain and enhance program offerings in both the short-term and long-term. A primary issue is the existing staff limitations, which can hinder the department’s ability to manage and diversify its offerings effectively. Additionally, space limitations constrain the number and variety of programs that can be provided as well as participants, potentially leaving some community needs unmet. Also, the absence of a pricing strategy for services complicates financial planning and can lead to inconsistencies in earned income opportunities that can offset operational costs, program accessibility and affordability. Addressing these challenges will be crucial in ensuring that MHPR can continue to meet the recreational needs of residents while maintaining high standards of program delivery.

1.1.2 PROGRAM ASSESSMENT OBSERVATIONS

The following observations have been identified through discussions with MHPR staff and an analysis of recreation programming data.

- MHPR serves most age segments with its core programming but would benefit from additional programming for preschool ages (ages 5 and under) and older adults (ages 55 and over).
- MHPR has a higher percentage of programming that falls within the “Saturated” and “Decline” stages meaning there is a need for diversification and integration of activities of rising interest.
- MHPR classifies more than half of its programming as “Value-Added” which typically comes with the expectation that most direct and indirect expenses are covered through earned income sources, such as user fees.
- MHPR prices most of its programming by residency status and the customer’s ability to pay.
- Current core program areas do not have established cost recovery goals or a cost-of-service analysis that details the full cost of providing the service.
- MHPR lacks the staffing and facility capacity to take on additional programs in core areas such as special events, sports, and active adult or senior programs. Strengthening current partnerships and defining a future staffing plan for the department are essential if MHPR looks to keep pace with community demand.
- Special events are a high priority for the community and MHPR resources should be expanded to focus on this area.
- The core program area of “Seniors” should be rebranded and further defined to include both passive and active opportunities for the various age segments, interests, and abilities within ages 55 and over.
- Program and quality assurance standards should be further developed to ensure consistency with service delivery for programs offered in-house and through third-party contractors or partners.
- MHPR’s website adheres to several Web Content Accessibility Guidelines, as outlined by digital.gov, to accommodate users of all abilities.

1.2 RECREATION PROGRAMMING

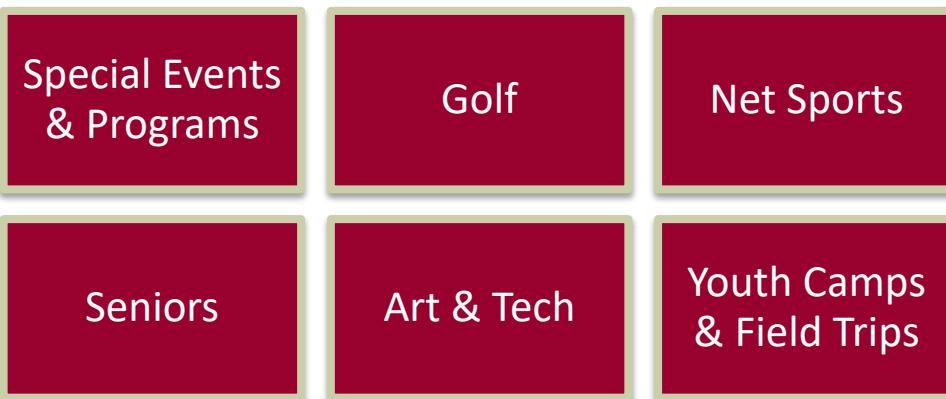
1.2.1 CORE PROGRAM AREAS

It is important to identify Core Program Areas based on current and future needs to create a sense of focus around specific program areas of greatest importance to the community. Public recreation is challenged by the premise of being all things to all people. The philosophy of the Core Program Areas is to assist staff, policy makers, and the public to focus on what is most important to the community to prioritize funding, staffing, and programming accordingly. Program areas are considered as Core if they meet most of the following criteria:

- The program area has been provided for an extended period (over 4-5 years) and/or is expected by the community.
- The program area consumes a relatively sizable portion (5% or more) of MHPR’s overall budget.
- The program area is offered 3-4 seasons per year.
- The program area has wide demographic appeal.
- There is a tiered level of skill development available within the program area’s offerings.
- There are full-time staff responsible for the program area.
- There are facilities designed specifically to support the program area.
- MHPR controls a significant percentage (20% or more) of the local market.



1.2.2 EXISTING CORE PROGRAM AREAS



The following core program areas, descriptions, and outcomes for MHPR were identified during the data collection phase.

- Special Events & Programs are seasonal events and programs that benefit multiple age and interest groups. This includes legacy events, the summer Music in the Park program and Tour De Rec. Events and programs typically include other departments and City businesses. MHPR aims to promote a connected and healthy community through partnerships with other community organizations. These programs are provided at low or no cost to participants.
- Golf programs are hosted at the Par 3 Community Golf Course and focus on teaching skills through lessons and open play programs. Most programs achieve cost recovery through user fees.
- Net Sports programs include Pickleball and Tennis lessons, tournaments, and free play for multiple age groups. MHPR provides lessons for beginner and intermediate levels at a low cost.
- Senior programming is intended for ages 55+ and supports the mental, physical, and emotional health and wellbeing of seniors in the community. The goal is to provide low to no cost social opportunities for seniors in the community to stay connected with each other.
- Art & Tech consists of contracted programming that offers art and technology camps and lessons for youth and young adults. MHPR partners with adjacent cities to provide low-cost access to learn new technology and enrichment opportunities.
- Youth Camps & Field Trips provide engaging activities through childcare for youth and teens during out-of-school time. These programs are provided at a low cost and in partnership with adjacent cities.

1.2.3 CORE PROGRAM RECOMMENDATIONS

MHPR should further define core program areas and measurable outcomes within each area based on community priorities for recreation programming. Developing goals and key outcomes for core recreation program areas is crucial for a parks and recreation agency for several reasons:

- Clear goals provide a roadmap for program development and decision-making, ensuring that efforts are aligned with the MHPR mission and community needs.

- Key outcomes offer measurable indicators of success, enabling MHPR to track progress, evaluate effectiveness, and make data-driven decisions. These could include program participation rates, customer retention and feedback on service quality.
- Establishing goals and outcomes holds MHPR accountable to stakeholders, including residents, funders, and staff, demonstrating commitment to improving community services and achieving results.
- Goals and outcomes help prioritize resources and allocate the budget effectively, ensuring that investments are directed toward programs that provide the most significant impact.
- Regularly assessing progress towards goals allows MHPR to identify strengths and areas for improvement, leading to enhanced program quality and community satisfaction.
- Well-defined goals and outcomes communicate MHPR's objectives to the community, fostering transparency and encouraging public support and participation.
- Goals and outcomes inform strategic planning and long-term development, guiding MHPR in adapting to evolving community needs and trends in recreation and wellness.

Adaptive Recreation

MHPR should look to develop more adaptive recreation programs throughout all their core programming areas and facilities. The goal of adaptive recreation is to ensure that everyone, regardless of ability, can participate in recreational activities and enjoy the physical, mental, and social benefits of an active lifestyle. To be intentional with these efforts, staff should continue to assess community needs as well as strategic partnerships with local organizations that could enhance offerings. Collaborating with experts and engaging volunteers can enhance program design and support.

Training staff in disability awareness and specialized adaptive techniques is crucial, along with improving facility accessibility by conducting regular audits and implementing universal design principles with new design or renovation projects.

Successful adaptive recreation programs start with specifically designed programs that can be adapted to various abilities, ensuring everyone can participate together. MHPR should create specific programs for individuals with a variety of disabilities, using specialized adaptive equipment and techniques.

Finally, raising community awareness about the importance of adaptive recreation and highlighting success stories fosters a more inclusive and supportive environment. Promoting programs through accessible communication and diverse outreach channels ensures broad community awareness and participation.

Sports Programming

MHPR can support the development of youth sports through programs that offer skill development opportunities specifically for golf and tennis. With limited staffing and facility capacity, MHPR should continue to focus on more entry-level, instructional youth sports programming through partnerships with community organizations, adjacent communities, and third-party contracts. Sports leagues and tournaments require significant resources to manage the administrative and logistical responsibilities that will take away from other priorities of the department unless there are dedicated staff overseeing league or tournament operations. Leagues operated by third-party associations or organizations should be responsible for independently financially supporting their activities. This should include but is not limited to field rentals, equipment, and field improvements beyond those needed for basic use and maintenance, as well as staffing for tournaments



and events. Currently, the leagues operated by associations utilize a disproportionate amount of MHPR resources and staffing to the detriment of other programming.

Special Events

Community special events are clearly valued by the Mendota Heights community as measured by the high attendance of these events and feedback throughout the master plan community engagement process. As a high priority for residents, MHPR should continue to invest resources into this core program area. However, event management, particularly for larger community scale events, requires many resources not only from MHPR but other City departments and partners to ensure the safety and satisfaction of participants. As such, MHPR will need additional staffing in the future to support continued longevity and potential of this core program area. MHPR would benefit from a full-time Event Coordinator position who could oversee event planning and execution. The Event Coordinator would also assist with community engagement including outreach, strategic partnerships, and sponsorships to allow current staff to focus on other critical core job responsibilities.

Senior Programs

The senior core program area should be rebranded and more clearly defined to identify both passive and active programming for older adults. The 55 and over, or older adult population, have a wide variety of interests and abilities that should be accounted for in future recreation program planning. Programs should focus on education on digital use and resources, social engagement, creative expression, and health and wellness.

1.2.4 PROGRAM STANDARD BEST PRACTICES

Program standards should be established as a part of the development process to ensure consistency of services. A focused approach should be applied to quality assurance for all services and how they are planned, implemented, and evaluated.

Quality standards should include expectations for staff training standards, staff performance evaluations, the condition of the program space, condition of supplies and equipment used for activities, and adhering to risk management policies and practices.

Customer service standards ensure that staff are maintaining a safe, quality, and positive experience for participants. Important standards are applied to the customer's journey from the point of deciding to register for a program or activity, through the registration process, participation, and, finally, evaluation of the customer's experience after the program or activity has been completed. Staff should always be mindful of consistent communication with the customer through the completion of the program or activity as well as ways that the customer experience can be enhanced.

Recommendations for Program Standards

- Establish standards for service delivery, staff training, program conditions, and risk management to ensure consistent quality.
- Apply customer service standards and maintain consistent communication to enhance the customer experience from registration to post-program evaluation.
- Use performance measures and HR standards, including training and reviews, to ensure effective program delivery and staff skill development.

PERFORMANCE MEASURES

Performance measures are vital gauges for parks and recreation programs. They cut through guesswork, revealing what truly resonates with the community. For example, participation numbers paint a clear picture of program popularity, while satisfaction surveys illuminate areas for improvement with service delivery. By tracking outcomes linked to core programming as outlined in section 1.2.3, MHPR can pinpoint their programs' impact and justify their value to stakeholders. Ultimately, performance measures guide data-driven decisions, ensuring resources are directed towards programs that bring the most benefit to the community.

Tracking program cancellation rates was identified as an area for enhancement for MHPR. Consistently monitoring this metric will provide staff with valuable insights on program design including accessibility issues, communication gaps, resource allocation, or other external factors that could be impacting participation.

For recreation staff and MHPR leadership, key performance indicators ("KPIs") foster accountability and transparency,

facilitating a clear understanding of individual and team contributions towards MHPR goals. Regular monitoring and reporting on KPIs create a culture of continuous improvement and performance excellence. Staff can align their efforts with strategic priorities, focusing on initiatives that yield the highest community benefits. Additionally, KPIs enable leadership to recognize and reward outstanding performance, promote professional development, and cultivate a motivated workforce dedicated to enhancing the quality of life for the community through exceptional recreation programming.

HUMAN RESOURCE STANDARDS

Human resource standards are crucial for park and recreation programs because they ensure qualified, trained staff. This means recreation programs are led by competent instructors who can deliver safe and effective activities. Standards also promote fair treatment of staff, fostering a positive work environment that attracts and retains skilled employees. Ultimately, strong HR practices underpin successful recreation programs, benefiting both staff and the community they serve.

