



Batavia Park District Strategic Master Plan

November 2025





**Batavia Park
District has
been named a
2025
Woman-Led Top
Workplace!**

**Thank you to our
Executive Director
Allison Niemela for
her leadership!**



Who Are We?



200+ Strategic and Master Plans

20+ in Illinois

20% of CAPRA + Gold Medal Winners

Work - 6 continents / Speak Multiple languages

OUR VISION

A more inclusive and innovative
future for all

OUR MISSION

To help communities prepare for
what's next

OUR VALUES

Inclusion

+

Innovation

+

Information

=

Inspiration

Who Are We?

Kimley»»Horn

Expect More. Experience Better.

Who Are We?







TEDx



Disney



78%

of Batavia residents live within a
10-minute walk
of a park

National Median: 55%



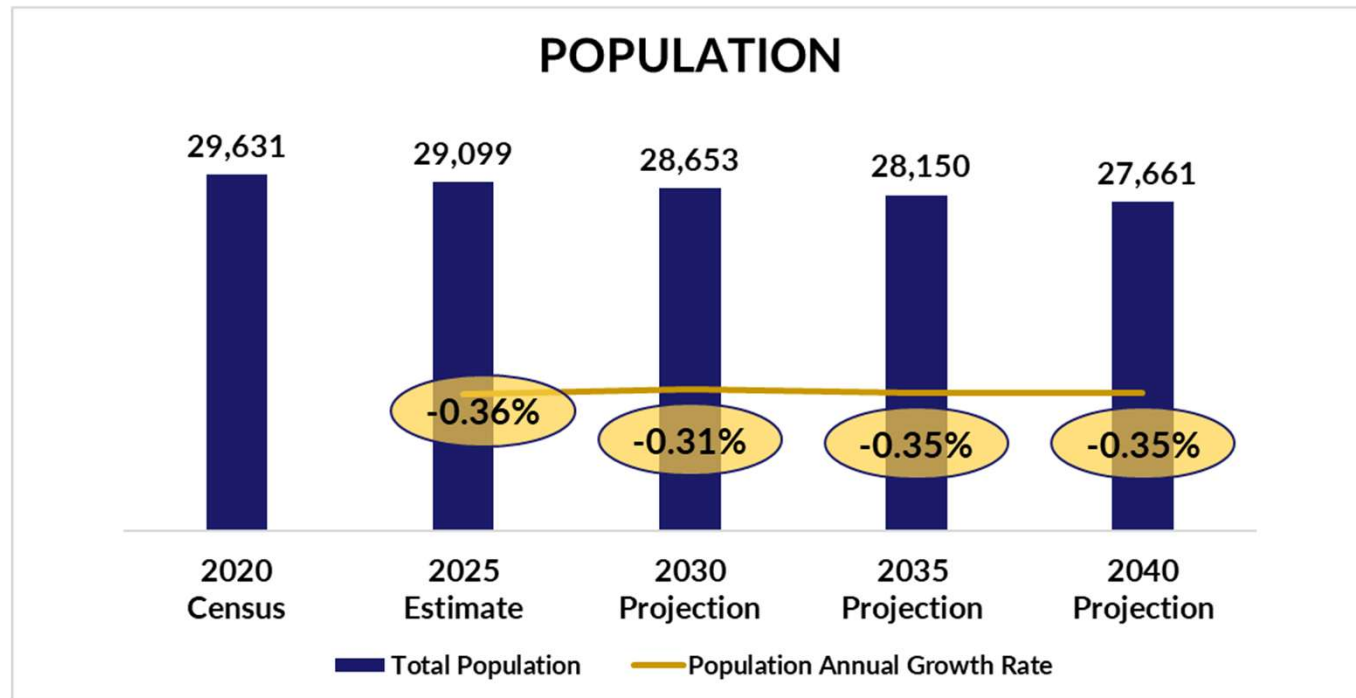
Phase 1 : Discover



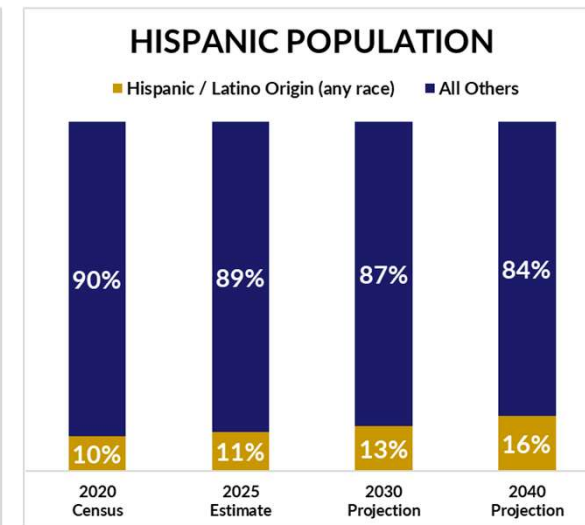
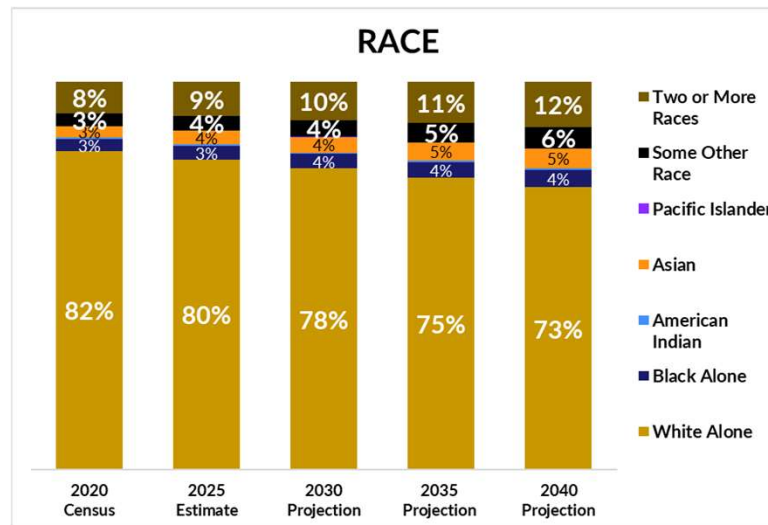
Welcome to
Batavia Park
District