Specific standards that were analyzed, such as training and performance reviews, contribute to this goal. For example, a variety of training courses ensure staff have the wide range of skills and knowledge necessary to lead programs effectively, while performance reviews help identify areas for improvement and promote accountability toward continuous improvement and MHPR goals.

For instance, by understanding staff strengths and areas for improvement, MHPR can tailor training and professional development to address specific needs within recreation programming. Continued learning is one of the main drivers for staff motivation and a positive work culture. Also, encouraging open communication between staff and management will help ensure constructive feedback on employee performance is directly applied to program planning, execution, and customer services.

Additionally, performing regular quality assurance observations of contracted programs ensures that these instructors align with MHPR expectations and standards for community recreation.



Performance evaluations and quality assurance observations are in and of themselves time and resource intensive requirements. Further, they must be completed by senior staff or director level leadership. This requirement should be planned and accounted for accordingly in workload assessments and staffing. The current MHPR leadership staff is at capacity. Additional staffing should be explored to free up leadership to fulfill expert level tasks such as this.

1.3 PROGRAM STRATEGY ANALYSIS

1.3.1 AGE SEGMENT ANALYSIS

Figure 1 below depicts each core program area and the most prominent age segments they serve. Recognizing that many core program areas serve multiple age segments, Primary (noted with a 'P') and Secondary (noted with an 'S') markets are identified.

For this report, an Age Segment Analysis was completed by the core program area, exhibiting an over-arching view of the age segments served by different program areas. The analysis also displays any gaps in segments served. It is also useful to perform an Age Segment Analysis by individual programs, to gain a more nuanced view of the data.

Age Segment Analysis						
Core Program Area	Preschool (5 and Under)	Elementary (6-12)	Teens (13-17)	Adult (18+)	Senior (55+)	All Ages Programs
Special Events & Programs						P
Golf Programs						P
Net Sports Programs		P	P	P	S	
Senior Programming					P	
Art and Tech Programming		P	P	S	S	
Youth Camps & Field Trips		P	P			

Figure 1: Age Segment Analysis

Staff should continue to monitor demographic shifts and program offerings to ensure that the needs of each age group are being met. It is best practice to establish a program plan for each program or activity that identifies what age segment to target, establishes the right type of message and desired program outcome, which marketing method(s) to use, and determines what to measure for success before allocating resources towards a particular effort.

The future of recreation programming in Mendota Heights will be significantly influenced by demographic and recreation demand trends. By 2038, the 55+ age segment will comprise of 50 percent of the community, necessitating a shift towards more senior or active adult friendly programming, including low-impact activities, wellness programs, and social engagement opportunities. The high per capita and median household incomes, which surpass state and country averages, suggest that residents may be willing to invest in premium recreational experiences with disposable income to spare. Consequently, MHPR can consider introducing higher-end or specialized programs, such as advanced tennis and golf lessons, upscale outdoor adventure activities, and introduce more art and cultural programming opportunities to the community. With a market potential index for these activities already higher than the national average, there is a clear demand that can be capitalized upon to design future programs that cater to the evolving needs and interests of Mendota Heights residents.

1.3.2 PROGRAM LIFECYCLE

A program lifecycle analysis involves reviewing each program offered by MHPR to determine the stage of growth or decline for each. This provides a way of informing strategic decisions about the overall mix of programs managed by MHPR to ensure that an appropriate number of programs are “fresh” and that few programs, if any, need to be discontinued. This analysis is not based on strict quantitative data, but rather, it is based on staff members’ knowledge of their programs. Figure 2 shows the percentage distribution of the various lifecycle categories of MHPR’s programs. These percentages were obtained by comparing the number of programs in each individual stage with the total number of programs listed by staff members.

It is recommended to have fifty to sixty percent of all programs within the beginning stages because it provides MHPR with an avenue to energize its programmatic offerings. These stages ensure the pipeline for new programs is there prior to programs transitioning into the Mature stage.

The Mature stage anchors a program portfolio, and it is recommended to have forty percent of programs within the Mature category to achieve a stable foundation.

It is a natural progression for programs to eventually evolve into Saturation and Decline stages. However, if programs reach these stages rapidly, it could be an indication that the quality of the programs does not meet expectations, or there is not as much of a demand for the programs. As programs enter the Decline Stage, they must be closely reviewed and evaluated for repositioning or elimination. When this occurs, MHPR should modify these programs to begin a new lifecycle within the Introductory Stage or replace the existing programs with innovative programs based upon community needs and trends.

Staff should complete a Program Lifecycle Analysis, using the process in Figure 3, on an annual basis and ensure that the percentage distribution closely aligns with the desired performance. Furthermore, MHPR could include annual performance measures for each core program area to track participation growth, customer retention, and percentage of new programs as an incentive for innovation and alignment with community trends.

Program Lifecycle Recommendations

- Conduct an annual review of all programs to determine their stages of growth or decline and adjust the portfolio as needed to maintain balance and innovation.
- Aim for 50-60% of programs in the beginning stages to energize offerings and ensure a pipeline for future mature programs.
- Implement annual performance metrics for each core program area to track participation growth, customer retention, and the introduction of new programs, fostering innovation and alignment with community needs and trends.



Lifecycle Analysis

Stages	Description	Actual Programs Distribution	Recommended Distribution
Introduction	New Programs; modest participation	8%	50.0%
Take-Off	Rapid participation growth	8%	50.0% Total
Growth	Moderate, but consistent participation growth	33%	
Mature	Slow participation growth	29%	40%
Saturated	Minimal to no participation growth; extreme competition	10%	0%-10%
Decline	Declining participation	10%	Total

Figure 2: Program Lifecycle Analysis: MHPR has a higher percentage of programming that falls within the “Saturated” and “Decline” stages. Staff should regularly review these programs and the need to reposition them or eliminate them from MHPR offerings. For instance, golf programming has experienced a decline in participation mostly because MHPR lacks a dedicated FTE to allocate to this service. However, MHPR has budgeted for one in 2025 which could result in increased programming and participation for golf programs.

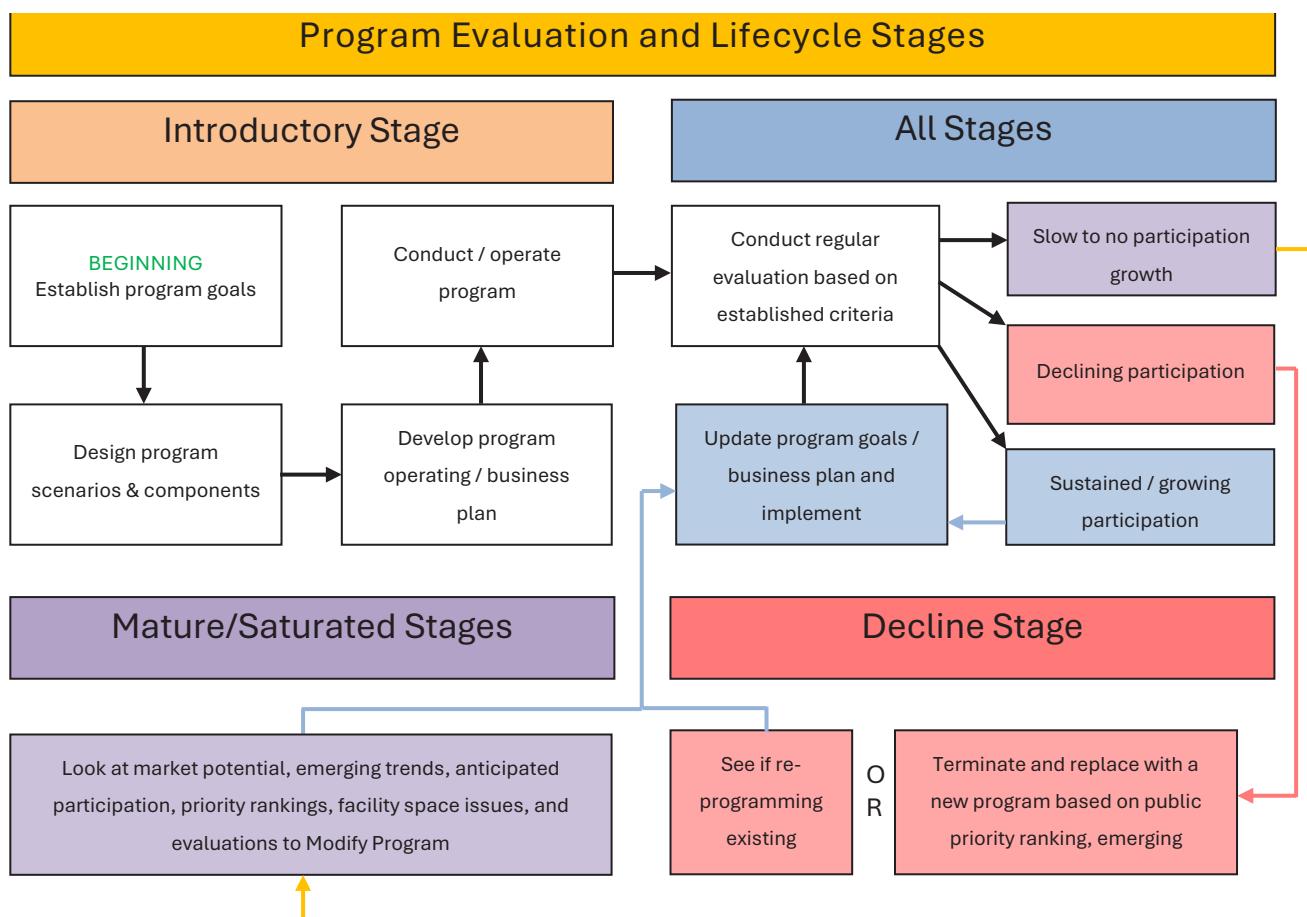


Figure 3: Program Lifecycle Evaluation Process

1.3.3 PROGRAM CLASSIFICATION

Conducting a classification of services analysis informs how each program serves the overall organization mission, the goals and objectives of each core program area, and how the program should be funded with tax dollars and/or user fees and charges. Where a program or service is classified depends upon alignment with the organizational mission, how the public perceives a program, legal mandates, financial sustainability, personal benefit, competition in the marketplace, and access by participants. Program classifications can also help to determine the most appropriate management, funding, and marketing strategies.

With assistance from staff, a classification of programs and services was conducted for all the recreation programs offered by MHPR. The results presented in Figure 4 represent the current classification distribution of recreation program services. All MHPR programs should be assigned cost recovery goal ranges, through an MHPR pricing policy, for the different classifications or core program areas.

Program Classification			
Factors	Essential	Important	Value-Added
Public interest; Legal Mandate;Mission Alignment	High public expectation	High public expectation	High individual and interest group expectation
Financial Sustainability	Free, nominal or fee tailored to public needs, Requires public funding	Fees cover some direct costs, Requires a balance of public funding and a cost recovery target	Fees cover most direct and indirect costs, Some public funding as appropriate
Benefits (health, safety, protection of assets, etc.)	Substantial public benefit (negative consequence if not provided)	Public and individual benefit	Primarily individual benefit
Competition in the Market	Limited or no alternative providers	Alternative providers unable to meet demand or need	Alternative providers readily available
Access	Open access by all	Open access Limited access to specific users	Limited access to specific users
Best Practice Cost Recovery Goal*	0 - 50%	50% - 75%	75% - 100%+
Program Distribution	19%	30%	51%

Figure 4: Program Classification: MHPR classifies more than half of its programming as “Value-Added” which typically comes with the expectation that most direct and indirect expenses are covered through earned income sources, such as user fees.

More than half of MHPR programming is classified as “Value-Added” which primarily includes instructional sports programming for pickleball, tennis, and golf as well as softball and golf leagues. Value-added programs primarily serve individual users and there is likely more market competition for these types of activities. Also, “Value-Added” programs typically receive less public funding because of their limited user base. Thus, the direct and indirect expenses for these types of programs should be covered by other sources such as user fees.

1.3.4 PROGRAM DEVELOPMENT AND EVALUATION RECOMMENDATIONS

In general, MHPR program staff should continue the cycle of evaluating programs on both individual merit as well as the overall program mix. This can be completed at one time on an annual basis, or in batches at key



seasonal points of the year, if each program is checked once per year. The following tools and strategies can help facilitate this evaluation process:

PROGRAM DEVELOPMENT AND RESOURCE GUIDE

MHPR should create a Program Development and Resource Guide that outlines a consistent program development process that can assist programming staff with service delivery standards for both in-house and contracted programs. This includes a worksheet that staff would fill out when proposing a new program or an update to a current program. The worksheet outlines critical program details including projected expenses that are used to establish the program fee. The worksheet also asks for information related to program outcomes, marketing tactics, and whether a similar program is offered elsewhere within the community.

Also, as a part of the program development process, MHPR should consider comparing planned programs and prioritizing resources using additional data points, such as potential partnership or sponsorship opportunities, market competition, and the program's priority investment ranking from the community needs assessment survey. This additional analysis will help staff make an informed, objective case to the public when a program is in decline, but enjoyed by a few, is discontinued. A strong case is made for resources to be allocated to the program/service if it has a high priority ranking, appropriate cost recovery, good age segment appeal, good partnership potential, and strong market conditions.

MACMILLAN MATRIX

Mendota Heights has many leisure and recreation opportunities available to residents offered by MHPR and other providers in the local government, non-profit, and private sectors. With limited resources, MHPR cannot realistically provide all recreation opportunities at a high level. Leadership should continuously assess its services to ensure they are not duplicating a program or activity that is already addressing a need in the community. The MacMillan Matrix (Figure 5) is a tool that can help staff determine if specific program areas are the right strategic investment for MHPR.

MacMillan Matrix		High Program Attractiveness		Low Program Attractiveness	
		Other organizations cover this.	Few other organizations cover this.	Other organizations cover this.	Few other organizations cover this.
Good Fit With Mission and Abilities	Strong Competitive Position	Affirm this program and negotiate functions with other organizations.	Grow in order to provide this service to the community.	Collaborate to share the load or help to find resources.	"Soul of the Organization" - find support for this or limit its scope.
	Weak Competitive Position	Give this away quickly.	Decide with other organizations who should do this.	Give this to other organizations, supportively.	Collaborate to share the load or give it away.
Poor Fit With Mission and Abilities		Give this away quickly.		Give this away systematically.	

Figure 5: MacMillan Matrix: A strategic method to determine the best programming investments for MHPR.

Based on an analysis of current program data, available facilities, recreation trends, comparable providers, and community input, MHPR may consider expanding its offerings to include private nonprofit associations, leagues, tournaments, and other activities. If pursued, it will be important to preserve scheduling for popular existing programs to avoid disruptions. The following chart illustrates how the MacMillan Matrix can help guide decisions about where to invest future recreation program resources.

MacMillan Matrix		High Program Attractiveness	
		Other organizations cover this.	Few other organizations cover this.
Good Fit With Mission and Abilities	Strong Competitive Position	Instructional programs for golf, tennis, and pickleball	Special events, Older/Active Adult passive and active programming, Adaptive recreation programming
	Weak Competitive Position	Private, non-profit association youth sport leagues and tournaments, indoor recreation, youth camps and out of school programs	Adult Sport leagues and tournaments
Poor Fit With Mission and Abilities		Give this away quickly.	

Figure 6: The best investments for future programs include instructional sports programming, special events, and older/active adult passive and active activities.



1.3.5 ALTERNATIVE PROVIDER ANALYSIS

Performing an alternative service provider and market definition analysis for recreational programming can offer several benefits to MHPR to help the organization operate more efficiently, offer higher-quality programs, and best serve the needs of the community.

- Understanding the alternative service providers in the market allows MHPR to identify gaps in existing services and potentially offer new or improved programs to meet the needs of the community more effectively.
- Identifying gaps in the market can also present opportunities for MHPR to develop new revenue streams through innovative programs or partnering with private providers for mutually beneficial outcomes.
- By analyzing the market, MHPR can identify potential cost-saving opportunities by either collaborating with existing providers or outsourcing certain services, thus optimizing resource allocation.
- Analyzing alternative providers helps the department benchmark its own programs against those offered by competitors, leading to the enhancement of program quality and diversity.
- Through consistent market analysis, MHPR can prioritize its resources based on identified needs and demands, ensuring that investments are directed towards areas where they are most needed and likely to have the greatest impact.
- By offering programs that align with community interests and preferences, MHPR can create greater engagement and satisfaction among residents, leading to increased utilization of recreational facilities and services.
- Insights gained from the analysis can inform the department's strategic planning process, helping to set clear objectives and priorities for future programming initiatives.

ALTERNATIVE PROVIDER ANALYSIS

Facility	Address	Five-mile radius			Core Programs Areas				
		Public, Non-profit, or Private Provider	Art & Tech	Golf	Net Sports	Seniors	Special Events & Programs	Youth Camps & Field Trips	Other
ARTS-Us/Dunning Recreation Center Rental Facility	221 Marshall Ave, St Paul, MN 55104	Non-profit	•				•	•	
Chip's Pickleball Club	980 Discovery Rd, Eagan, MN 55121	Private			•				
Eagan Parks and Recreation	3830 Pilot Knob Rd, Eagan, MN 55122	Public	•		•	•	•	•	•
Eagan YMCA	550 Opperman Dr, Eagan, MN 55123	Non-profit	•			•	•	•	•
Fred Wells Tennis & Education Center	100 Federal Dr, St Paul, MN 55111	Non-profit			•				
GOLFTEC Eagan	845 Vikings Pkwy Suite C, Eagan, MN 55121	Private		•					
Highland National Golf Course	1403 Montreal Ave, St Paul, MN 55116	Public		•					
Highland Park Community Center	1978 Ford Pkwy, St Paul, MN 55116	Public	•		•	•	•	•	•
Mendakota Country Club	2075 Mendota Dr, Mendota Heights, MN 55120	Private		•					
Somerset Country Club	1416 Dodd Rd, Mendota Heights, MN 55118	Private		•					
The Heights Racquet & Social Club	1415 Mendota Heights Rd Suite 100, Mendota Heights, MN 55120	Private			•				
Thompson Park Activity Center	1200 Stassen Ln, West St Paul, MN 55118	Public	•			•	•	•	•

Figure 7: The analysis of alternative providers for MHPR core programming within a five-mile radius of Mendota Heights revealed several public, private, and non-profit organizations that offer similar services.



Many alternative providers in and around Mendota Heights are private organizations. This further highlights the need for strong parks and recreation facilities that can offer alternative programming opportunities focused on inclusivity, affordability, and wide demographic appeal. For instance, MHPR can support the need for youth sports programs by providing non-competitive, instructional programs that build skills for children in a variety of sports. This will continue to build interest in youth sports that eventually feeds into the more advanced programs that other organizations oversee within the community.

1.3.6 ADDITIONAL PROGRAM STRATEGIES AND SOLUTIONS

CREATING MORE CAPACITY FOR PROGRAMMING

MHPR and its programming will benefit from a sustained effort toward building capacity to address the limitations of space and staffing. There are five key operational areas crucial to a park and recreation department's success.

- **Policy/Procedure:** This involves establishing clear guidelines and protocols to achieve desired outcomes for park and recreation services, ensuring adherence to approved plans, policies, and standards.
- **Management:** This focuses on effectively organizing, coordinating, and supervising all departmental activities to fulfill defined goals. It encompasses staff roles, responsibilities, and overall workflow.
- **Resources:** This entails managing the department's resources, including finances, equipment, inventory, staff expertise, and information, to ensure their efficient utilization for optimal functioning.
- **Technology:** This emphasizes leveraging technology like software, tools, and equipment to enhance efficiency in park operations. This can involve utilizing digital platforms for communication, work order tracking, or resource management.
- **Communications:** This covers both internal and external communication strategies. It involves effectively disseminating information regarding park operations, promoting services and programs, and keeping the community informed about capital projects.



MHPR can adopt several strategic approaches that help strengthen the preceding key operational areas.

- Ensure a staffing plan is established before planning additional programs. Falling short on staff will have a direct effect on program capacity and may leave some activities unsupervised or cancelled altogether.
- Consider partnering with additional community organizations to host programs. Leveraging partnerships with local schools, community and private organizations can provide access to additional volunteers and spaces for programming, which can extend the range and reach of recreational activities. Utilizing these external venues during off-peak hours or through collaborative agreements can help mitigate space constraints without significant capital

investment. Also, volunteers with specific skills and interests can help fill a need for program instructors.

- The use of enhanced technology can help with staff efficiency through automated tasks and allow staff to be used in different, potentially more effective ways. For example, MHPR is adding online software for golf customers to book their tee times. This enhances the customer experience by making the reservation process more convenient and helps to automate the scheduling process, allowing staff to focus on other operational priorities.
 - Streamline operations such as recruitment, training, and employee management through cloud software that brings together all necessary human resources functions.
 - Systems that tie together program registration and facility usage data with financial performance data can make analysis more efficient for budgeting, and reporting with accuracy.
 - Automate marketing campaigns, content creation, and audience engagement. Software that brings all marketing functions under one umbrella and that also provides real-time engagement metrics can save staff a lot of time on this important recreational programming function.
 - Design and manage recreational programs and events. For example, new technology can help with research and data analysis to determine participation trends to recognize adjustments or enhancements that need to be made to offerings. Fitness centers are also using this technology for wellness analytics for members to help with the development of wellness plans.
 - Lastly, new technology can help in counting visitors, monitoring building systems, surveilling facilities, providing security, planning building improvements, and saving energy. This can save valuable time while providing more data for informed operational decisions.



1.4 COST RECOVERY

1.4.1 PRICING STRATEGIES

Pricing strategies are one mechanism MHPR can use to influence cost recovery. Pricing tactics used most consistently by staff include determining the customer's residency status and ability to pay. Figure 8 below details various pricing methods currently in place as well as additional strategies that could be implemented over time.

Median household income for the MHPR service area is well above state and national averages. MHPR should be mindful of this when pricing services. While income levels may allow MHPR to be more competitive with the private sector, there still may be a need for equitable pricing strategies for certain core program areas.

Pricing Strategies										
Core Program Area	Age Segment	Family/ Household Status	Residency	Weekday/ Weekend	Prime / Non- Prime Time	Group Discounts	By Location	By Competition (Market Rate)	By Cost Recovery Goals	By Customer's Ability to Pay
Special Events & Programs			X							X
Golf Programs			X						X	X
Net Sports Programs			X						X	X
Senior Programming			X							X
Art and Tech Programming			X						X	X
Youth Camps & Field Trips			X						X	X

Figure 8: MHPR prices most of its programming by residency status and the customer's ability to pay. As MHPR looks to establish cost recovery goals, other recommended strategies can enhance earned income capabilities.

Moving forward, MHPR should consider researching any untapped pricing strategies and the impact they could have on cost recovery goals. For instance, MHPR could build their marketing budget by adding a marketing fee that is built into the overall fee for those programs that require more extensive promotions. This fee can eventually help to offset the costs for supplies, services, and personnel required for marketing and promotions.

Also, differential pricing such as weekday/weekend and prime time/non-prime time pricing could incentivize usage during off-peak times with lower prices and maximize revenue generation during periods of high demand.

These other pricing strategies can help balance revenue generation with accessible pricing, allowing MHPR to expand programming without overwhelming existing staff resources.

- Offering different prices based on age (e.g., youth, adults, seniors) can encourage participation across demographics. Seniors may receive lower fees, which can boost overall participation, while certain youth and adult programs that are in higher demand typically have higher rates and can generate more revenue to subsidize other services.

- Providing discounts for group registrations (e.g., sports teams, classes) can encourage larger participation with minimal marketing or outreach, reducing per-user administrative efforts while increasing total revenue.
- Setting fees in line with local competition ensures that MHPR remains competitive. This can maximize participation while aligning fees with what people are willing to pay, ensuring you are not undervaluing services, thus increasing revenue to reinvest in staff and other resources.