www.YourFunIsOurBusiness.com

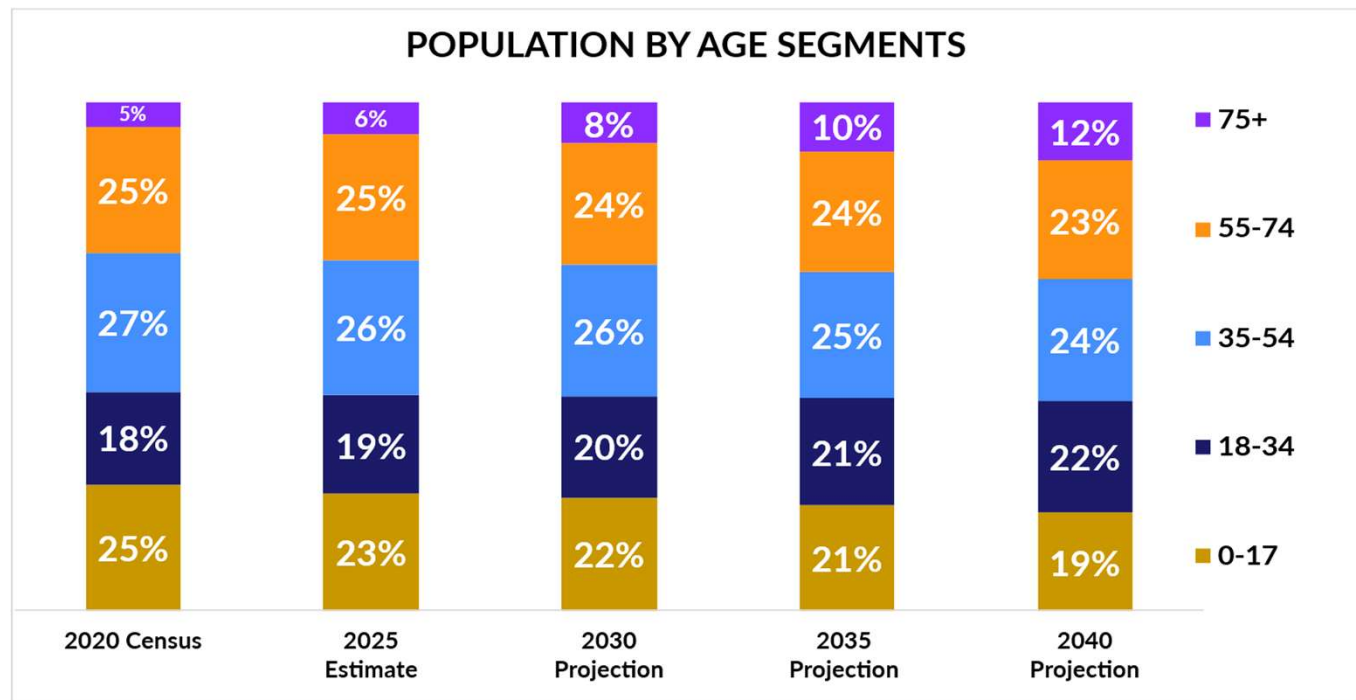
Population



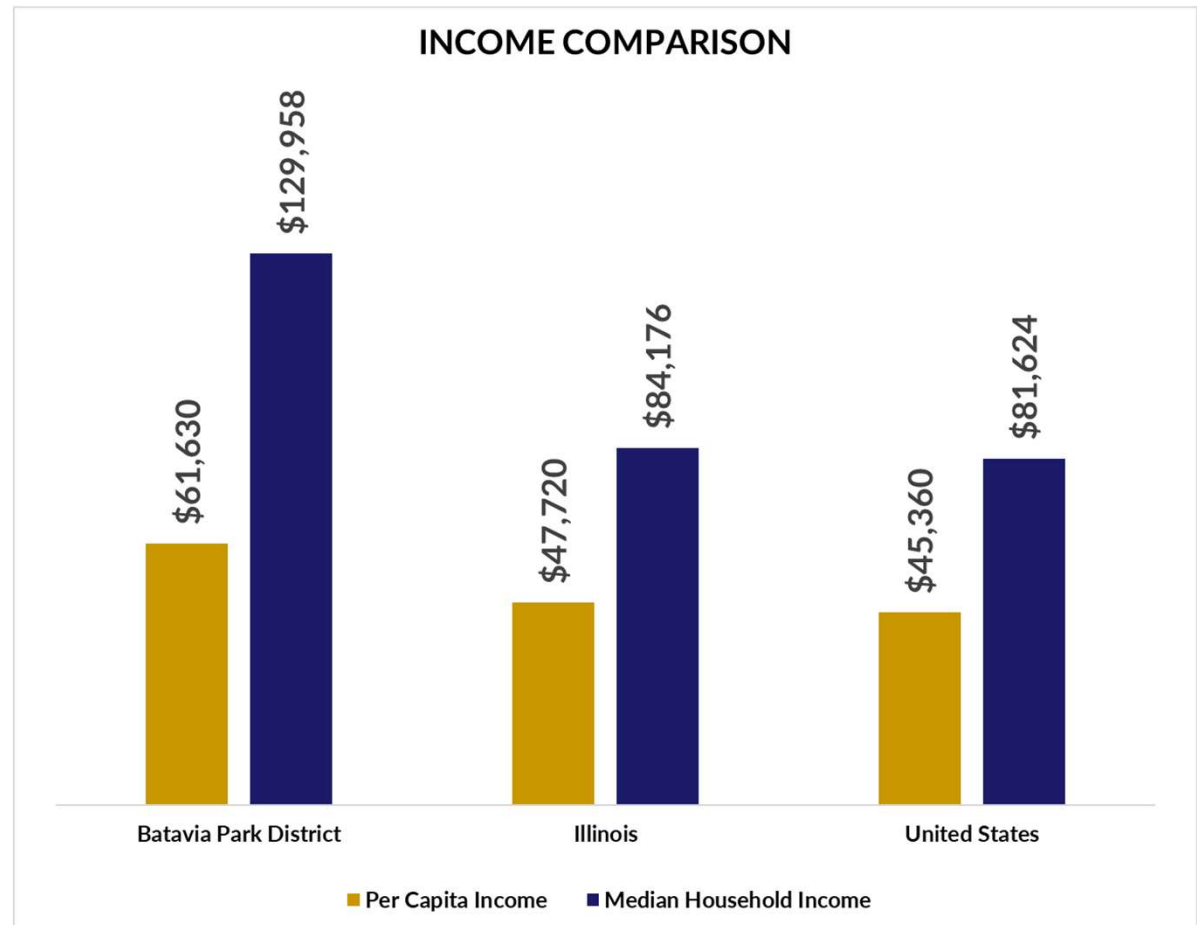
Race / Ethnicity



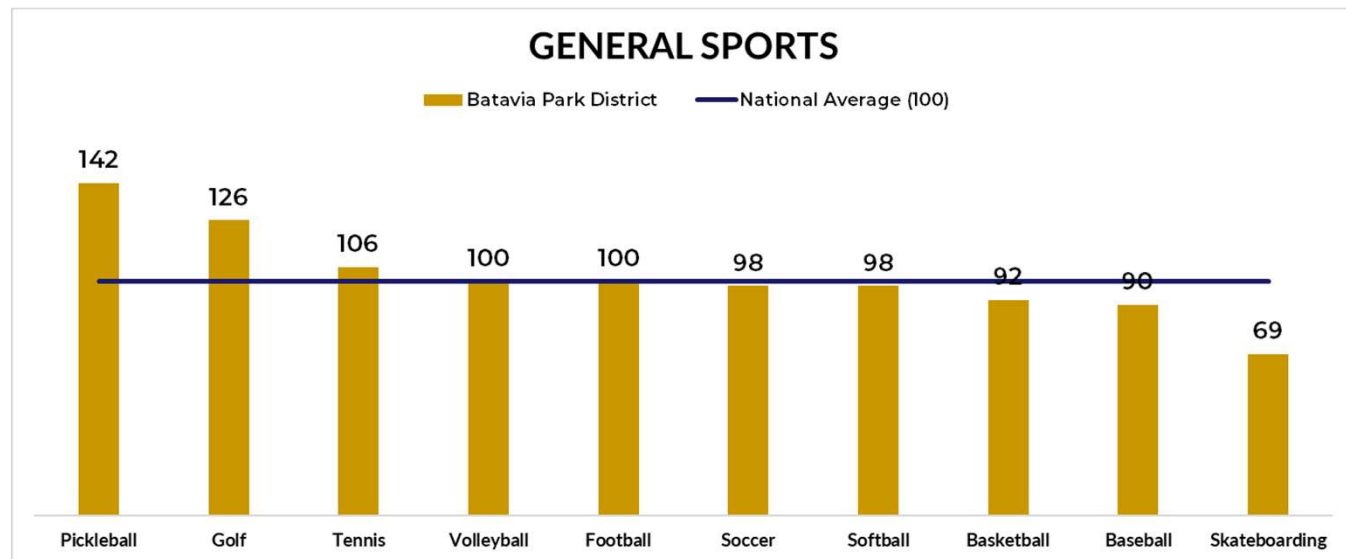
Age



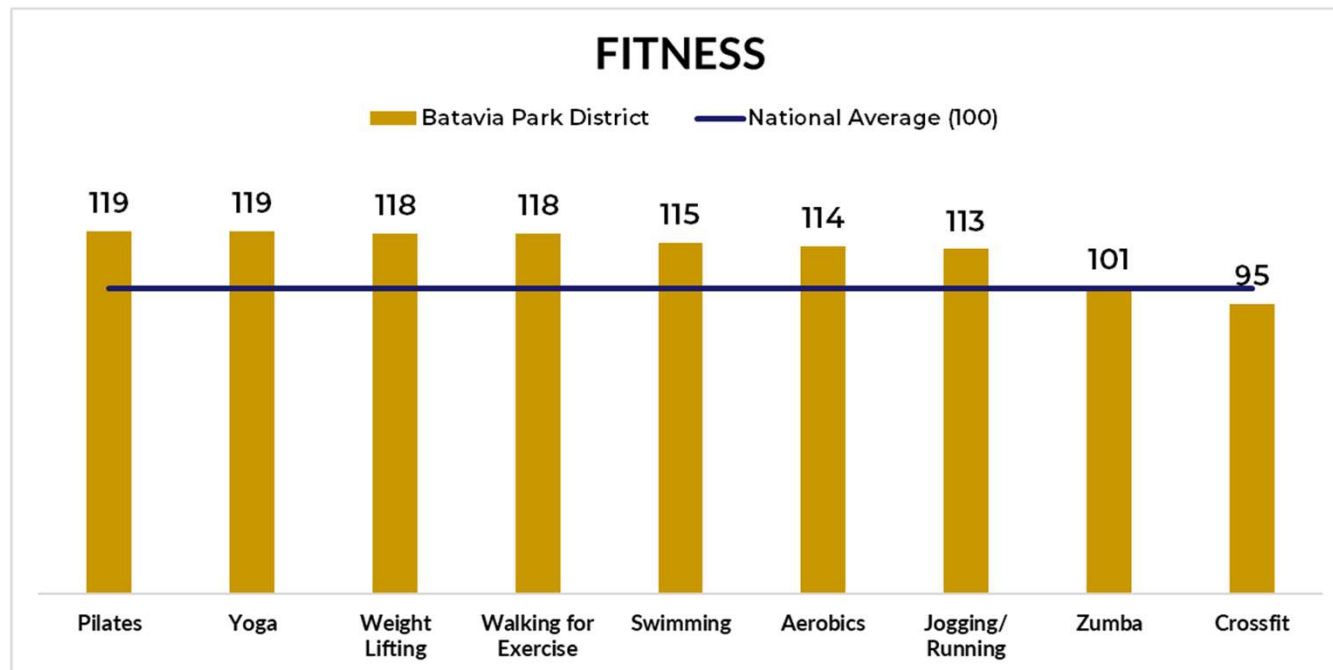
Income



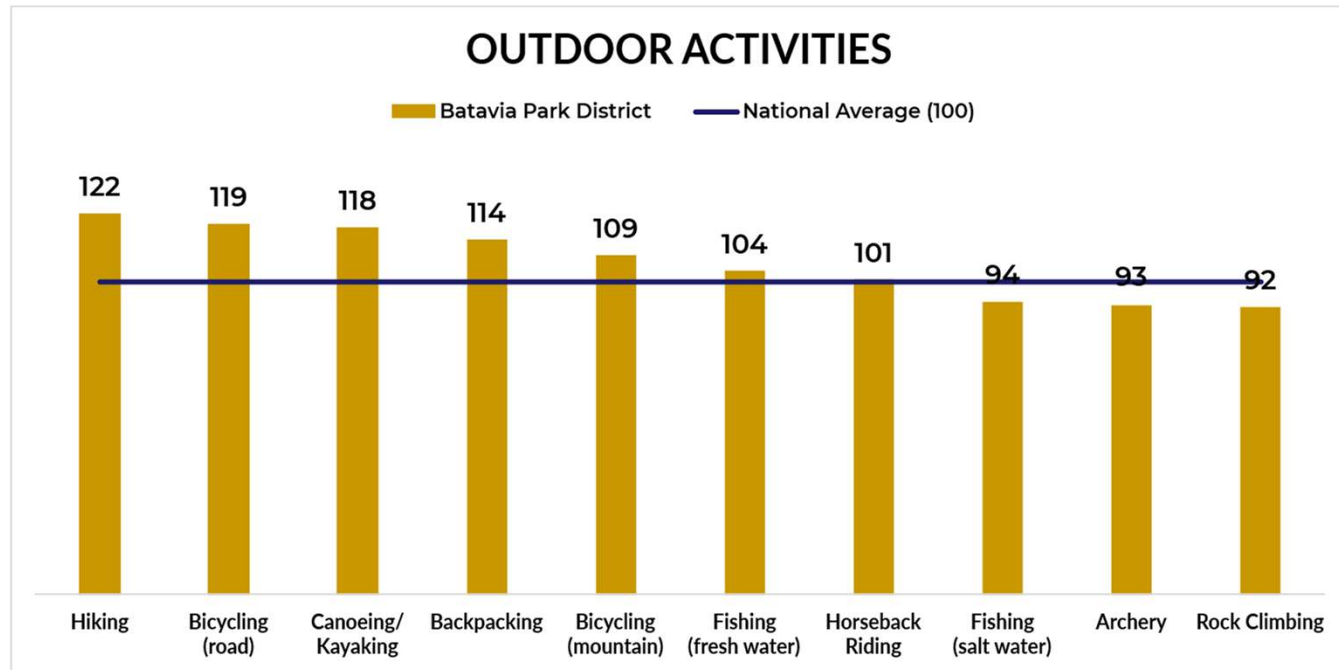
General Sports



Fitness



Outdoor Activities



ETC Survey Results



Only scientific & defensible method to understand community needs



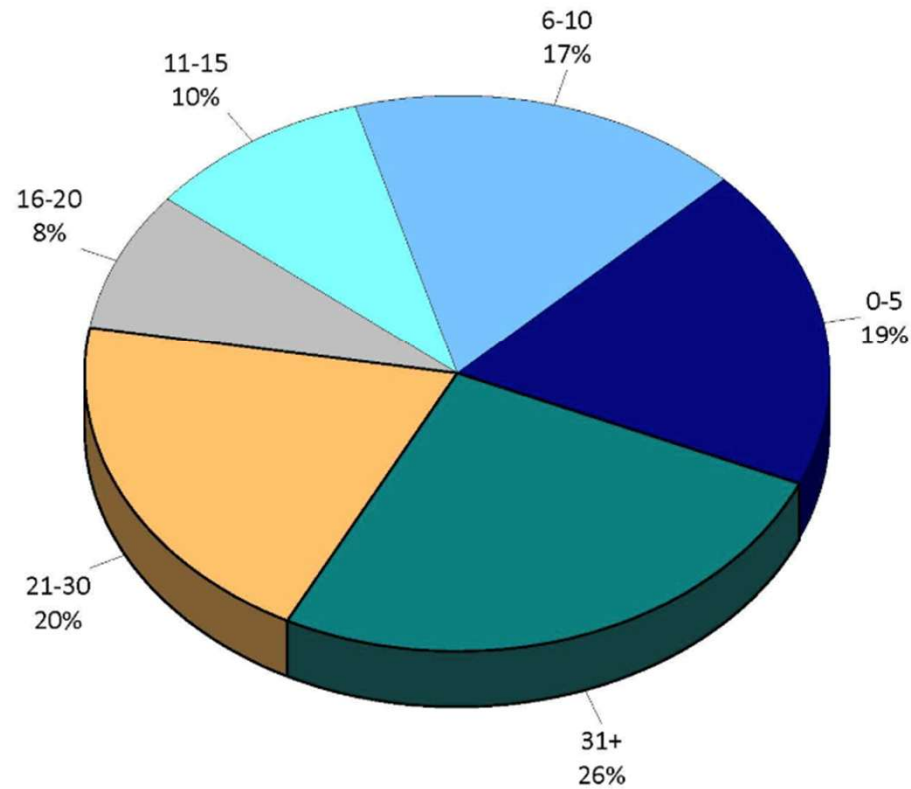
Administered by mail / phone / web
Goal -300; Actual 361
95% Level of Confidence
+/- 5.1% margin of error



Developed in partnership with the staff

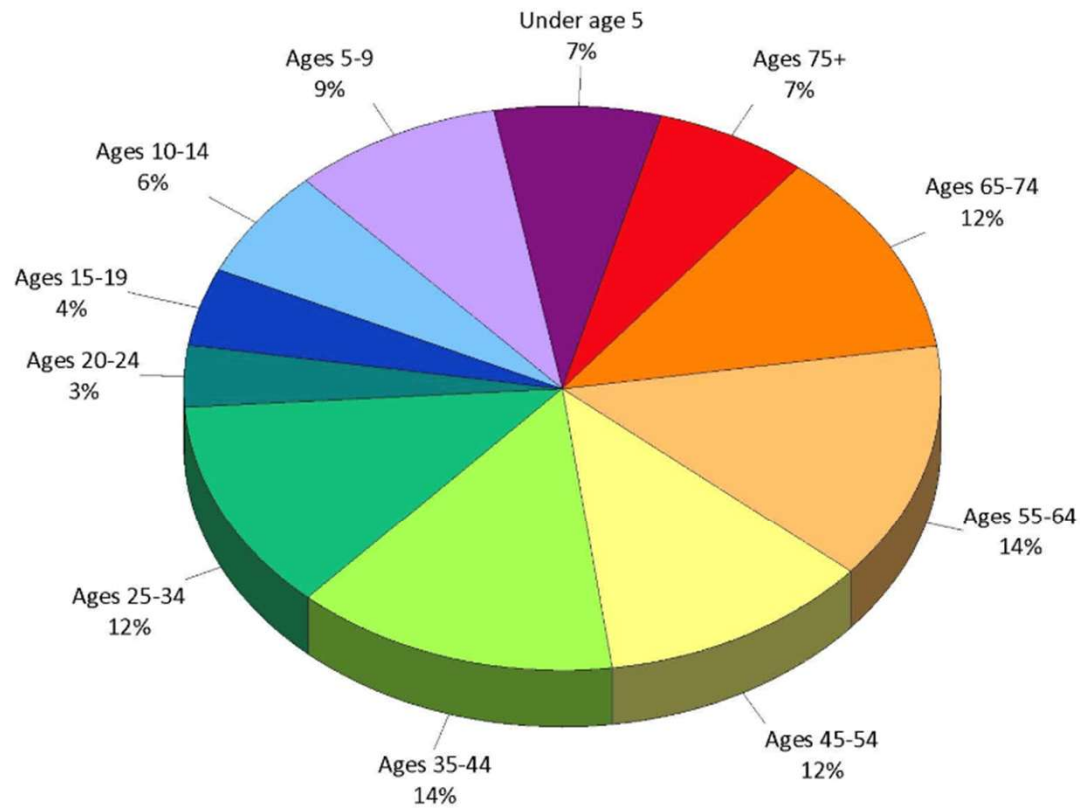
Q1. How many years have you lived in the Batavia Park District boundaries?