EQUITABLE PROGRAM ACCESS

MHPR seeks to ensure that all members of the community can participate in recreation programs and activities, regardless of their financial circumstances.

Fundamental to equitable access is providing and supporting programs and amenities that serve all ages, abilities, and interests in the community. Following the previously outlined program strategy objectives will help to better ensure programs are more equitably distributed. Further, MHPR should consider including the following measures in the policy to address inequities:

- Identify specific populations in the City through demographic data to understand their needs and financial barriers. Where appropriate, tailor scholarship programming to specific populations such as youth, seniors, as well as low-income families.
- Provide income-based discounted rates for residents facing financial limitations. U.S. Federal Poverty Guidelines can be used to determine the appropriate percentage of fee discounts.
- Provide discounts for services for low-income residents.
- Offer alternative payment options and alternative payment methods to accommodate different financial circumstances.
- Implement community outreach and education with residents to raise awareness of available programs and services and help with accessing services.
- Ensure that measures are implemented to guarantee the confidentiality of all applicant information.
- Ensure that partnerships with private or non-profit organizations that use facilities and do not have customers that qualify for need based assistance – such as private, non-profit sports associations- cover the full costs of park use accordingly.

Growing the MHPR scholarship fund for discounted recreational programming and facility access can significantly enhance equity in recreation offerings for the Mendota Heights community.

Leveraging the resources of a non-profit such as a potential partnership with the Mendota Heights Community Foundation or establishing a Park Foundation can create a conduit for community support and philanthropic endeavors. MHPR can tap into resources beyond its operational budget. A foundation can spearhead fundraising efforts, seeking donations from local businesses, individuals, and organizations committed to promoting wellness and community inclusivity. These contributions can be restricted funds specifically for a scholarship fund, ensuring that financial barriers do not hinder access to MHPR offerings. Additionally, the foundation can manage the allocation and distribution of scholarships, ensuring transparency and fairness in the selection process.

A revenue policy should be created as a part of the overall master planning process. The policy should outline eligibility criteria, application procedures, and selection criteria as well as how pricing differentials are established for various programs and services. The policy should align with MHPR's mission as well as current financial policies. Transparency and accountability in the administration of the scholarship program can be

achieved through clear guidelines for fund allocation, selection processes, and regular reporting to the community on the impact of scholarships and how funds are being utilized. The policy should also be regularly reviewed and updated to be concurrent with changing demographics.

1.4.2 COST OF SERVICE

Cost recovery targets should be identified for each core program area at a minimum, and for specific programs or events when realistic. The previously identified core program areas would serve as an effective breakdown for tracking cost recovery metrics including administrative costs. Theoretically, staff should review how programs are grouped for similar cost recovery and subsidy goals to determine if current practices still meet management outcomes.

Determining cost recovery performance and using it to make informed pricing decisions involves a three-step process:

1. Classify all programs and services based on the public or private benefit they provide (as completed in the previous section).
2. Conduct a Cost-of-Service Analysis to calculate the full cost of each program.
3. Establish a cost recovery percentage, through MHPR policy, for each program or program type based on the outcomes of the previous two steps and adjust program prices accordingly.

UNDERSTANDING THE FULL COST OF SERVICE

To develop specific cost recovery targets, full cost of accounting needs to be created for each class or program that accurately calculates direct and indirect costs. Cost recovery goals are established once these numbers are in place, and MHPR's program staff should be trained on this process. A Cost-of-Service Analysis should be conducted on each program, or program type, that accurately calculates direct (i.e., program-specific) and indirect (i.e., comprehensive, including administrative overhead) costs. Completing a Cost-of-Service Analysis not only helps determine the true and full cost of offering a program, but it also provides information that can be used to price programs based upon accurate delivery costs.

The methodology for determining the total Cost-of-Service involves calculating the total cost for the activity, program, or service, then calculating the total revenue earned for that activity. Costs (and revenue) can also be derived on a per unit basis. Program or activity units may include:

- Number of participants
- Number of tasks performed
- Number of consumable units
- Number of service calls
- Number of events



- Required time for offering program/service

Agencies use a Cost-of-Service Analysis to determine what financial resources are required to provide specific programs at specific levels of service. Results are used to determine and track cost recovery as well as to benchmark different programs provided by the agency between one another. Cost recovery goals are established once Cost-of-Service totals have been calculated. Program staff should be trained in the process of conducting a Cost-of-Service Analysis and the process should be undertaken on a regular basis.

1.5 MARKETING, VOLUNTEERS, AND PARTNERSHIPS

1.5.1 RECREATION MARKETING AND COMMUNICATION RECOMMENDATIONS

Effective communication strategies require striking an appropriate balance between the content and the volume of messaging, while utilizing the “right” methods of delivery. MHPD utilizes many of the traditional delivery methods for promoting programs. However, it is imperative to continue updating the marketing strategy annually to provide information for community needs, demographics, and recreation trends. Successful strategies will help MHPD effectively share the impact it has on the community, enhance programming and partnerships, and ultimately build a stronger connection with current and future customers.

WEBSITE

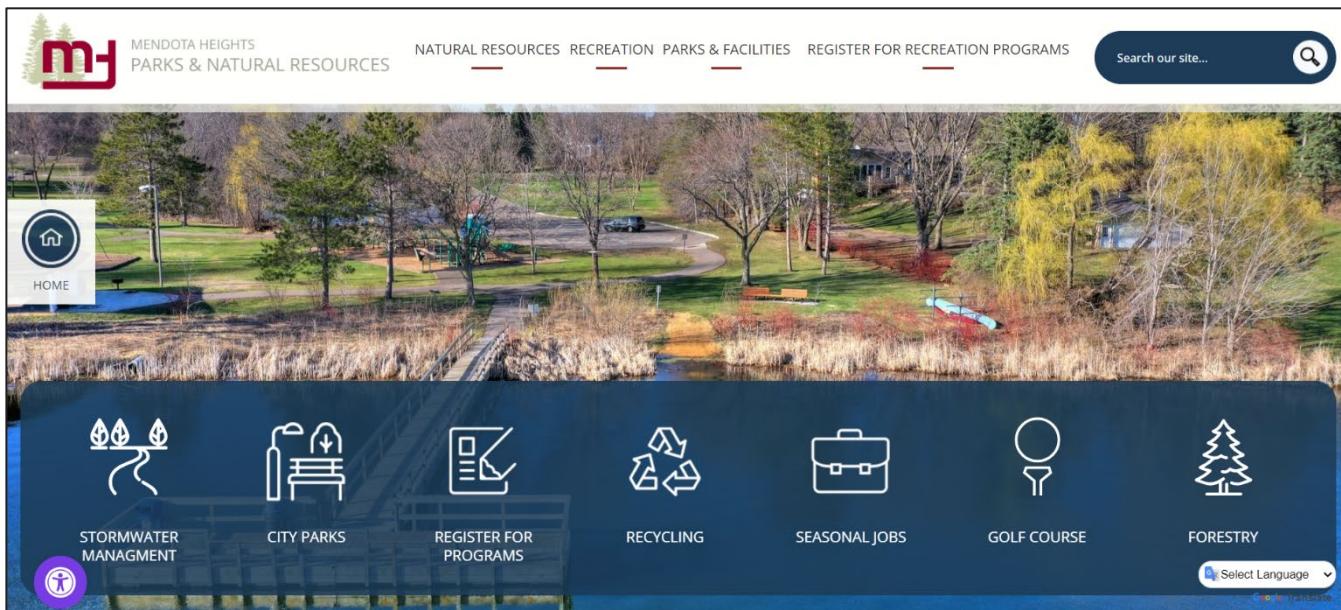
As MHPD looks to make future enhancements to the website and overall user experience, staff should consider implementing additional accessibility guidelines and new technology to improve usability. The overall user experience looks at several factors including accessibility, customer experience, and usability. MHPD should also regularly analyze website metrics that track user behavior and can identify areas for overall improvement.

In addition, as a part of overall updates to Title II of the Americans with Disabilities Act (“ADA”), the Department of Justice released updated regulations for all state and local government web and mobile content to meet Web Content Accessibility Guidelines (“WCAG”) Version 2.1, Levels A and AA. MHPD should work with City communications and legal representatives to understand full digital compliance requirements for content, design, programming, and procedural updates that are necessary.

- MHPD’s website adheres to several Web Content Accessibility Guidelines, as outlined by digital.gov, to accommodate users of all abilities.
 - The website offers multiple language options.
 - The website adapts to different screen sizes.
 - The website includes a personalization feature to customize accessibility needs for each user.
 - Essential details about parks, facilities, programs, and events are presented in a clear and easy to understand format.
 - A top navigational menu highlights key information that a user will likely be searching for when visiting the website.
 - The website includes a search function at the top of the page.
 - The homepage uses attractive and engaging visuals to engage users and their clear calls to action for online registration/reservations, job listings, and for upcoming events.
 - There is an event calendar that is prominently displayed on the homepage.
 - The park system map page has an interactive map of parks and facilities, including amenities and points of interest.



MHPR should continue to utilize website analytics to track user behavior and regularly identify other areas for improvement.



Additionally, to enhance the customer experience and streamline recreation program administration, MHPR should invest in improved software with automation features for repetitive tasks like program setup, pricing updates, and roster and waitlist management. Automation could also simplify communication with participants through customizable online forms, reminders, and confirmation emails. Using a single, integrated software platform is essential to avoid customer confusion and encourage program registration.

However, while automation reduces administrative time, staff oversight remains necessary. Designating one staff member to manage and optimize MHPR's software will help maximize the technology's potential, though additional staffing may be required to support these improvements.

SOCIAL MEDIA

Social media strategies play a critical role in telling the story of a recreation agency. The right content can increase program participation and overall community awareness of MHPR services. MHPR currently uses several platforms to promote programs and events, update the community on park planning efforts, and highlight staff and volunteer initiatives.

While this will be a challenge due to current staffing levels, MHPR should work with City staff and partners to continue a focus on high-quality photos and videos that highlight parks, facilities, programs, and their users. MHPR should consider online events and challenges, live videos, and partnerships with local influencers to drive more traffic to its social media channels. Additionally, maintaining a consistent posting schedule can ensure that fresh content is always being pushed out to the community. A periodic social media audit is

recommended to provide MHPR with a sound understanding on how social media impacts its programming. The audit can also show insights on how MHPR is engaging with their audiences and how effective the platforms are at raising awareness of recreation services.

There are several components and benefits to a social media audit that are highlighted below.

- Take inventory of the platforms that are in use and whether you need them by developing Key Performance Indicators.
- Define goals for each platform to ensure multiple platforms are not pushing out the same type of content.
- Ensure branding and messaging are consistent across all platforms.
- Understand how to use social media analytics to determine where your social media traffic is coming from. Google analytics is another tool to inform MHPR about website and social media users.
- Understand the demographics and preferences on content type of MHPR social media followers and tailor the messaging to the right audience.
- Identify the top performing social media posts and build on this success with future social media campaigns.

Marketing and Communications Recommendations

- Create a marketing plan aligned with MHPR goals and annually update marketing strategies to reflect community needs. Focus on high-quality word-of-mouth, social media, and website enhancements, using inclusive and accessible communication methods.
- Enhance the online user experience by streamlining navigation and automate tasks to enhance customer satisfaction and operational efficiency.
- Ensure consistent branding and messaging across all platforms, regularly assess unmet community needs, and educate staff on marketing principles to boost program participation and community engagement.

MARKETING PLAN

The best practice is to have a specific recreation marketing plan that is in line with MHPR goals and objectives in communications. A marketing plan must be built upon and integrated with supporting plans and directly coordinate with the organization vision and priorities. The plan should also provide specific guidance as to how MHPR's identity and brand is to be consistently portrayed across the multiple methods and deliverables used for communication. Below are the essential pieces to an effective marketing plan:

- Know the audience: Understand the community demographics and who MHPR is trying to reach along with their needs and interests and how they will best receive messaging. MHPR should also regularly assess the unmet needs or gaps in recreation services throughout the community.
- Define the goals that will drive specific marketing strategies: Some goals can include increasing program participation, boosting MHPR brand awareness, or improving community engagement for more informed decision making.
- Create the right message: Focus on the benefits and positive outcomes of the program. Emphasize the factors that make the program or service stand out from others in the community.
- Use the right tools and channels: Depending on the demographics and area, some channels may not resonate with community members. For instance, traditional media can reach a wider audience, but it may not be the main source for MHPR's target market. Additionally, partnerships



with other community organizations can help MHPR get messaging to the right audience by sharing resources. By ensuring the right method is used, MHPR will maximize resources for marketing and communications and see positive results with engagement.