by percentage of respondents (excluding "not provided")



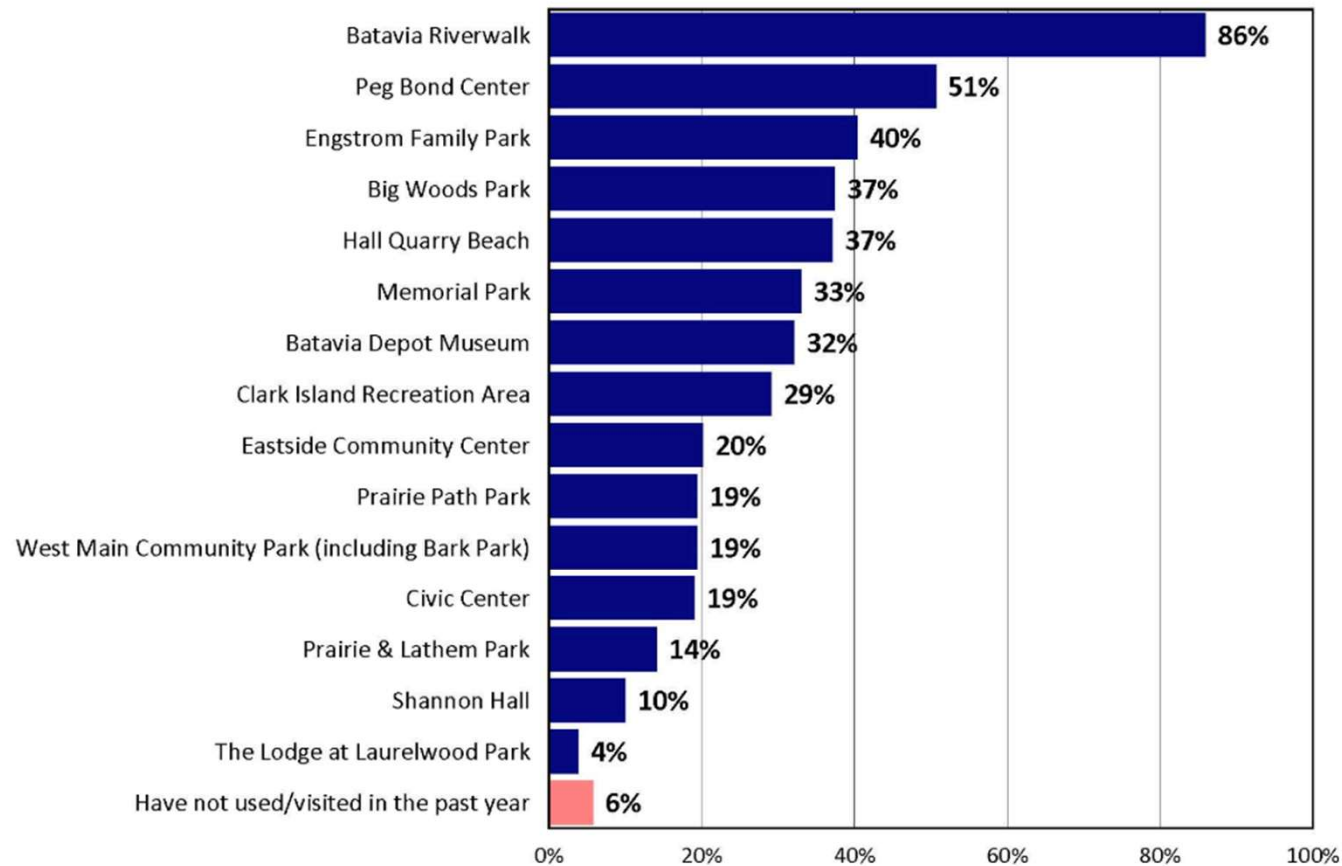
Q2. Including yourself, how many people in your household are...

by percentage of persons in household



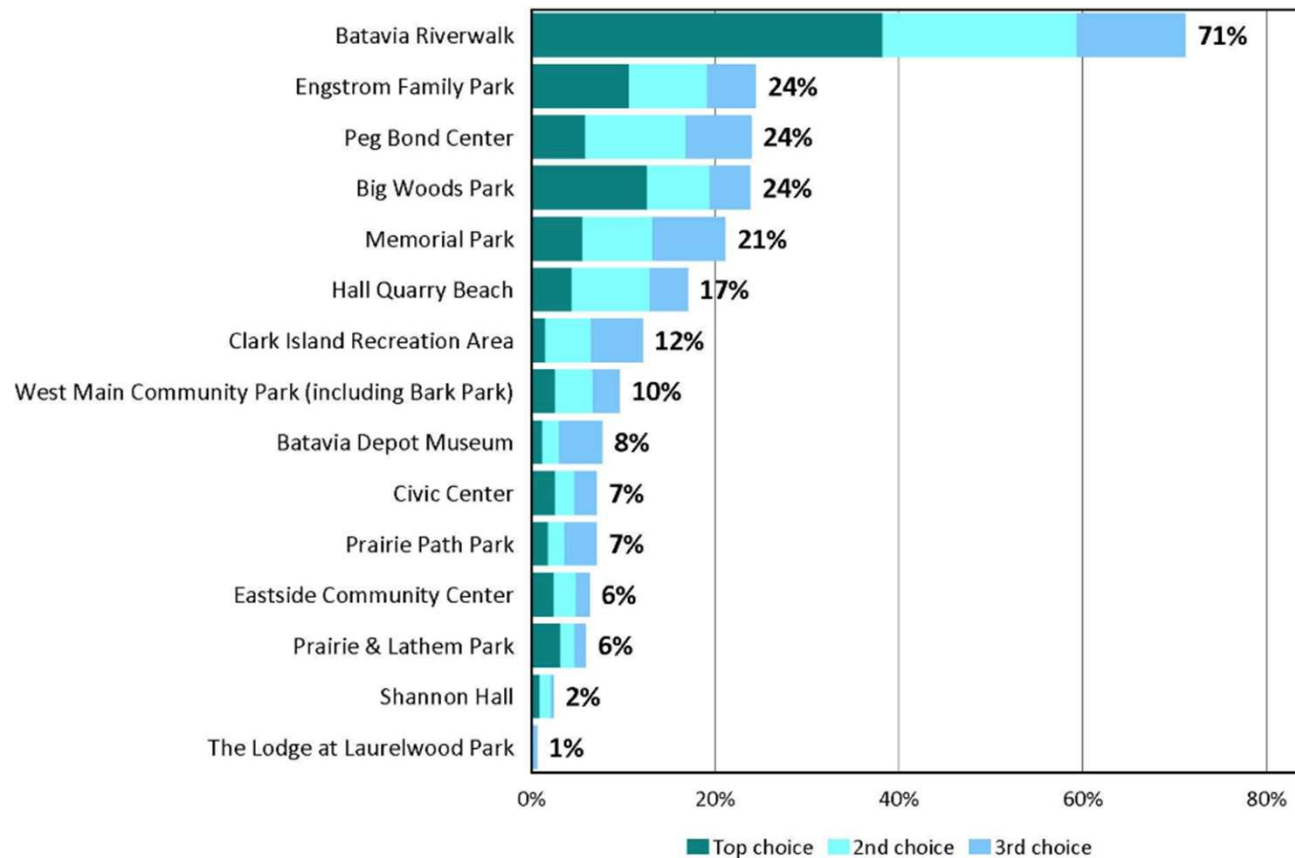
Q3. Which of the following parks and facilities in the Batavia Park District have you or others in your household used or visited in the past 12 months?

by percentage of respondents (multiple selections could be made)



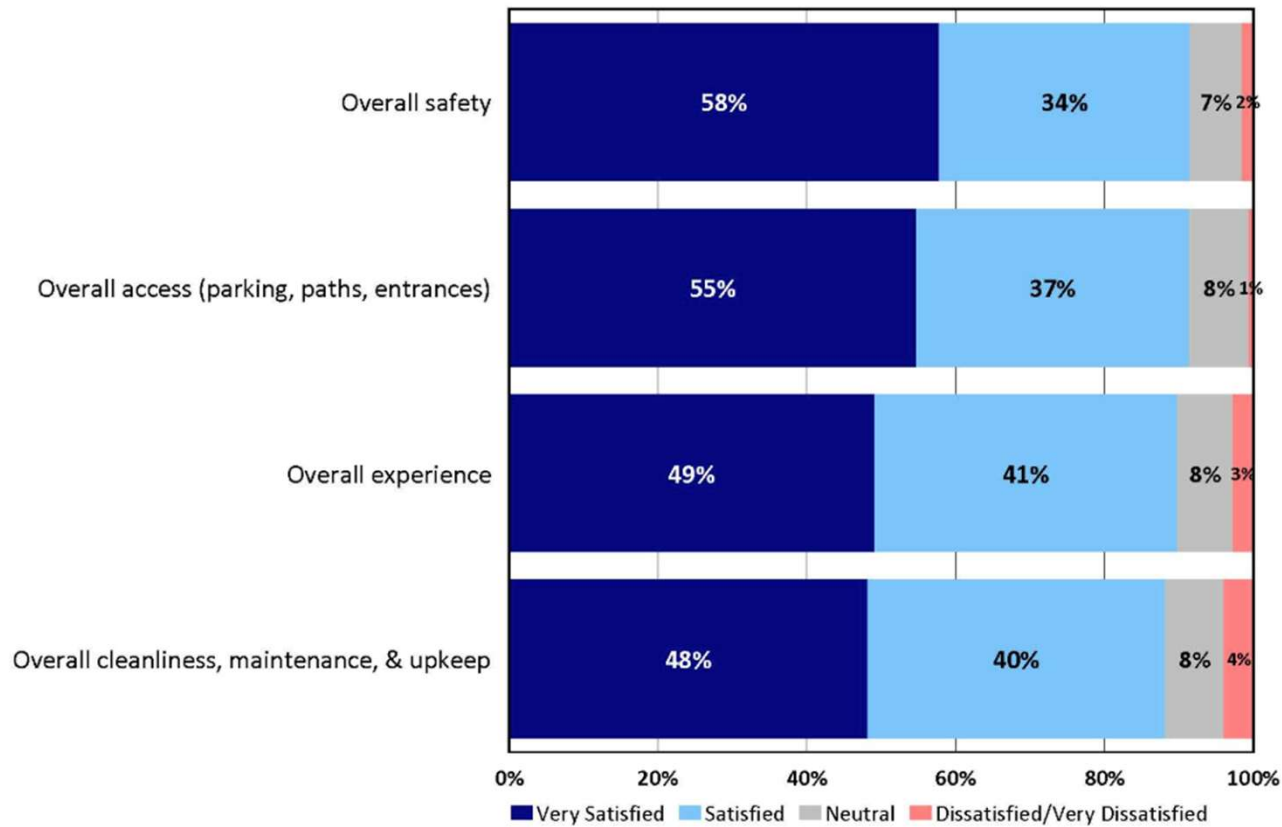
Q4. Which three Batavia Park District parks and facilities does your household visit the most often?

by percentage of respondents who selected the items as one of their top three choices



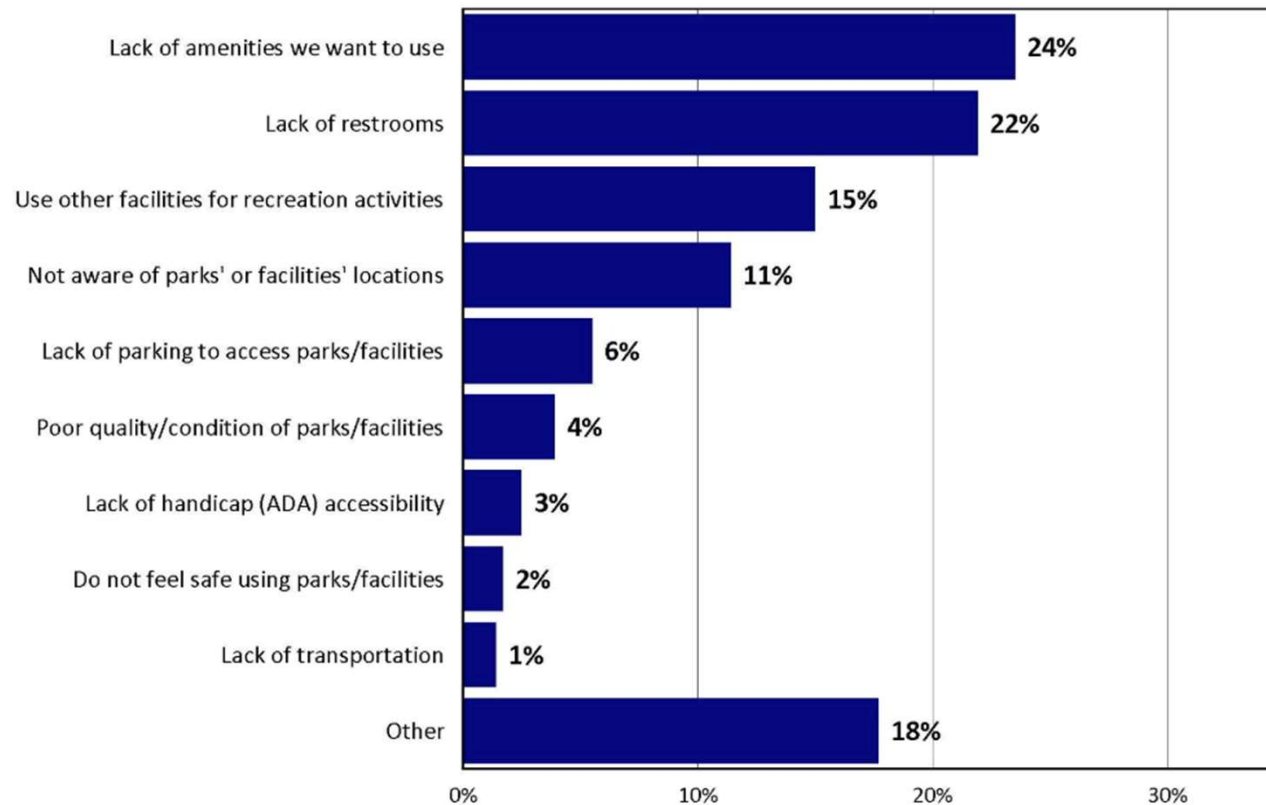
Q5. With regards to the Park District parks and facilities you visited, please rate your satisfaction.

by percentage of respondents who indicated level of agreement (excluding "don't know")



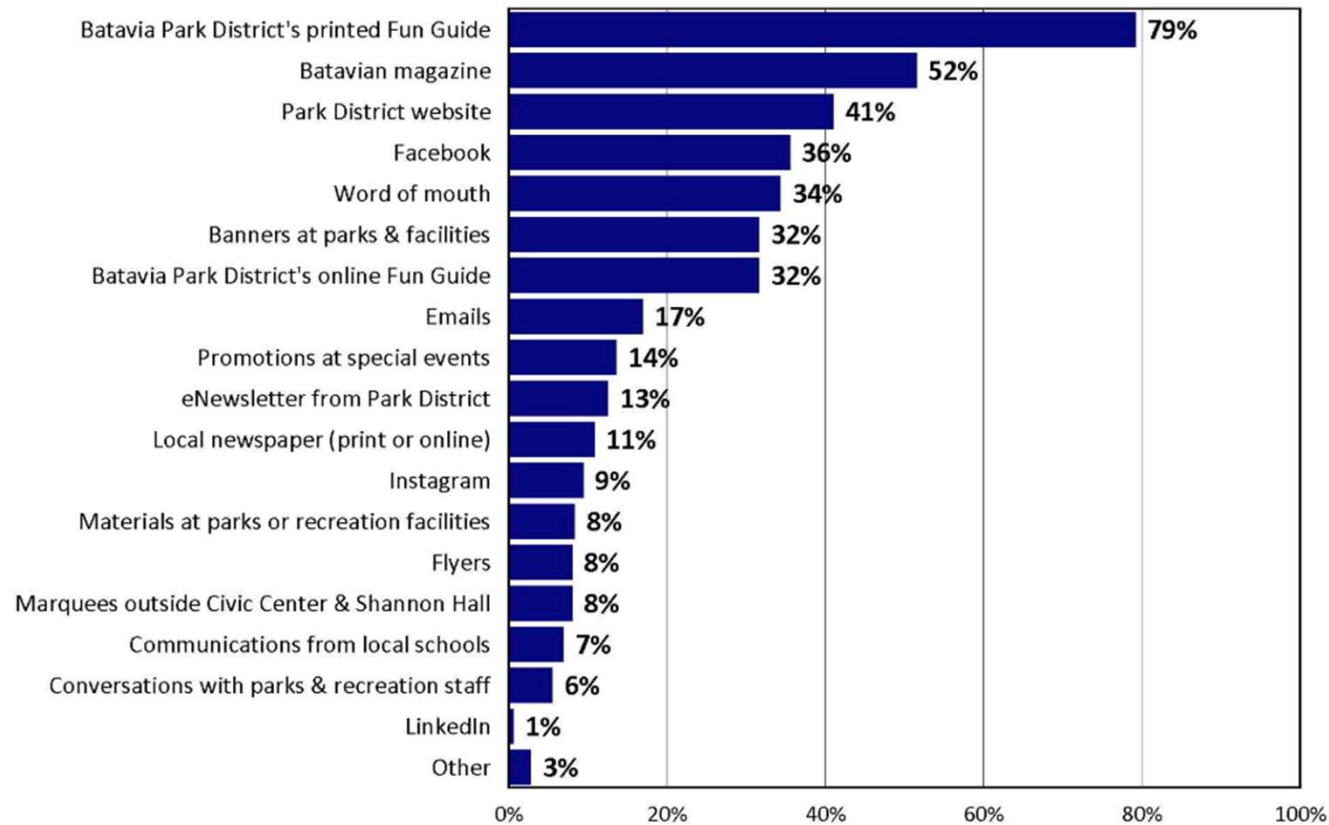
Q6. Please CHECK ALL of the following reasons that prevent you or members of your household from visiting Batavia Park District parks and recreation facilities more often.

by percentage of respondents (multiple selections could be made)



Q7. When you seek information about the Batavia Park District and its programs, parks, facilities, or services, from what sources do you get that information?

by percentage of respondents (multiple selections could be made)

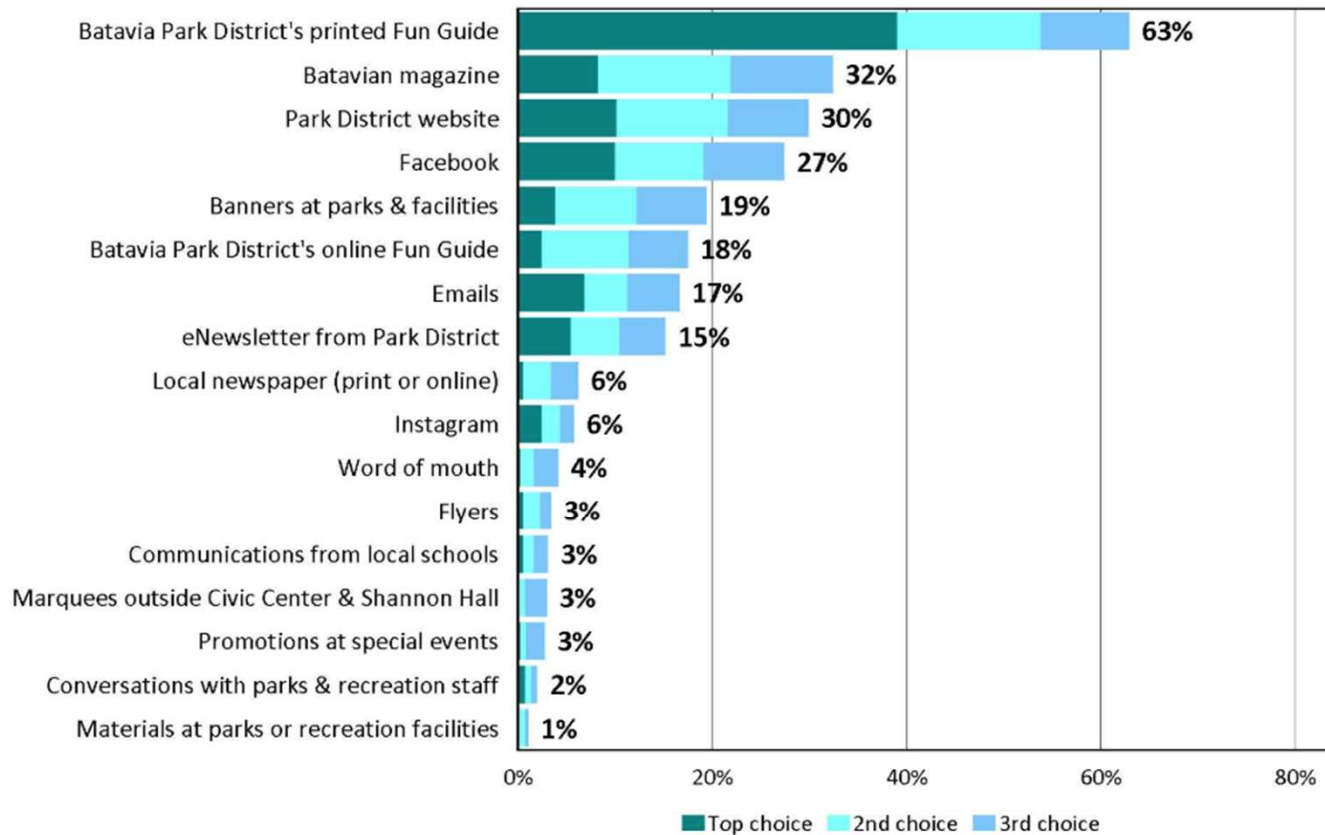


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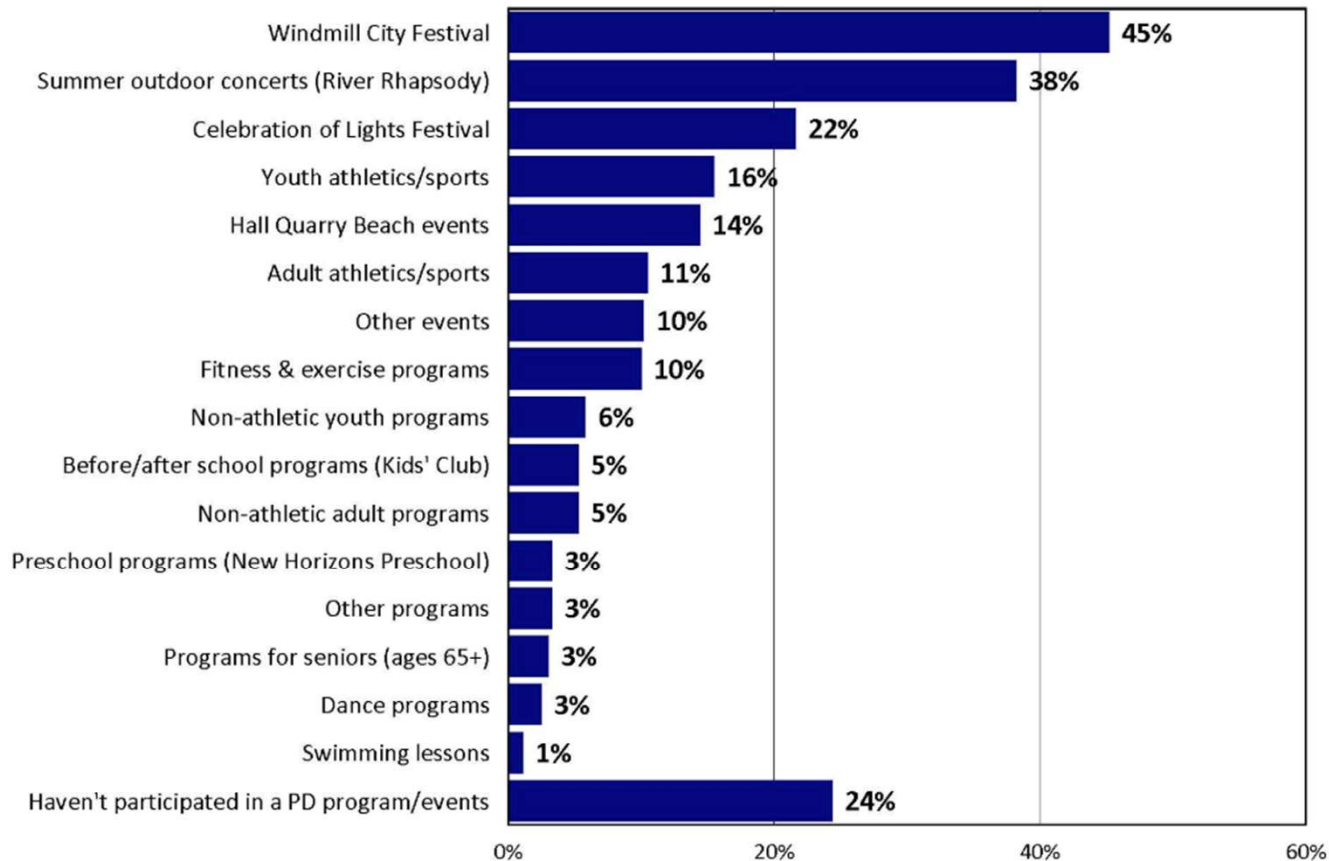
Q8. From the list in Question 7, which THREE methods of communication would you MOST PREFER the Park District use to communicate with you about parks, recreation facilities, programs, and events?

by percentage of respondents who selected the items as one of their top three choices