- Monitor goals and strategies regularly: MHPR should build in methods to measure the impact of the marketing plan and specific strategies to ensure necessary adjustments can be made with communications.

Currently, the City of Mendota Heights has a part-time communications position that oversees City wide communications and most of the marketing for recreation programming falls on the limited parks and recreation staffing. Enhancing marketing efforts will be a challenge with minimal staff time to allocate to the responsibilities. Ideally, if recreation programs continue to grow, a full-time Communications or Community Engagement Manager should be considered for MHPR that could also oversee strategic partnerships and sponsorship opportunities in addition to marketing and promotions. However, there are some approaches that will help maximize staff time.

- Identify the programs that bring the most value or have the highest participation and prioritize marketing efforts for these.
- Automate social media posts with low cost content management platforms, such as Hootsuite.
- Use email marketing tools to automate regular program update emails to MHPR's customer database.
- Collaborate with local civic organizations to share marketing resources such as print materials or distribution lists.
- Use online design tools that can create professional-looking marketing materials with minimal design experience and in a fraction of the time it would take a printing or design vendor.
- Use larger programs and events or popular public spaces as an opportunity to cross-promote programs and events.

MARKETING TRAINING

Educating program staff on marketing principles can lead to increased awareness of services and overall participation, a stronger connection with the community, and enhanced program partnerships. Simply put, marketing training empowers program staff to take more ownership over their programs. This is a time and resource intensive activity and should be planned accordingly in staffing projections.

1.5.2 RECREATION PROGRAM PARTNERSHIPS AND VOLUNTEERS

MHPR currently works with several partnering agencies, organizations, and corporations throughout the community. Current partnerships with School District 197, West Saint Paul, and Dakota County support facilitation of programs and sponsorships of community events. However, growing population and programming within West Saint Paul will likely negatively impact MHPR's future partnership for indoor recreation space.

Tracking partnerships can demonstrate MHPR's ability to leverage resources within the community. In many instances, partnerships can be inequitable to a public agency and do not produce reasonable shared benefits between parties. It is not suggested that MHPR's existing partnerships are inequitable; rather, in general many parks and recreation agencies' partnerships tend to be one-sided.

The following recommended policies will promote fairness and equity within existing and future partnerships while helping staff to manage potential internal and external conflicts. Partnership principles for existing and future partnerships will maximize their effectiveness. These partnership principles are as follows:

- All partnerships require a working agreement with measurable outcomes and will be evaluated on a regular basis. This should include reports to MHPR on the performance and outcomes of the partnership including an annual review to determine renewal potential.
- All partnerships should track costs associated with the partnership investment to demonstrate the shared level of equity.
- All partnerships should maintain a culture that focuses on collaborative planning on a regular basis, regular communications, and annual reporting on performance and outcomes to determine renewal potential and opportunities to strengthen the partnership.

Additional partnerships can be pursued and developed with other public entities such as neighboring towns/cities, colleges, state or federal agencies, non-for-profit organizations, as well as with private or for-profit organizations. There are recommended standard policies and practices that will apply to any partnership, and those that are unique to relationships with private, for-profit entities.

RECREATION VOLUNTEERS

Today's realities require most public parks and recreation departments to seek productive and meaningful partnerships with both community organizations and individuals to deliver quality and seamless services to their residents. These relationships should be mutually beneficial to each party to better meet the overall community needs and expand the positive impact of MHPR's mission. Effective partnerships and meaningful volunteerism are key strategy areas for MHPR to meet the needs of the community in the years to come.

The City of Mendota Heights' Volunteer Policy provides a comprehensive framework for managing volunteers. It includes guidelines on the purpose, scope, and definition of volunteers, categorizing them into adult and junior volunteers. The policy also outlines volunteer management procedures, including recruitment, conflict of interest, record-keeping, and criminal background checks. Additionally, the policy emphasizes volunteer support, recognition, and maintaining a respectful work environment.

The City's Administrative Support Assistant serves as a part-time volunteer coordinator and oversees several types of volunteers related to parks and recreation responsibilities including event management, invasive species removal, general park clean-up, and tree planting efforts. Each volunteer position comes with a service description that outlines the skills desired, responsibilities, and outcome or learning opportunities.

ESTABLISH FORMAL VOLUNTEER AND PARTNERSHIP POLICIES AND AGREEMENTS

To strengthen volunteer and partnership efforts, Mendota Heights Parks and Recreation should implement the best practices outlined in the following section and begin consistently tracking volunteer metrics—such as the number of individuals engaged and total hours donated annually. Additionally, the department should establish measurable outcomes for each partnership and monitor these metrics on an annual basis.

1.6 CONCLUSION

1.6.1 PROGRAM ASSESSMENT SUMMARY

The program assessment for MHPR identifies strengths such as high public participation and current diversity of programming. However, there is a ceiling for program expansion with the current staffing structure and indoor space allocated to MHPR. Also, the absence of a pricing strategy will impact program management, expansion, and financial planning. **Key action points include strengthening partnerships, optimizing staffing and space usage, developing a comprehensive pricing strategy to generate more earned income that can offset expenses for enhancing program offerings, and improving financial planning to sustain and enhance the department's services for residents and visitors.**



To enhance MHPR's recreation programs and services for in-house and third-party operated programs, staff should establish and adhere to comprehensive program standards to ensure consistent service delivery. This includes quality assurance measures for planning, implementation, and evaluation, with a focus on staff training, program space conditions, and risk management.

- Customer service standards must address the entire participant experience, from registration to post-program evaluation, emphasizing consistent communication and experience enhancement.
- Performance measures, such as participation numbers and satisfaction surveys, should be tracked to inform data-driven decisions and improve program impact. Monitoring program cancellation rates can reveal areas for improvement in design and execution.
- Regular quality assurance observations of contracted programs will ensure alignment with MHPR's standards and expectations. To ensure consistent and high-quality service delivery, MHPR should establish and monitor program standards, focusing on staff training, program space conditions, and risk management.
- A consistent analysis of community demographics should guide program and marketing strategies, with attention to demographic shifts such as the increasing opportunities for those in the 55+ age group.
- Introducing premium programs to leverage high household incomes and tracking program lifecycles annually will ensure a balanced and innovative program mix.
- Conducting a classification of services analysis will align programs with organizational goals and funding strategies.
- MHPR should also adopt a Program Development and Resource Guide for systematic program planning, leveraging tools like the MacMillan Matrix to avoid duplicating services.
- Lastly, enhancing the Department's capacity with the City through clear policies, efficient management, optimal resource use, advanced technology, and strong communication strategies is crucial. Staff planning, efficient space use, community partnerships, and technology adoption will further bolster program delivery and community engagement.

Additionally, to optimize pricing strategies and achieve cost recovery goals, MHPR should consider various strategies to balance competitive pricing with equitable access for core programs. Implementing a Cost-of-Service Analysis for accurate pricing decisions and setting cost recovery targets is crucial. Fostering equitable partnerships and enhancing volunteer policies will strengthen community relationships and resource utilization.

By implementing these action points, MHPR can foster a culture of continuous improvement, align staff efforts with strategic priorities, and ultimately enhance the quality of program offerings for the community.

PROGRAM ASSESSMENT APPENDIX A: VOLUNTEER/PARTNERSHIP BEST PRACTICES & RECOMMENDATIONS

BEST PRACTICES IN VOLUNTEER MANAGEMENT

In developing a volunteer policy, some best practices that MHPR should be aware of include:

- Involve volunteers in cross-training to expose them to various organizational functions and increase their skill. This can also increase their utility, allowing for more flexibility in making work assignments, and can increase their appreciation and understanding of MHPR.
- Ensure the Volunteer Coordinator (a designated program staff member with volunteer management responsibility) and associated staff stay fully informed about the strategic direction of MHPR overall, including strategic initiatives for all divisions. Periodically identify, evaluate, or revise specific tactics the volunteer services program should undertake to support the larger organizational mission.
- A key part of maintaining the desirability of volunteerism is developing a good reward and recognition system. The consultant team recommends using tactics like those found in frequent flier programs, wherein volunteers can use their volunteer hours to obtain early registration at programs, or discounted pricing at certain programs, rentals or events, or any other department function. Identify and summarize volunteer recognition policies in a Volunteer Policy document.
- Regularly update volunteer position descriptions. Include an overview of the volunteer position lifecycle in the Volunteer Manual, including the procedure for creating a new position.
- Add end-of-lifecycle process steps to the Volunteer Manual to ensure that there is formal documentation of resignation or termination of volunteers. Also include ways to monitor and track reasons for resignation/termination and perform exit interviews with outgoing volunteers when able.
- In addition to the number of volunteers and volunteer hours, categorization and tracking volunteerism by type and extent of work, is important:
 - Regular volunteers: Those volunteers whose work is continuous, provided their work performance is satisfactory and there is a continuing need for their services.
 - Special event volunteers: Volunteers who help with a particular event with no expectation that they will return after the event is complete.
 - Episodic volunteers: Volunteers who help with a particular project type on a recurring or irregular basis with no expectation that they will return for other duties.
 - Volunteer interns: Volunteers who have committed to work for MHPR to fulfill a specific higher-level educational learning requirement.
 - Community service volunteers: Volunteers who are volunteering over a specified period to fulfill a community service requirement.

MHPR should encourage employees to volunteer in the community. Exposure of staff to the community in different roles (including those not related to parks and recreation) will raise awareness of the agency and its volunteer program. It also helps staff understand the role and expectations of a volunteer if they can experience it for themselves.

POLICY RECOMMENDATIONS FOR PUBLIC/PRIVATE PARTNERSHIPS

The recommended policies and practices for public/private partnerships that may include businesses, private groups, private associations, or individuals who desire to make a profit from use of MHPR's facilities or programs are detailed in the following pages. These can also apply to partnerships where a private party wishes to develop a facility on park property, to provide a service on publicly owned property, or who has a contract



with MHPR to provide a task or service on MHPR's behalf at public facilities. These unique partnership principles are as follows:

- Upon entering into an agreement with a private business, group, association or individual, MHPR staff and political leadership must recognize that they must allow the private entity to meet their financial objectives within reasonable parameters that protect the mission, goals and integrity of MHPR.
- As an outcome of the partnership, MHPR must receive a designated fee that may include a percentage of gross revenue dollars less sales tax on a regular basis, as outlined in the contract agreement.
- The working agreement of the partnership must establish a set of measurable outcomes to be achieved, as well as the tracking method of how those outcomes will be monitored by MHPR. The outcomes will include standards of quality, financial reports, customer satisfaction, payments to MHPR, and overall coordination with MHPR for the services rendered.
- Depending on the level of investment made by the private contractor, the partnership agreement can be limited to months, a year or multiple years.
- If applicable, the private contractor will provide a working management plan annually that they will follow to ensure the outcomes desired by MHPR. The management plan can and will be negotiated, if necessary. Monitoring the management plan will be the responsibility of both partners. MHPR must allow the contractor to operate freely in their best interest, if the outcomes are achieved, and the terms of the partnership agreement are adhered to.
- The private contractor cannot lobby MHPR advisory or governing boards for renewal of a contract. Any such action will be cause for termination. All negotiations must be with MHPR Director or their designee.
- MHPR has the right to advertise for private contracted partnership services or negotiate on an individual basis with a bid process based on the professional level of the service to be provided.
- If conflicts arise between both partners, the highest-ranking officers from both sides will try to resolve the issue before going to each partner's legal counsel. If none can be achieved, the partnership shall be dissolved.