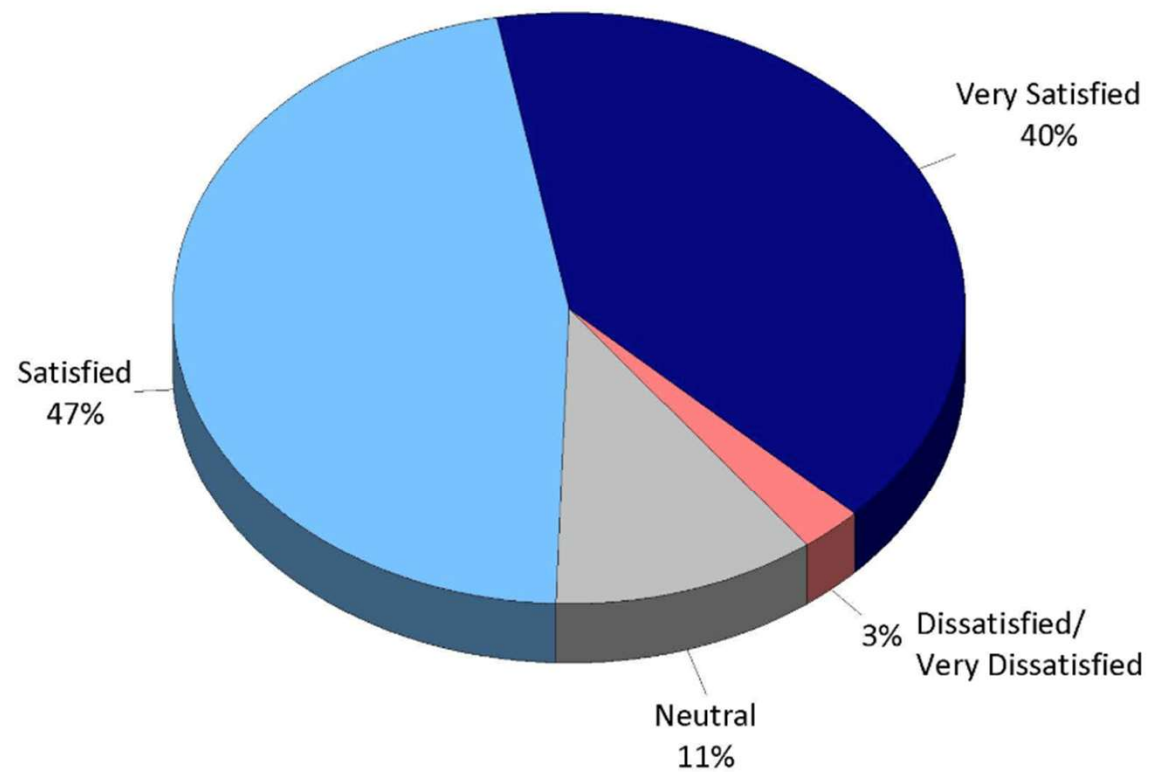
Q9. Which programs or events have you or any household member participated in over the past 12 months?

by percentage of respondents (multiple selections could be made)



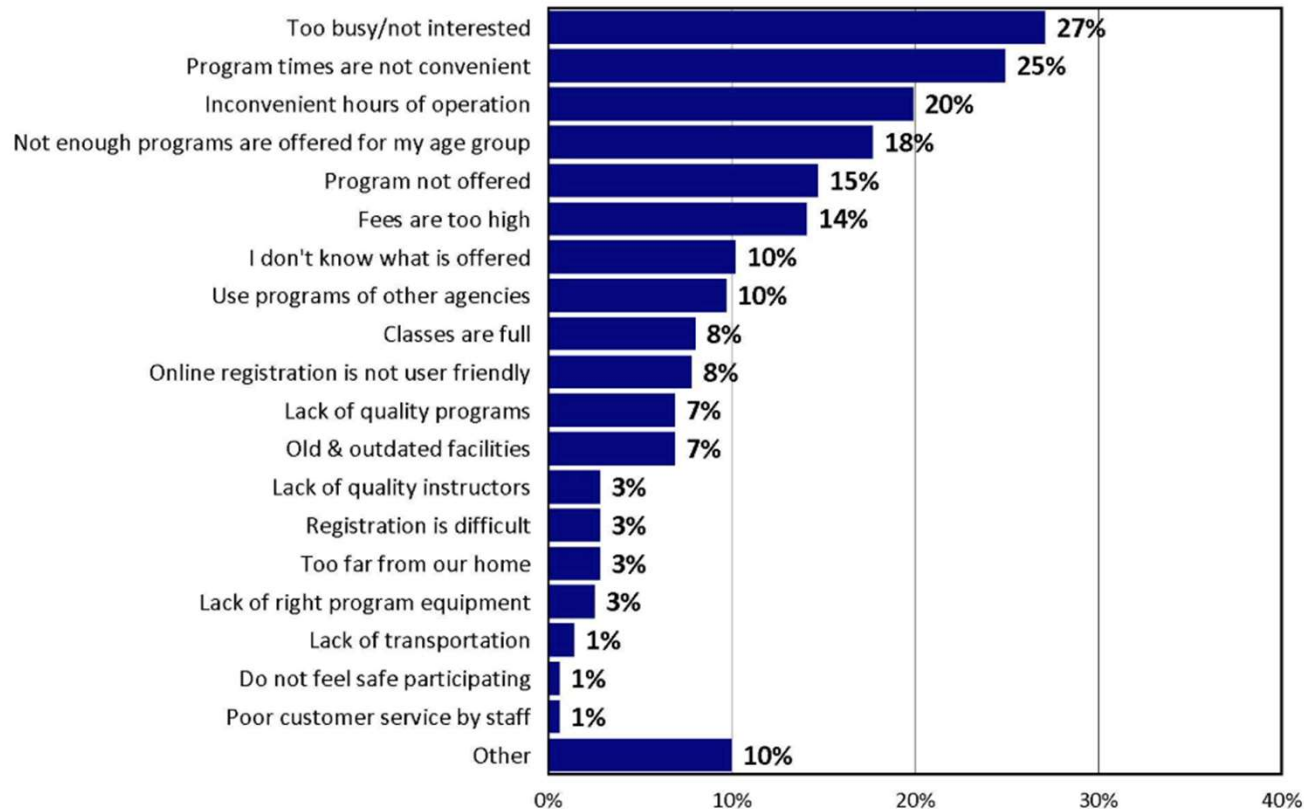
Q10. How would you rate your overall satisfaction with the Batavia Park District programs and/or events you have recently participated in?

by percentage of respondents (excluding "not provided")



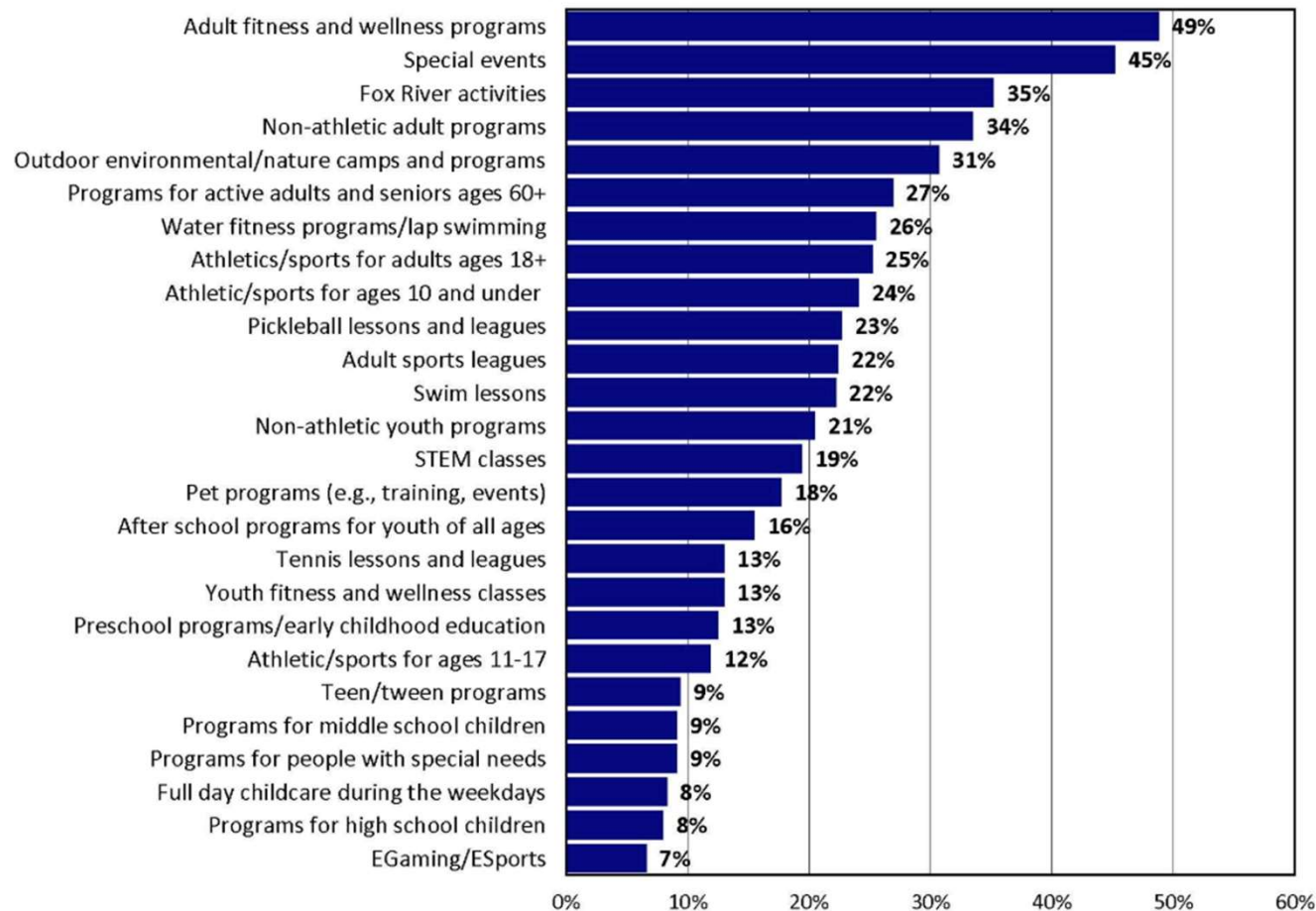
Q11. Please CHECK ALL of the following reasons that prevent you or members of your household from participating in Batavia Park District programs more often.

by percentage of respondents (multiple selections could be made)



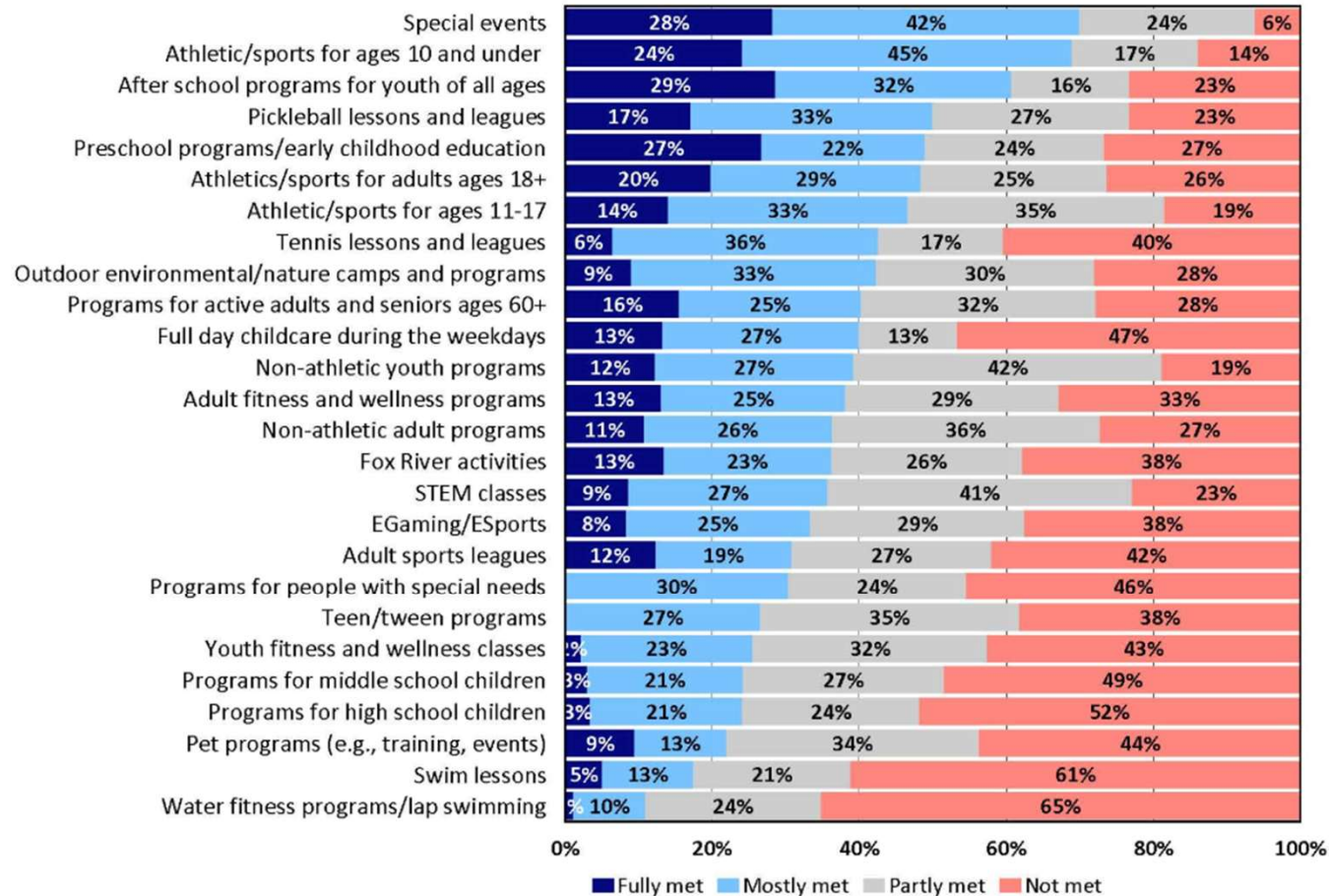
Q12. Households with a Need for Programs/Activities

by percentage of respondents who indicated need



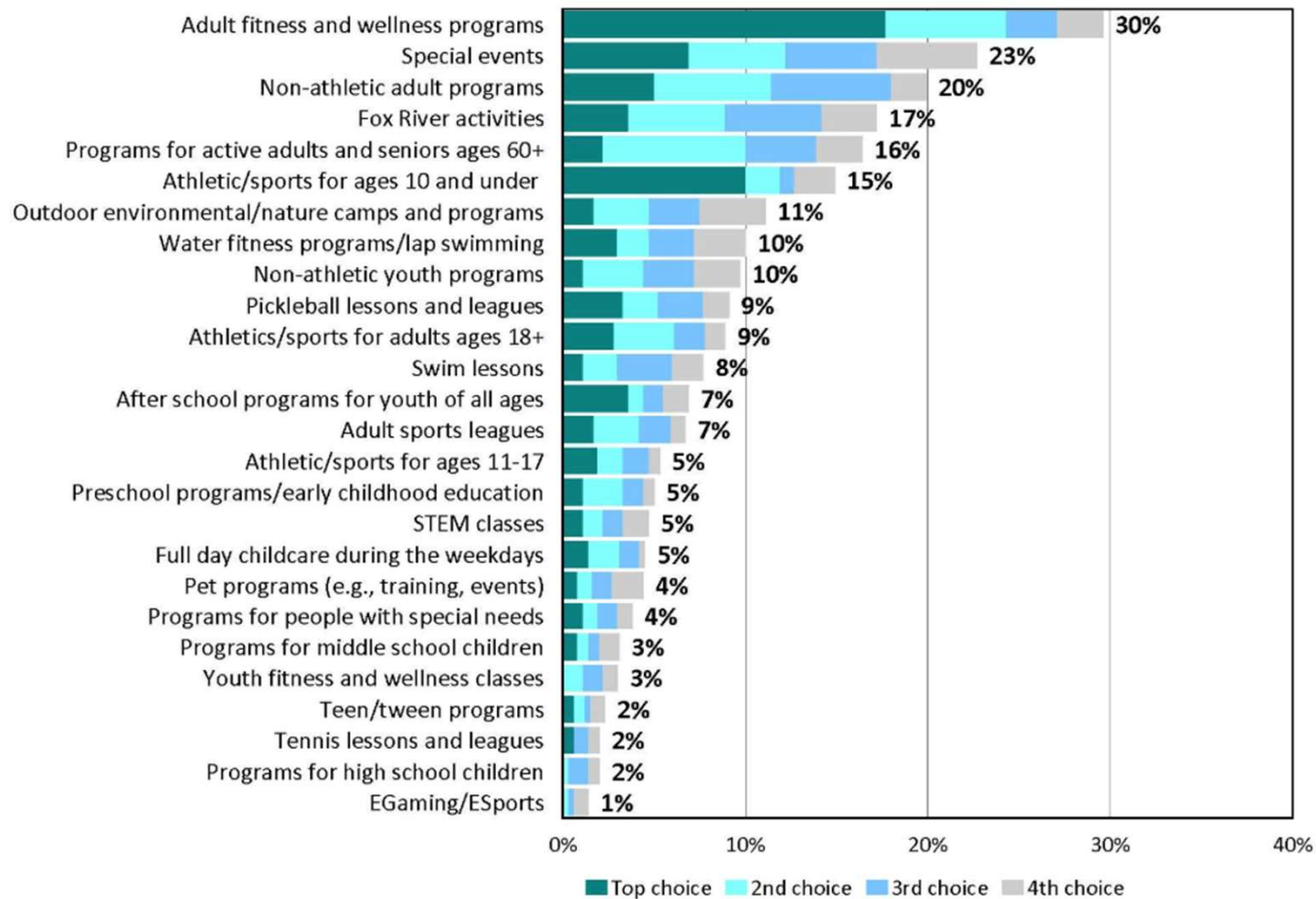
Q12b. How Well Needs Are Being Met for Programs/Activities

by percentage of respondents (excluding no need)



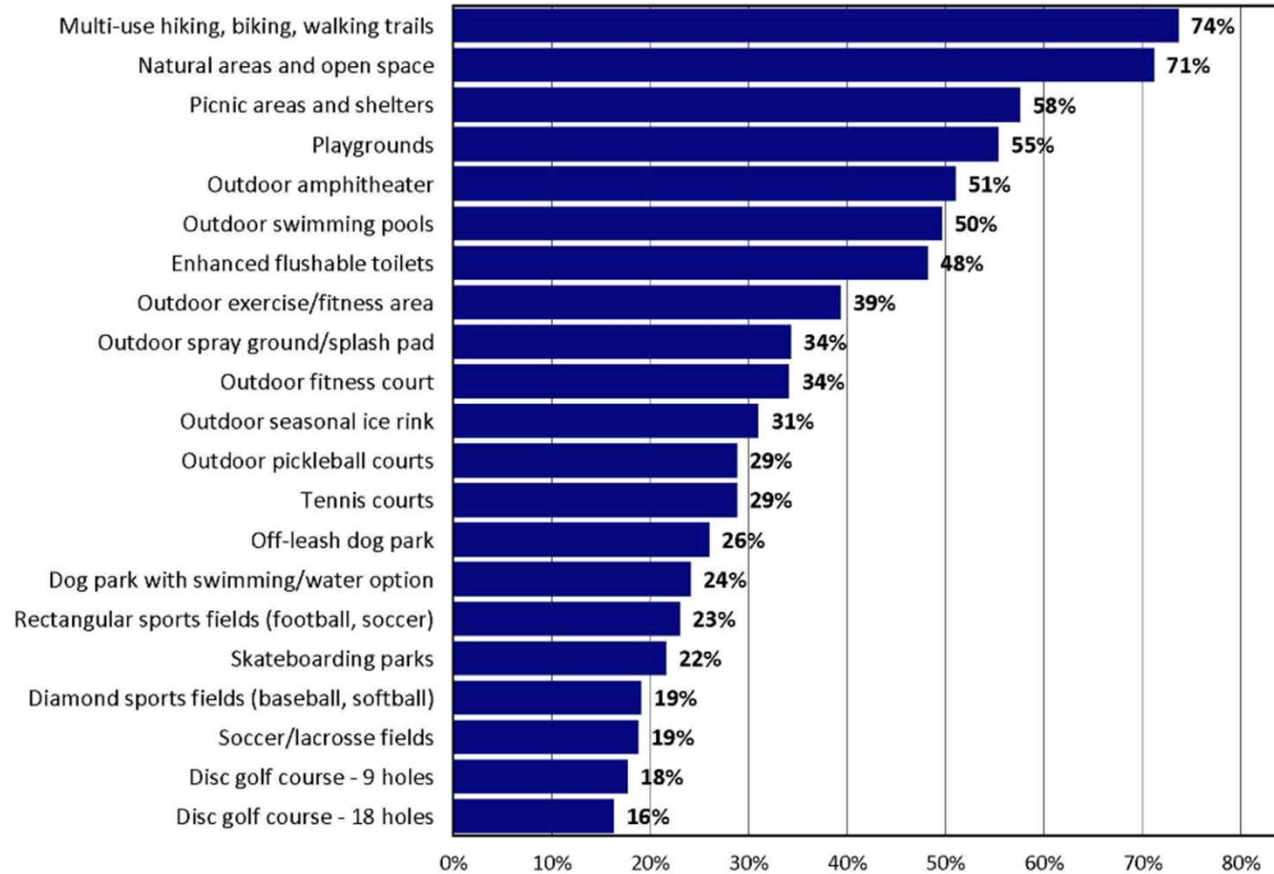
Q13. Programs/Activities That Are Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



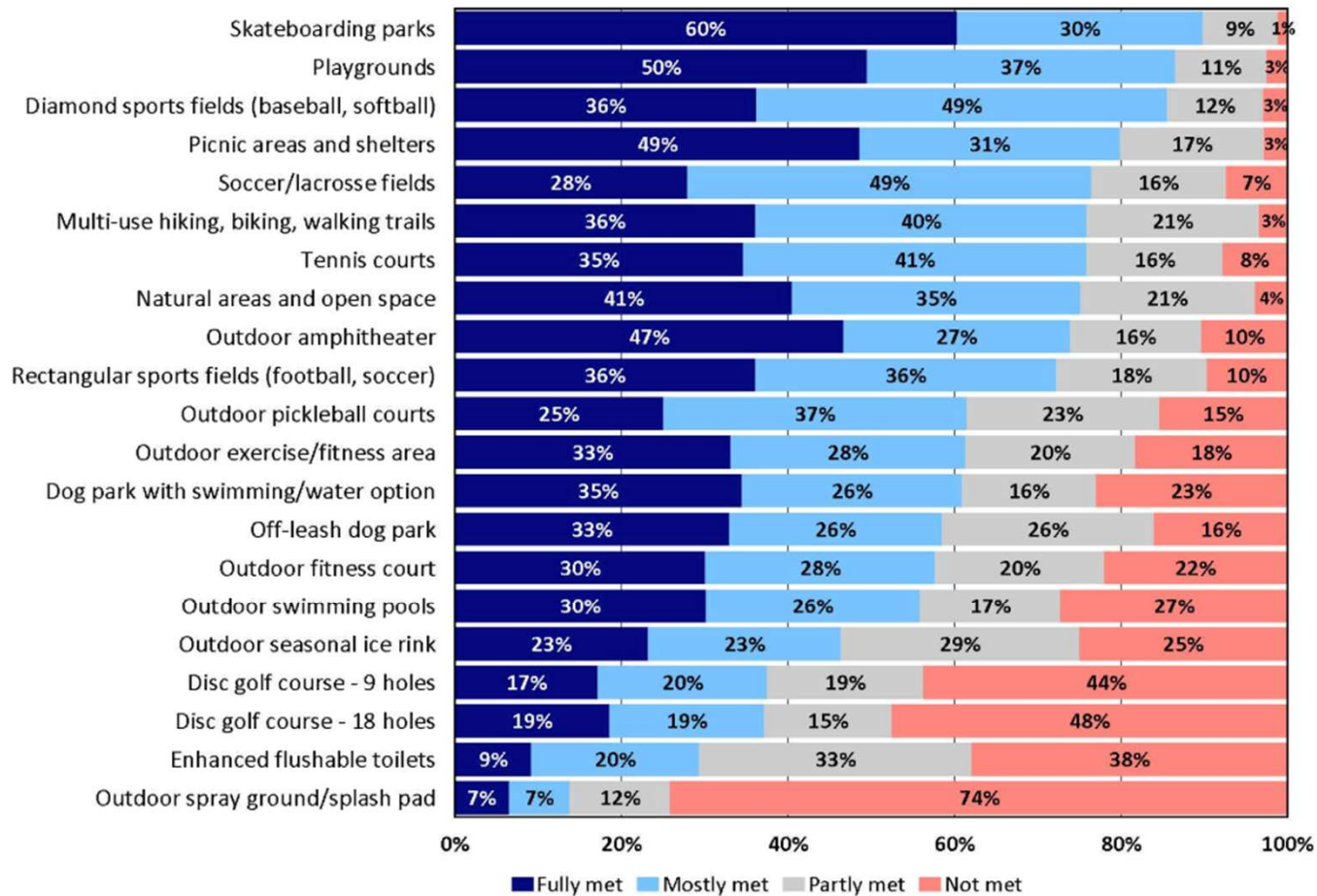
Q14. Households with a Need for Outdoor Facilities/Amenities