PARTNERSHIP OPPORTUNITIES

MHPR currently has a strong network of recreation program partners. Therefore, the following recommendations are both an overview of existing partnership opportunities available to MHPR, as well as a suggested approach to organizing partnership pursuits. This is not an exhaustive list of all potential partnerships that can be developed, but this list can be used as a reference tool for MHPR to develop its own priorities in partnership development. The following five areas of focus are recommended:

1. **Operational Partners:** Other entities and organizations that can support the efforts of MHPR to maintain facilities and assets, promote amenities and park usage, support site needs, provide programs and events, and/or maintain the integrity of natural/cultural resources through in-kind labor, equipment, or materials.
2. **Vendor Partners:** Service providers and/or contractors that can gain brand association and notoriety as a preferred vendor or supporter of MHPR in exchange for reduced rates, services, or some other agreed upon benefit.
3. **Service Partners:** Nonprofit organizations and/or friends' groups that support the efforts of MHPR to provide programs and events, and/or serve specific constituents in the community collaboratively.

4. Co-Branding Partners: Private, for-profit organizations that can gain brand association and notoriety as a supporter of MHPR in exchange for sponsorship or co-branded programs, events, marketing and promotional campaigns, and/or advertising opportunities.
5. Resource Development Partners: A private, nonprofit organization with the primary purpose of leveraging private sector resources, grants, other public funding opportunities, and resources from individuals and groups within the community to support the goals and objectives of MHPR on mutually agreed upon strategic initiatives.

BEST PRACTICE FOR ALL PARTNERSHIPS

All partnerships developed and maintained by MHPR should adhere to common policy requirements. These include:

- Each partner will meet with or report to MHPR staff on a regular basis to plan and share activity-based costs and equity invested.
- Partners will establish measurable outcomes and work through key issues to focus on for the coming year to meet the desired outcomes.
- Each partner will focus on meeting a balance of equity agreed to and track investment costs accordingly.
- Measurable outcomes will be reviewed quarterly and shared with each partner, with adjustments made as needed.
- A working partnership agreement will be developed and monitored together on a quarterly or as-needed basis.
- Each partner will assign a liaison to serve each partnership agency for communication and planning purposes.



PROGRAM ASSESSMENT APPENDIX B: LIFECYCLE STAGES OF CURRENT PROGRAMS

LIFECYCLE STAGE OF PROGRAM							
For each Program, place an 'X' to indicate which Lifecycle Stage it is currently in.							
	Program	Introduction	Take-Off	Growth	Mature	Saturated	Decline
Core Program Area		New program; modest participation	Rapid participation growth	Moderate, but consistent participation growth	Slow participation growth	Minimal to no participation growth; extreme competition	Declining participation
Special Events & Programs	Frozen Fun Fest: Block Party			X			
	Frozen Fun Fest: Ice Fishing				X		
	Frozen Fun Fest: Valentine's in the Village				X		
	Frozen Fun Fest: Puzzle Competiton		X				
	Pickleball with Public Safety				X		
	Blade with the Blue				X		
	Kid's Garage Sale			X			
	Spring Pickleball Tournament			X			
	Fishing Derby			X			
	Parks Celebration: Food Truck Fest			X			
	Parks Celebration: Saturday Festival			X			
	Parks Celebration: Pickleball Tournament			X			
	Bogey with the Red and Blue				X		
	Touch-A-Truck			X			
	Glow Golf			X			
	Makers Market			X			
	Men's Softball League				X		
	Barktober		X				
	Adult Bags League	X					
	Trick-Or-Teeing		X				
	Music in the Park			X			
	Tour De Rec		X				
Golf Programs	Women's Golf League				X		
	Adult Golf Lessons			X			
	Tiger Tots Golf				X		
	Senior Golf League					X	X
	Junior's Wednesday Golf League				X		
	Junior's Friday Golf League				X		
	Junior's Beginner Golf Lessons						X
	Junior's Intermediate Gof Lessons						X
Net Programs	Beginner's Pickleball Lessons			X			
	Adult Tennis Lessons			X			
	Tennis Matchplay					X	
	Little's Tennis Lessons						X
	Youth Tennis Lessons						X
Senior Programs	Adult Walking Group	X					
	Coffee, Cribbage and Cards		X				
	Adult Painting Group	X					
	Cribbage Tournament	X					
Art & Tech Programs	Tech Academy Camp				X		
	ARTrageous Adventure Camps				X		
	Mayer Arts Theater Classes				X		
Youth Camps and Field Trips	Winter Break Field Trips					X	
	Fall Break Field Trips					X	
	Monthly Summer Field Trips					X	
	Safe Kids Safety Camp			X			
	Little Tykes Safety Camp			X			
	Weekly Sports Skills Camps			X			
	Weekly Fascinating Fridays				X		

PROGRAM ASSESSMENT APPENDIX C: CLASSIFICATIONS FOR CURRENT PROGRAMS

<u>CLASSIFICATION OF PROGRAM</u>				
		Essential	Important	Value-Added
Core Program Area	Program			
Special Events & Programs	Frozen Fun Fest: Block Party	X		
	Frozen Fun Fest: Ice Fishing	X		
	Frozen Fun Fest: Valentine's in the Village	X		
	Frozen Fun Fest: Puzzle Competiton	X		
	Pickleball with Public Safety		X	
	Blade with the Blue		X	
	Kid's Garage Sale		X	
	Spring Pickleball Tournament			X
	Fishing Derby		X	
	Parks Celebration: Food Truck Fest	X		
	Parks Celebration: Saturday Festival	X		
	Parks Celebration: Pickleball Tournament	X		
	Bogey with the Red and Blue			X
	Touch-A-Truck	X		
	Glow Golf			X
	Makers Market		X	
	Barktober			X
	Men's Softball League			X
	Adult Bags League			X
	Trick-Or-Teeing	X		
	Music in the Park	X		
	Tour De Rec			X
Golf Programs	Women's Golf League			X
	Adult Golf Lessons			X
	Tiger Tots Golf			X
	Senior Golf League			X
	Junior's Wednesday Golf League			X
	Junior's Friday Golf League			X
	Junior's Beginner Golf Lessons			X
	Junior's Intermediate Gof Lessons			X
Net Programs	Beginner's Pickleball Lessons			X
	Adult Tennis Lessons			X
	Tennis Matchplay			X
	Little's Tennis Lessons			X
	Youth Tennis Lessons			X
Senior Programs	Adult Walking Group		X	
	Coffee, Cribbage and Cards		X	
	Adult Painting Group			X
	Cribbage Tournament			X
Art & Tech Programs	Tech Academy Camp			X
	ARTrageous Adventure Camps			X
	Mayer Arts Theater Classes			X
Youth Camps and Field Trips	Winter Break Field Trips		X	
	Fall Break Field Trips		X	
	Monthly Summer Field Trips		X	
	Safe Kids Safety Camp		X	
	Little Tykes Safety Camp		X	
	Weekly Sports Skills Camps		X	
	Weekly Fascinating Fridays		X	



APPENDIX 7

Financial Analysis and Strategies

FINANCIAL ANALYSIS

As a key element of the Master Plan, available information was reviewed to assess the financial situation of Mendota Heights Parks and Recreation (“MHPR”). The revenues and expenditures were analyzed to identify trends and assess MHPR’s financial integrity. The cost recovery at major functional levels has also been analyzed to assess the adequacy of revenues to cover continuing operations.

DATA REVIEWED

The detailed cost and activity information prepared by MHPR’s staff was reviewed as part of this analysis. Financial reports for fiscal years 2019 through 2024 were analyzed to assess the financial situation of the Department.

COST RECOVERY

A summary of the cost recovery for each of the respective operating funds is provided in Figure 1. MHPR has demonstrated an adequate cost recovery rate for most of the years in the study period. Recreation operations show a drop in cost recovery for the last two years due to more free events being offered.

Fiscal Year	Actual 2019	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Budget 2024	PROS Anticipated Cost Recovery
Parks	2%	1%	2%	1%	1%	1%	0% to 30%
Recreation	111%	87%	78%	60%	50%	36%	60% to 100%
Golf	68%	90%	106%	100%	95%	92%	80% to 100%

Figure 1 - Summary of Cost Recovery from Operations *Golf Includes Capital

PARKS

The revenue and expenditure amounts, and cost recovery percentages for park operations are illustrated below in Figure 2. Cost recovery percentages are low at 1% and 2% while industry standards are approximately 22%. Park operations are not anticipated to recover the full cost of operations.

	Actual 2019	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Budget 2024
Revenues	\$14,925	\$5,816	\$17,901	\$18,412	\$18,957	\$18,000
Expenditures	\$854,346	\$899,059	\$875,215	\$1,244,352	\$1,291,808	\$1,202,146
Revenues Over / (Under)						
Expenditures	(\$839,421)	(\$893,243)	(\$857,314)	(\$1,225,940)	(\$1,272,851)	(\$1,184,146)
Cost Recovery		2%	1%	2%	1%	1%

Figure 2 - Park Cost Recovery



The park revenue and expenditure details are shown in Figure 3. Park expenditures increased at a rate greater than the revenues.

Revenues	Actual 2019	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Budget 2024	Percent Increase 2019 to 2024
Total Revenues	\$14,925	\$5,816	\$17,901	\$18,412	\$18,957	\$18,000	21%
Expenditures							
Human Resources	\$570,678	\$569,821	\$619,408	\$740,877	\$819,937	\$856,396	50%
Contractual Services	\$62,988	\$119,227	\$42,214	\$178,963	\$57,630	\$66,650	6%
Commodities	\$173,093	\$148,458	\$153,165	\$213,299	\$268,015	\$231,100	34%
Other Charges	\$47,587	\$61,553	\$60,427	\$101,713	\$83,111	\$48,000	1%
Capital Outlay	-	-	-	\$9,500	\$63,115	-	N/A
Total Expenditures	\$854,346	\$899,059	\$875,214	\$1,244,352	\$1,291,808	\$1,202,146	41%

Figure 3 - Park Revenues and Expenditures

The distribution of park expenditures are shown in Figure 4. The distribution of expenditures has been consistent over the study period, indicating the cost increases are primarily the result of inflation.

	Actual 2019	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Budget 2024
Expenditures						
Human Resources	67%	63%	71%	60%	65%	71%
Contractual Services	7%	13%	5%	14%	4%	6%
Commodities	20%	17%	17%	17%	20%	19%
Other Charges	6%	7%	7%	8%	6%	4%
Capital Outlay	0%	0%	0%	1%	5%	0%
Total Expenditures	100%	100%	100%	100%	100%	100%

Figure 4 - Park Expenditures

RECREATION

The revenues and expenditures for recreation operations are illustrated below in Figure 5. Recreation cost recovery dropped in the last two years below the anticipated cost recovery of similar entities.

	Actual 2019	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Budget 2024
Revenues	\$52,305	\$22,319	\$34,260	\$42,267	\$39,004	\$40,975
Expenditures	\$47,317	\$25,580	\$43,661	\$71,002	\$77,905	\$112,800
Revenues Over / (Under)						
Expenditures	\$4,988	(\$3,261)	(\$9,401)	(\$28,735)	(\$38,901)	(\$71,825)
Cost Recovery	111%	87%	78%	60%	50%	36%

Figure 5 - Recreation Operations



Recreation revenue and expenditure details are shown in Figure 6. Recreation expenditures have increased significantly over the study period. The revenues have not recovered from the drop during COVID.