by percentage of respondents who indicated need



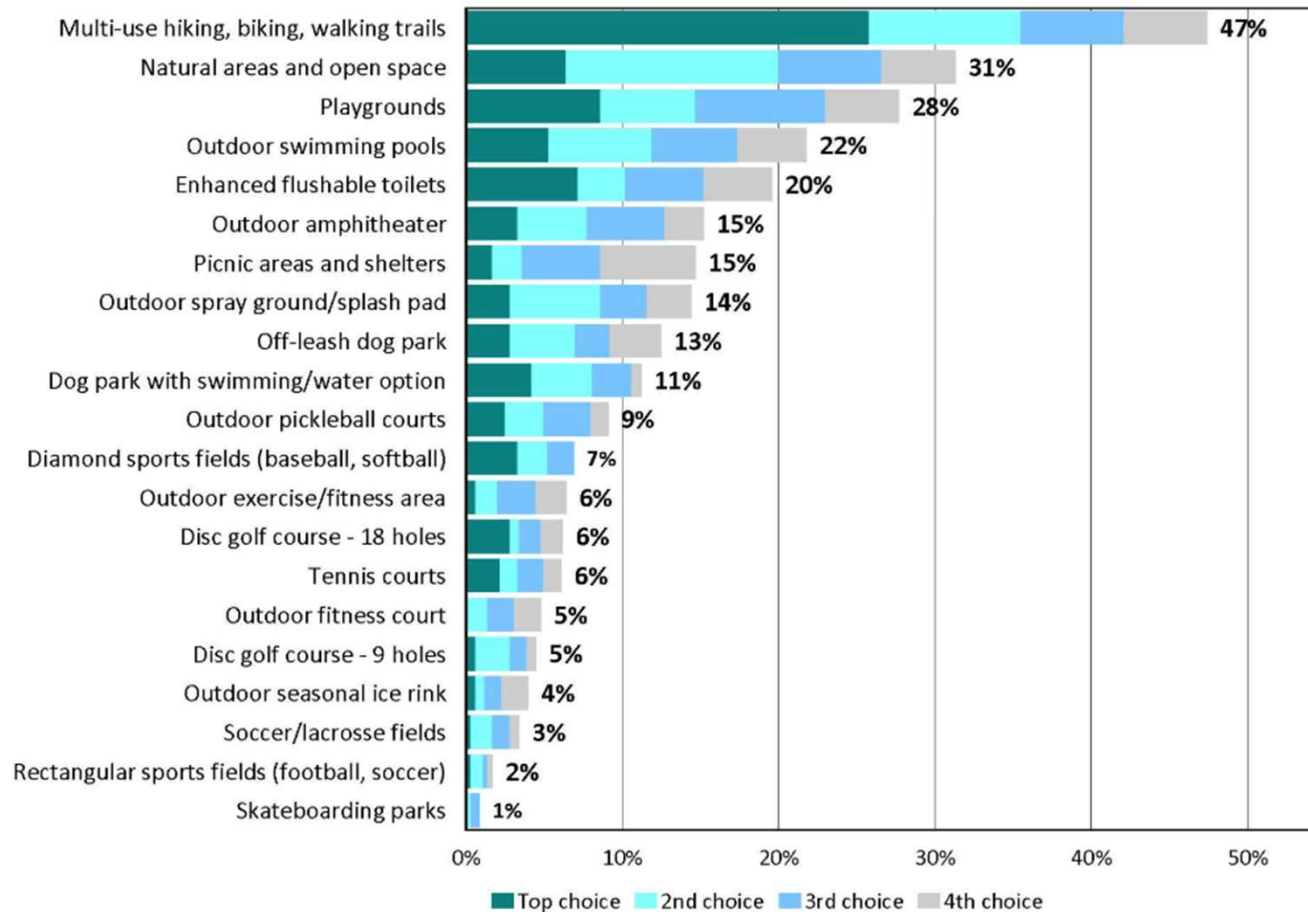
Q14b. How Well Needs Are Being Met for Outdoor Facilities/Amenities

by percentage of respondents (excluding no need)



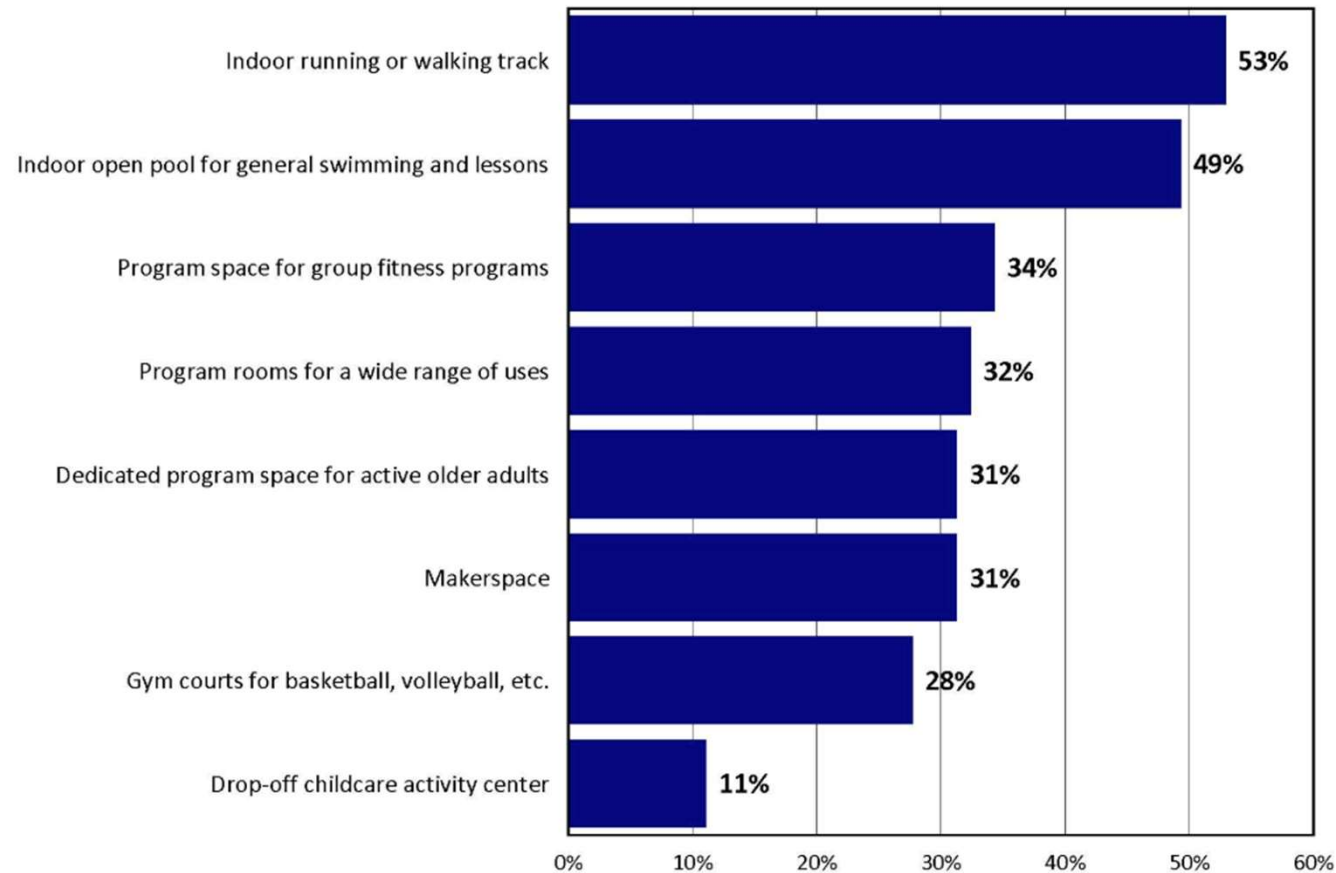
Q15. Outdoor Facilities/Amenities That Are Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



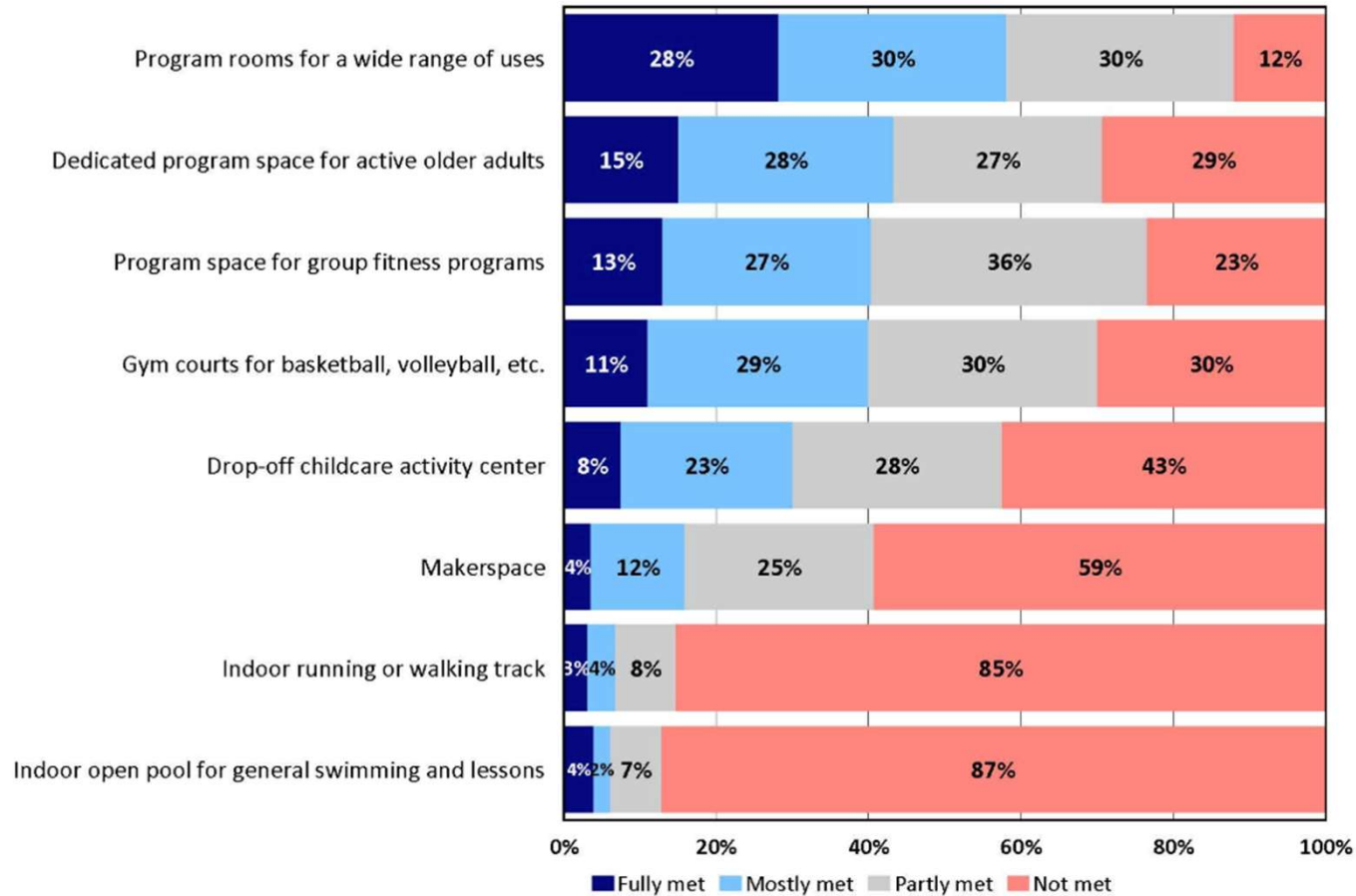
Q16. Households with a Need for Indoor Facilities/Amenities