Revenues	Actual	Actual	Actual	Actual	Actual	Budget	Percent
	2019	2020	2021	2022	2023	2024	Change
Recreation Programs	\$41,523	\$14,151	\$26,512	\$37,366	\$33,030	\$35,000	-16%
Softball Fees	\$10,782	\$8,168	\$7,748	\$4,901	\$5,974	\$5,975	-45%
Total Revenues	\$52,305	\$22,319	\$34,260	\$42,267	\$39,004	\$40,975	-22%
Expenditures							
Human Resources	-	-	-	-	-	-	N/A
Contractual Services	-	-	-	-	-	-	N/A
Commodities	-	-	-	-	-	-	N/A
Other Charges	\$47,317	\$25,580	\$43,661	\$71,002	\$77,905	\$112,880	139%
Capital Outlay	-	-	-	-	-	-	N/A
Total Expenditures	\$47,317	\$25,580	\$43,661	\$71,002	\$77,905	\$112,880	139%

Figure 6 - Recreation Revenues and Expenditures

GOLF

The revenues and operating expenditures without Capital Outlay for golf operations are illustrated below in Figure 7. Golf operations recovered the cost of operations in the last four years. Golf operations recovered over 101% of the operating expenditures for the actual years of operations. The 2024 budget is projected to recover 96% of operating expenditures.

	Actual	Actual	Actual	Actual	Actual	Budget
	2019	2020	2021	2022	2023	2024
Revenues	\$162,981	\$173,927	\$246,148	\$262,790	\$302,105	\$265,450
Expenditures	\$146,200	\$145,078	\$215,020	\$220,181	\$280,602	\$275,327
Revenues Over / (Under)						
Expenditures	\$16,781	\$28,849	\$31,128	\$42,609	\$21,503	(\$9,877)
Cost Recovery	111%	120%	114%	119%	108%	96%

Figure 7 - Golf Cost Recovery *not including Capital



The golf revenue and expenditure with capital outlay details are shown in Figure 8. Golf revenues have increased at a rate greater than the expenditures, improving the cost recovery. The total cost recovery with Capital Outlay has improved 37% over the study period.

Revenues	Actual	Actual	Actual	Actual	Actual	Budget	Percent
	2019	2020	2021	2022	2023	2024	Change 2019 to 2024
Green Fees	\$93,078	\$150,061	\$167,782	\$176,412	\$209,668	\$177,000	90%
Recreation Programs	\$33,229	\$23,251	\$49,488	\$53,928	\$50,923	\$54,000	63%
Concessions	\$19,538	-	\$25,295	\$33,596	\$36,090	\$34,000	74%
Sundry Revenue	\$16,068	\$195	\$3,771	\$425	\$146	-	-100%
Interest	\$1,068	\$420	(\$188)	(\$1,571)	\$5,278	\$450	-58%
Total Revenues	\$162,981	\$173,927	\$246,148	\$262,790	\$302,105	\$265,450	63%
Expenditures							
Human Resources	\$79,568	\$77,601	\$107,251	\$110,217	\$122,913	\$134,284	69%
Contractual Services	\$21,772	\$18,407	\$28,395	\$30,090	\$26,229	\$38,088	75%
Commodities	\$36,093	\$37,330	\$55,150	\$58,468	\$107,879	\$73,050	102%
Other Charges	\$8,776	\$11,740	\$24,224	\$21,406	\$23,581	\$29,905	241%
Capital Outlay	\$71,723	\$48,526	\$17,135	\$41,552	\$37,288	\$12,000	-83%
Total Expenditures	\$217,932	\$193,604	\$232,155	\$261,733	\$317,890	\$287,327	32%
Revenues Over / (Under)							
Operating Expenditures	(\$54,951)	(\$19,677)	\$13,993	\$1,057	(\$15,785)	(\$21,877)	61%
Cost Recovery	75%	90%	106%	100%	95%	92%	37%

Figure 8 - Golf Revenues and Expenditures with Capital Outlay

The distribution of golf expenditures is shown in Figure 9. Distribution of expenditures has been consistent over the last years of study period indicating the cost increases are primarily the result of inflation.

Expenditures	Actual	Actual	Actual	Actual	Actual	Budget
	2019	2020	2021	2022	2023	2024
Human Resources	37%	40%	46%	42%	39%	47%
Contractual Services	10%	10%	12%	11%	8%	14%
Commodities	16%	19%	24%	23%	34%	25%
Other Charges	4%	6%	11%	8%	7%	10%
Capital Outlay	33%	25%	7%	16%	12%	4%
Total Expenditures	100%	100%	100%	100%	100%	100%

Figure 9 - Distribution of Golf Expenditures



MHPR's investment per round of Golf is shown in Figure 10.

	Actual 2019	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Budget 2024
Revenues Over / (Under) Expenditures	(\$54,951)	(\$19,677)	\$13,993	\$1,057	(\$15,785)	(\$21,877)
Rounds	8,324	14,283	15,618	16,246	19,760	20,089
Investment Per Round	\$6.60	\$1.38	(\$0.90)	(\$0.07)	\$0.80	\$1.09

Figure 10 - Investment Per Round of Golf

CAPITAL EXPENDITURES

The Special Park Fund continues to provide necessary investments to MHPR's facilities and infrastructure as shown in Figure 11.

	Actual 2019	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Budget 2024
4460 Construction Costs	\$32,249	\$3,814	\$34,738	\$21,307	\$53,695	\$5,000
4620 Capital Outlay	\$328,696	\$54,818	\$133,004	\$363,360	\$520,788	\$235,000
Total Capital Expenditures	\$360,945	\$58,632	\$167,742	\$384,667	\$574,483	\$240,000

Figure 11 - Special Park Fund Capital Expenditures

The capital funds provided to MHPR from budgeted funds and the Special Park Fund are shown in Figure 12.

	Actual 2019	Actual 2020	Actual 2021	Actual 2022	Actual 2023	Budget 2024
Parks	\$0	\$0	\$0	\$9,500	\$63,115	\$0
Recreation	-	-	-	-	-	-
Golf	\$71,723	\$48,526	\$17,135	\$41,552	\$37,288	\$12,000
Special Park Fund	\$360,945	\$58,632	\$107,742	\$384,667	\$574,483	\$240,000
Total Capital Expenditures	\$432,668	\$107,158	\$124,877	\$435,719	\$674,886	\$252,000

Figure 12 -Capital Expenditures from All Funds



FINANCING THE SYSTEM FORWARD ANALYSIS AND BENCHMARK SUMMARY

The Mendota Heights Financial Analysis focuses on best practices as provided by the National Recreation and Park Association (“NRPA”) Performance Review information for the 2024 year. In the report under the financial segment, it provides financial benchmarks including the following:

- The 2024 Park Maintenance Budget is \$1,202,146, or \$103.96 per capita, representing 91% of the total operational budget for park services. Nationally, according to the National Recreation and Park Association (NRPA), parks operations typically account for about 46% of the total operational budget for agencies in similar-sized communities.
In Mendota Heights, the recreation budget represents only 8.5% of the City’s overall operational budget—well below the national average of approximately 41%. In terms of overall spending, Mendota Heights falls within the middle quartile of NRPA Performance Review standards for systems of comparable size.
A more balanced allocation between parks and recreation could deliver a stronger community-wide impact by increasing programs for all age groups and activating more park spaces. Combining the parks and recreation budgets into a single document would also provide a clearer picture of the City’s total investment in these services and their benefits.
- Based on the NRPA per capita basis for populations under 20,000 people, Mendota Heights is spending below the Upper Quartile Standard on a per capita basis at \$169.43, which includes both the parks and recreation budget. NRPA Best Practices for similar size cities is \$229.61 per capita.
- To determine the amount of funds to use for capital spending, most best practice agencies calculate 5% of the total asset value of the parks system then deduct the land value to arrive at the amount they spend to maintain what they already own.
- The Golf 2024 Budget is \$287,327 and \$24.85 per capita for golf operations. Typically golf operations cover 100% of the operating budget from greens fees and related golf revenues. The current per capita subsidy for Golf operations is \$1.89 per capita. The golf course has a very small clubhouse and no practice facilities for golfers to use. Adding a golf simulator to the clubhouse would open the opportunity for youth and adults to practice year-round as well as offer lessons and grow the game for youth and adults in the City and generate significant amounts of revenue. In the winter, the golf course is not utilized to generate revenue, rather as a community gathering space.
- The average capital spending for Parks and Recreation in Mendota Heights per year is \$202,355. The NRPA Performance Report for similar size cities indicates capital spending is normally at \$823,757 on capital expenditures per year.
- The total budget comprising of Parks and Recreation is \$1,314,946 which is 10.66% of the total city budget of \$12,331,671. Normally Park and Recreation Services make up between 7 and 10% of the city budget. Mendota Heights’ budget is in the appropriate range of funding, but it is not balanced by the three core functions of park maintenance, recreation services and administration.
- Typical staffing of FTE for parks and recreation is 20.1 people for communities under 20,000 residents in the Upper Quartile and in Mendota Heights the FTE number is 7.3 with a newly hired employee in March. Balancing out recreation program staff with additional administrative staff will bring a much



higher level of use to the park system and create more operational revenue through program fees and charges.

- Mendota Heights has 25.39 park acres per 1,000 residents. This is lower than 26.02 acres for Upper Quartile cities in the United States.
- A city the size of Mendota Heights typically has 2.0 square feet of indoor recreation space per population served. This ratio would require Mendota Heights to have 23,400 square feet of indoor programmable space. The City currently has 2,506 square feet for programmable space.
- Earned income revenues for communities the size of Mendota Heights typically contribute to 24.6% of their operational budget. In 2023, MHPR generated approximately 21.3% of their total budget from earned income which equates to \$360,066. The lower percentage is likely, in part, due to MHPR's limited space that is dedicated to indoor and outdoor programming.

MHPR should develop other funding options to support the efforts to build a park and recreation system that is balanced and responsive to citizens' needs. Incorporating a pricing policy, earned income policy and partnership policy to manage the system forward will all help the department to manage in a best-practice mode of operation. This follows the summary data outlined at the start of this document on - Financing the System Forward. It is important for MHPR to meet the expectations of the community while creating consistency across the system as it applies to access and priority of use. These policies will allow for less entitlement of special interest groups who use city facilities and services and provide greater fairness for the City to control the facilities the taxpayers are funding for everyone.

FUNDING STRATEGIES

OVERVIEW

Public recreation faces a constant challenge securing reliable funding for projects, programs, daily operations, and ongoing maintenance. While traditional funding sources exist, they can be subject to change. To ensure a sustainable future, it is crucial to diversify funding streams and actively seek new opportunities.

Developing a dynamic funding strategy is key. This strategy should consider different levels, from overall departmental needs to specific facilities and core programs. While the process of identifying and securing new funding can be time-consuming, the long-term benefits are significant. Additional and non-traditional sources can provide a critical boost for ongoing operational costs. These funding options are used by similar size park and recreation systems in Minnesota. All will help to supplement what the city is investing now in the park and recreation system.

FUNDING SOURCES

USER FEES

Fees and Charges

MHPR should position its fees and charges to be market-driven and based on surrounding public, private, and non-profit facilities. The potential outcome of revenue generation is consistent with national trends relating to public park and recreation sports facilities, which can generate a majority of all the operating expenditures. Fees include admissions, memberships, programs, rentals, field usage and other similar sources.

Implications for MHPR: This approach could cover a substantial portion of operating costs for specific value-added services. MHPR will need to ensure inclusive access for low-income visitors, and this can be done



through an enhanced scholarship or financial aid program. Also, MHPR should take a policy-driven approach to establishing user fees that will provide staff and City officials with a basis for how fees are established, and which groups should receive discounted rates. The policy should also determine the required cost recovery levels for various services, as suggested in the plan's program assessment. Lastly, non-resident rates should be included in future pricing policy discussions for certain types of programs.

Reservations and Permits

This revenue source comes from the right to reserve specific public spaces or property for a set amount of time. The reservation rates are usually set and apply to multipurpose rooms for various gatherings, hardcourts, sports fields, and other types of facilities for special activities.

Implications for MHPR: Charging for space reservations (e.g., sports fields, multi-purpose rooms) creates a dedicated revenue stream while managing usage efficiently. Clear policies and competitive pricing will be essential to balance revenue goals with public accessibility. MHPR should take the same market and policy driven approach to reservations as suggested for fees and charges including non-resident rates.

EXTERNAL FUNDING

Corporate Sponsorships

This revenue-funding source allows corporations to invest in the development or enhancement of new spaces or renovation of existing amenities/facilities in park systems. Sponsorships are also universally used for programs and events.

Implications for MHPR: MHPR is currently implementing this strategy for recreation programs and events. Sponsorships can also provide significant funding for capital improvements and larger amounts could be overseen and managed by the Mendota Heights Community Foundation or a future Park Foundation.

However, care must be taken to align sponsors with the MHPR mission and values to avoid a negative perception from the public. A sponsorship agreement should be created for each opportunity that protects all parties involved and clearly outlines terms. Sponsorships and advertising can be structured with strict graphic standards that reinforce the brand of the community.

Foundations/Gifts

Traditionally, these dollars are raised from tax-exempt, non-profit organizations established with private donations in promotion of specific causes, activities, or issues. They offer a variety of means to fund capital projects, including capital campaigns, gift catalogs, fundraisers, endowments, sales of items, etc. This funding source can be used for operations and capital costs.

Implications for MHPR: Partnering with foundations can provide grants or endowments for operations and capital costs. This funding source is versatile but requires strong grant writing and fundraising efforts. MHPR should continue to strengthen its relationship with the Mendota Heights Community Foundation to ensure future success. The Community Foundation could be an option to manage gifts and large-scale donations as well as take the lead role in planning future special fundraisers.



Partnerships

Partnerships are joint development funding sources or operational funding sources between two separate agencies, such as two government entities, a non-profit and a governmental entity, or a private business and a governmental entity. Two partners jointly develop revenue producing park and recreation facilities and share risk, operational costs, responsibilities, and asset management, based on the strengths and weaknesses of each partner.

Implications for MHPR: A partnership could co-develop facilities and amenities such as a pickleball facility, play areas, or other rental facility upgrades, enhancing amenities without straining park resources and generating revenue for reinvestment back into the park system. Partnerships should be regularly evaluated to ensure that they align with the MHPR mission and priorities. Partnership agreements should be specific to private, public and non-profit organizations. The funding source could be used for either operations or capital development. The goal is to make partnerships as equitable as possible and not create a sense of entitlement. Agreement terms should focus on meeting the outcomes desired by both partners.

Private Donations

Private Donations may also be received in the form of funds, land, facilities, recreation equipment, art, or in-kind services. Donations from local and regional businesses as sponsors for tournaments, events or spaces should be pursued.

Implications for MHPR: Donations from individuals or businesses can provide financial or in-kind support for events or specific projects. Regular communication with donors is critical to maintaining these relationships and ensuring long-term support. MHPR is currently working to establish a policy for receiving donations and currently implements a Memorial Bench Program.

Volunteerism

The revenue source is an indirect revenue source in that people donate time to assist the organization in providing a product or service on an hourly basis. This reduces the organization's cost in providing the service plus it builds advocacy into the system. According to independentsector.org the value of a volunteer hour is worth \$33.49. This monetary value can be used for matching money for some state and federal grants.

Implications for MHPR: Volunteer efforts reduce costs and build community support. The City of Mendota Heights' Volunteer Policy provides a comprehensive framework for managing volunteers. The policy outlines volunteer management procedures and emphasizes volunteer support, recognition, and maintaining a respectful work environment.

The City's Administrative Support Assistant serves as a part-time volunteer coordinator and oversees several types of volunteers related to parks and recreation responsibilities. This includes event management, invasive species removal, general park clean-up, and tree planting efforts. The program assessment outlines some other best practices with volunteer management that MHPR can consider for enhancing its engagement with future volunteers.



Irrevocable Remainder Trusts

An Irrevocable Remainder Trust allows a donor to place assets (e.g., cash, stocks, real estate) in a trust that generates income for the donor or designated beneficiaries during their lifetime or a specified term. After the income period ends, the remaining trust assets (the "remainder") are donated to a charitable organization, such as a city's parks department or a nonprofit supporting local parks and natural resources.

Implications for MHPR: This strategy can come in the form of land conservation, a park endowment for park maintenance and programming, or enhancements and expansion for park properties and a trail system.

FRANCHISE/LICENSES

Advertising Sales

This revenue source is for the sale of tasteful and appropriate advertising on park and recreation related items such as print materials, on scoreboards, dasher boards and other visible products or services that are consumable or permanent and expose the product or service to many people.

Implications for MHPR: Tasteful advertising on signage or within events and programs can provide a steady revenue stream without detracting from the park's aesthetic. This must be carefully managed to ensure public approval and brand alignment.

Catering Permits and Services

This is a license to allow caterers to work in the parks and recreation system on a permit basis with a set fee or a percentage of food sales returning to MHPR.

Implications for MHPR: Allowing caterers to operate in the parks under permit agreements provides revenue from events while supporting local businesses. This is particularly valuable for weddings or corporate events at pavilions or future facilities.

Concession Management

This funding source is from retail sales or rentals of soft goods, hard goods, or consumable items. There may be opportunities where MHPR could either contract for the service and receive a set amount of the gross percentage or the full revenue dollars that incorporates a profit after expenses.

Implications for MHPR: Concession sales, such as food, beverages, or equipment rentals, provide an opportunity for profit sharing or direct revenue. Contracting out services ensures consistent offerings without increasing park staff workload.

Interlocal Agreements

Contractual relationships entered between two or more local units of government and/or between a local unit of government and a non-profit organization for the joint usage/development of sports fields, regional parks, or other facilities.

Implications for MHPR: These agreements could support funding, resource sharing, environmental conservation, recreational programming, and community engagement. The City of Mendota Heights could



further establish an agreement with the City of West Saint Paul or other adjacent communities to jointly maintain and develop a regional trail system. An agreement with Dakota County could help MHPR leverage resources for conservation efforts, park maintenance, and help apply for large-scale park grants. Lastly, an agreement with surrounding Dakota County libraries and School District 197 could help enhance programming while limiting the strain on current staffing levels and facilities.

Leases

This includes options where developers / agencies lease space from municipal-owned land through a subordinate lease that pays out a set amount plus a percentage of gross dollars for recreation enhancements. These could include recreation centers and ice arenas.

Implications for MHPR: Leasing land or facilities to private operators could generate revenue for specific enhancements. This reduces operational costs for the City while ensuring facility use. Leases can often require oversight of private operators.

Naming Rights

Many municipalities have turned to selling the naming rights for new buildings or renovation of existing buildings and parks for the development cost associated with the improvement.

Implications for MHPR: Selling naming rights for new or renovated amenities could fund significant capital costs. The naming rights value is determined by impression points of the specific business or organization in a given period, such as a year.

Pouring Rights

Some private soft drink companies execute agreements with organizations for exclusive pouring rights within their facilities. A portion of the gross sales goes back to the organization. This comes from vending machines and soft drink serve stations.

Implications for MHPR: Exclusive agreements with beverage companies could bring in consistent revenue from vending machines and concessions. This strategy is most viable for high-traffic facilities or events.

GRANTS

Grants can be an essential funding source as part of a greater overall funding strategy for capital projects and some for specific services. For most Cities, grants are seen as an opportunity for free money, increased credibility of fiscal stewardship, increased access to valuable data, and the ability to point to past grants awarded in future applications.

Platforms such as Grant Gopher and Instrumentl® provide databases that can be searched for national, regional, and state specific grants for parks and recreation. It is also suggested that MHPR regularly track organizations such as the National Recreation and Parks Association, Minnesota Department of Natural Resources, and Minnesota Recreation and Parks Association for funding opportunities for park projects and recreation programming.



It is important for MHPR to understand each grant's requirements. In many instances, agencies look at the pros and cons of each individual grant to understand the cost-benefit ratio. Consider the following to determine MHPR's potential level of success:

- What is the overall time commitment expected from staff for grant administration, reporting, and implementation?
- What is the level of competition?
- How well does the MHPR project or service meet the application requirements?
- Is there an opportunity to renew the grant or will MHPR fund the project for the long-term?
- What are the reporting requirements and length of time given for the overall project?

MHPR has had past success in obtaining grants, most recently from the Minnesota Department of Natural Resources and the United States Tennis Association (USTA). Below are brief descriptions of some impactful grant opportunities.

Outdoor Recreation Grant Program

Provides matching grants to local governments for up to 50% of the cost of acquiring, developing, or redeveloping local parks and recreation areas. Eligible projects include playgrounds, picnic shelters, trails, and athletic facilities. The maximum grant award is \$350,000.

Natural and Scenic Area Grant Program

Offers grants up to \$500,000 to local governments for acquiring natural and scenic land to protect and develop for public use. Aims to preserve significant natural landscapes and provide outdoor recreational opportunities.

Local Trail Connections Program

Provides grants ranging from \$5,000 to \$250,000 to local units of government for the acquisition or development of short trail connections between where people live and desirable locations. A 25% match is required. Priority is given to projects that provide significant connectivity.

Regional Trail Grant Program

Offers grants ranging from \$5,000 to \$250,000 for the development of trails that are of regional or statewide significance. A 25% cash match is required.

Federal Recreational Trail Program

Awards grants between \$2,500 and \$200,000 for maintenance/restoration of recreational trails; development or rehabilitation of recreational trail linkages or trailhead facilities; environmental awareness and safety education programs; and redesign or relocation of trails to benefit the environment. A 25% cash or in-kind match is required.

Conservation Partners Legacy Grant Program

Funds conservation projects that restore, enhance, or protect forests, wetlands, prairies, and habitat for fish, game, and wildlife in Minnesota. Non-competitive grants from \$5,000 to \$50,000 with a 10% non-state match requirement are available to local, regional, state, and national nonprofit organizations, including government entities.



No Child Left Inside Grant Program

Aims to support and increase efforts to expand programming that connects youth to the outdoors. Grants are provided for outdoor environmental, ecological, and other natural resource based education and recreation programs serving youth.

Active Transportation and Safe Routes to School Infrastructure Grants

Programs administered by the Minnesota Department of Transportation State Aid for Local Transportation, these grants provide funding for eligible bicycle and pedestrian improvements.

TAX SUPPORT

Local Option Sales and Use Tax

Cities in Minnesota with sufficient retail businesses can implement a local option sales tax to fund specific capital projects, such as parks, trails, and recreational facilities. Minnesota State Statute 297A.99: Subd. 1a. states that local sales taxes are to be used instead of traditional local revenues only for construction and rehabilitation of capital projects when a clear regional benefit beyond the taxing jurisdiction can be demonstrated. Mendota Heights has a moderate number of retail businesses, and this source would need to be evaluated thoroughly before pursuing.

Implications for Mendota Heights: This source requires legislative approval and a voter referendum. It could provide a continuous revenue stream for park infrastructure projects.

Property Taxes

The city can dedicate a portion of its property tax revenue to fund parks and natural resources, either through the general levy or a special parks levy.

Implications for Mendota Heights: An appropriate level of property taxes provide a reliable and recurring source of funding. Public approval will be required if structured as a special levy. This would require careful justification and transparency.

Park Dedication Fees

Park Dedication Fees are governed by state law, specifically Minnesota Statutes § 462.358, Subdivision 2b. These fees are designed to ensure that as new development occurs, there are adequate parks, open spaces, and recreational facilities to serve the growing population.

Implications for Mendota Heights: The City currently implements this strategy; however, the City is almost fully developed and future use will be limited.

Special Service Districts

According to Minnesota Statutes 428A.01-428A.101, a city can create an SSD where property owners in a defined area agree to additional property taxes to fund specific services or improvements, such as park enhancements.

Implications for Mendota Heights: Special Service Districts could provide targeted funding for specific parks or natural areas; however, it requires property owner consent.



Conservation Easements and Land Value Tax Adjustments

This strategy provides tax incentives or abatements for landowners who place their property under conservation easements.

Implications for Mendota Heights: Encourages preservation of natural areas without an upfront city expenditure. Conservation easements require collaboration with landowners and conservation organizations.

Local Hotel/Motel Tax

Cities can impose a lodging tax, with revenues used to promote local tourism, including improvements to parks and trails.

Implications for Mendota Heights: This strategy supports parks and recreation as part of tourism promotion and has a minimal impact on residents as the tax is paid by visitors. The revenue potential depends on the City's lodging market size.