by percentage of respondents who indicated need



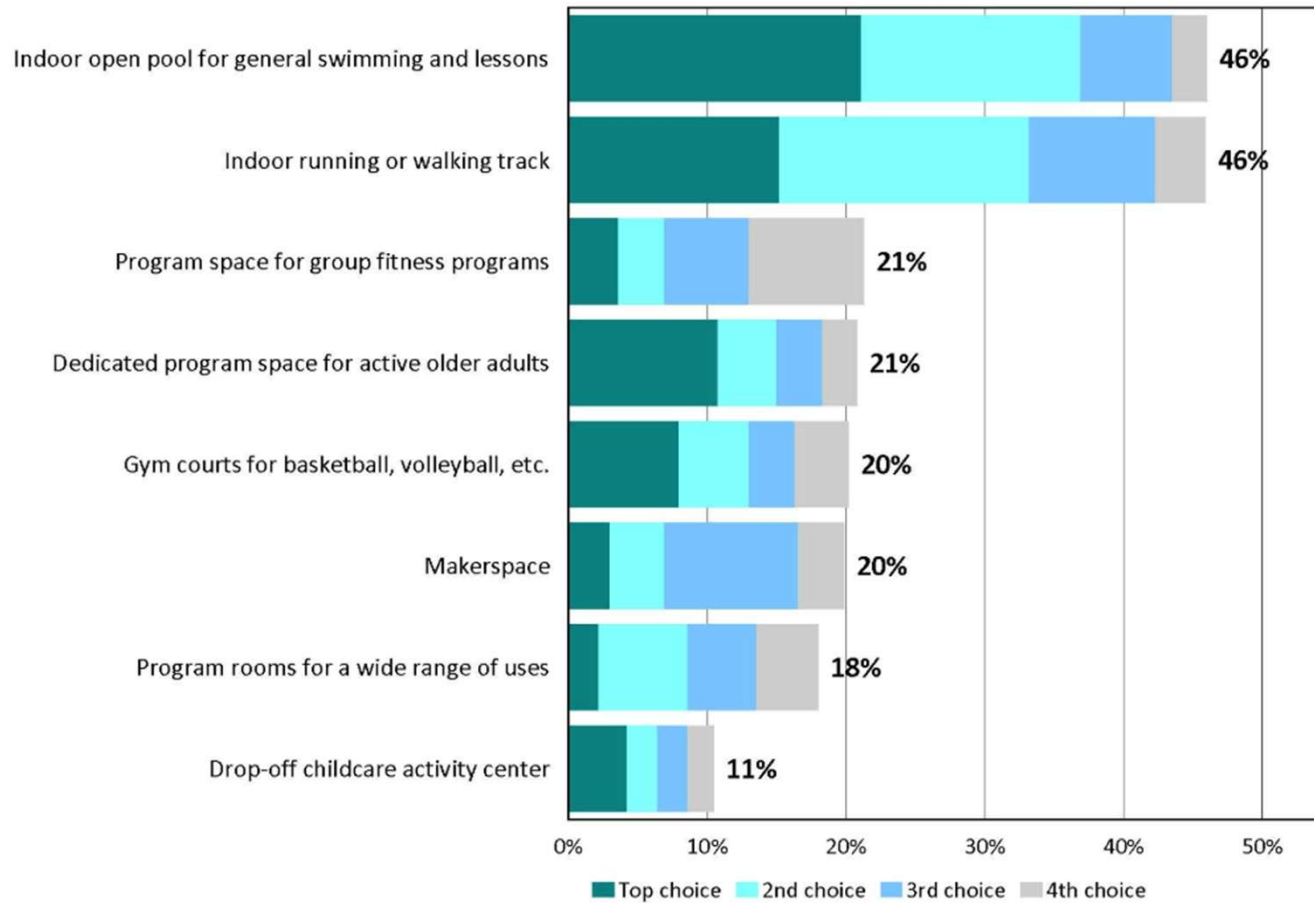
Q16b. How Well Needs Are Being Met for Indoor Facilities/Amenities

by percentage of respondents (excluding no need)



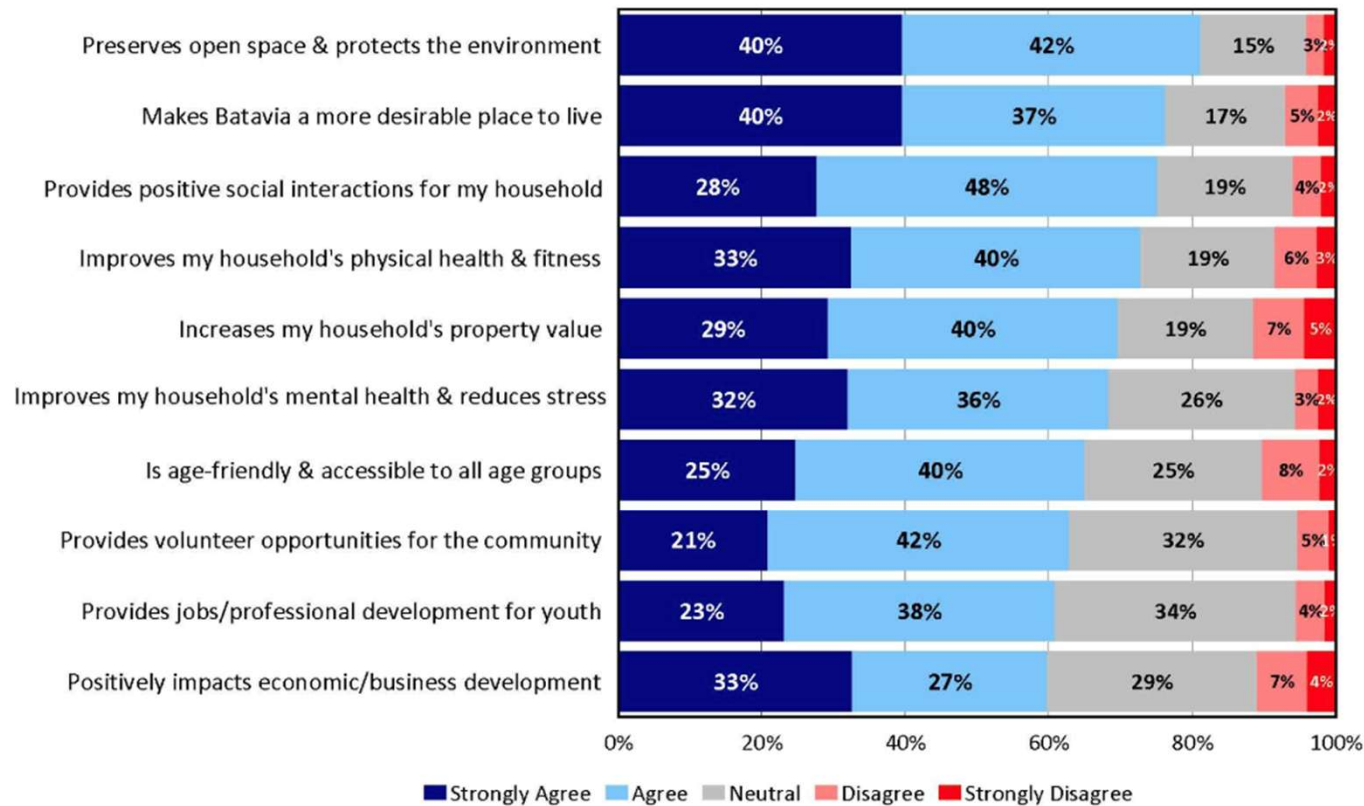
Q17. Indoor Facilities/Amenities That Are Most Important to Households

by percentage of respondents who selected the items as one of their top four choices



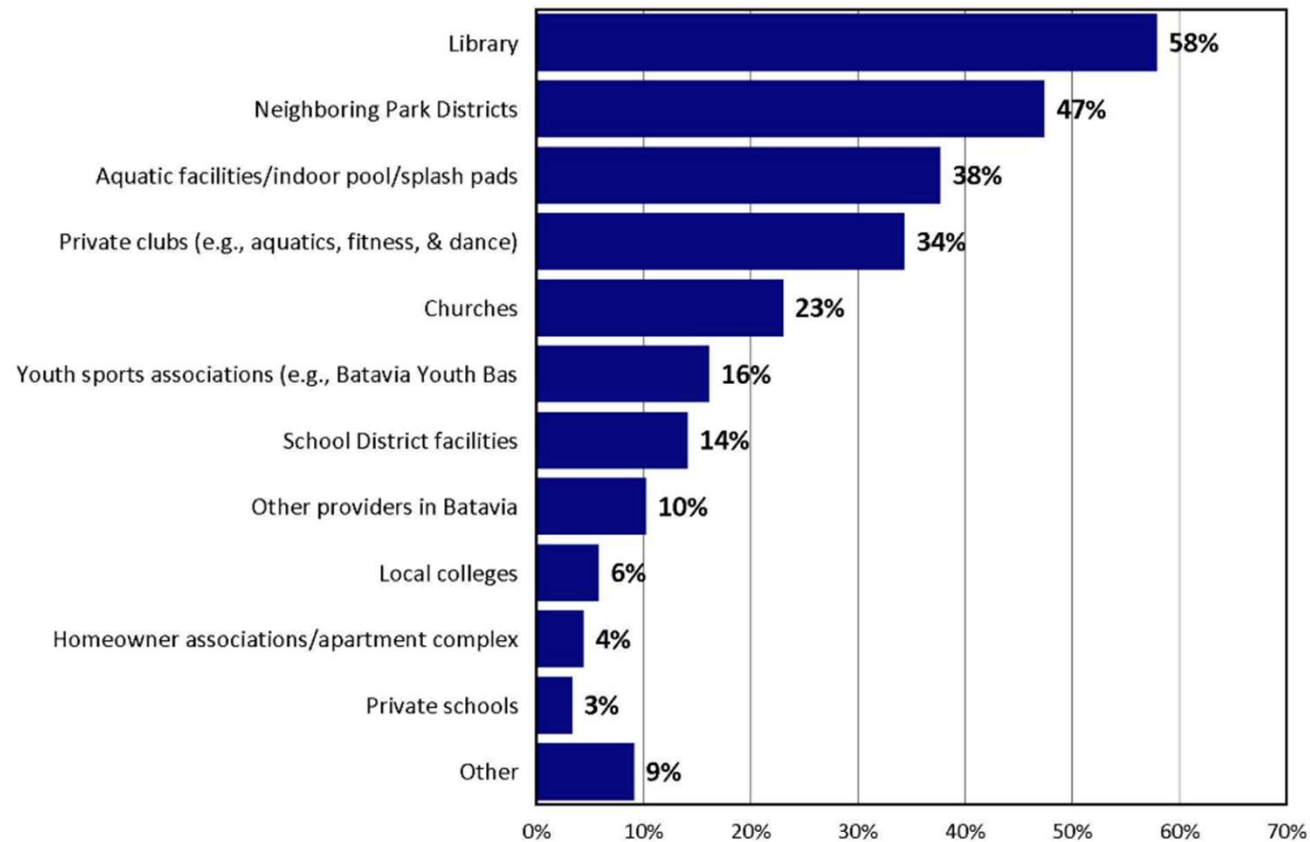
Q18. Level of agreement with various statements regarding potential benefits of the Batavia Park District's parks, facilities, and recreation programs or events

by percentage of respondents who indicated level of agreement (excluding "don't know")



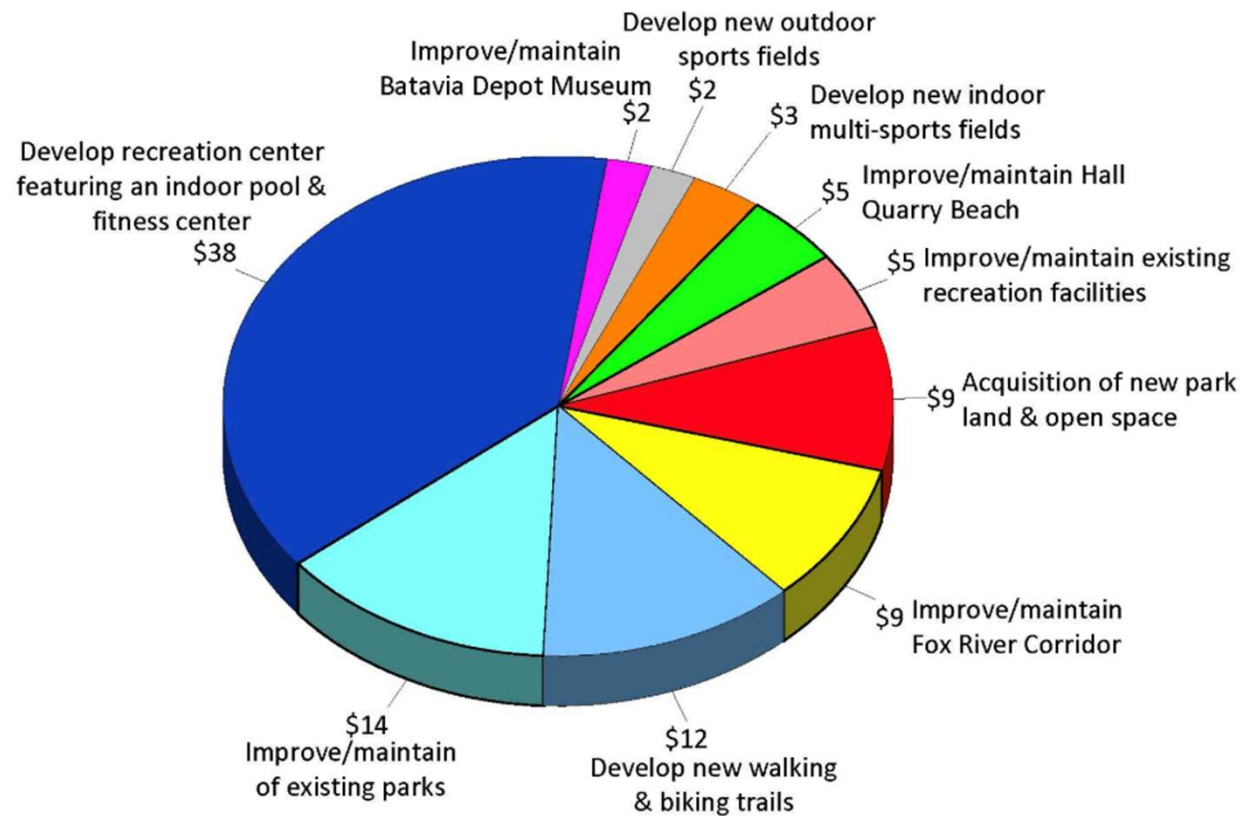
Q19. Other than Batavia Park District parks and facilities, what facilities does your household use for recreation or fitness?

by percentage of respondents (multiple selections could be made)



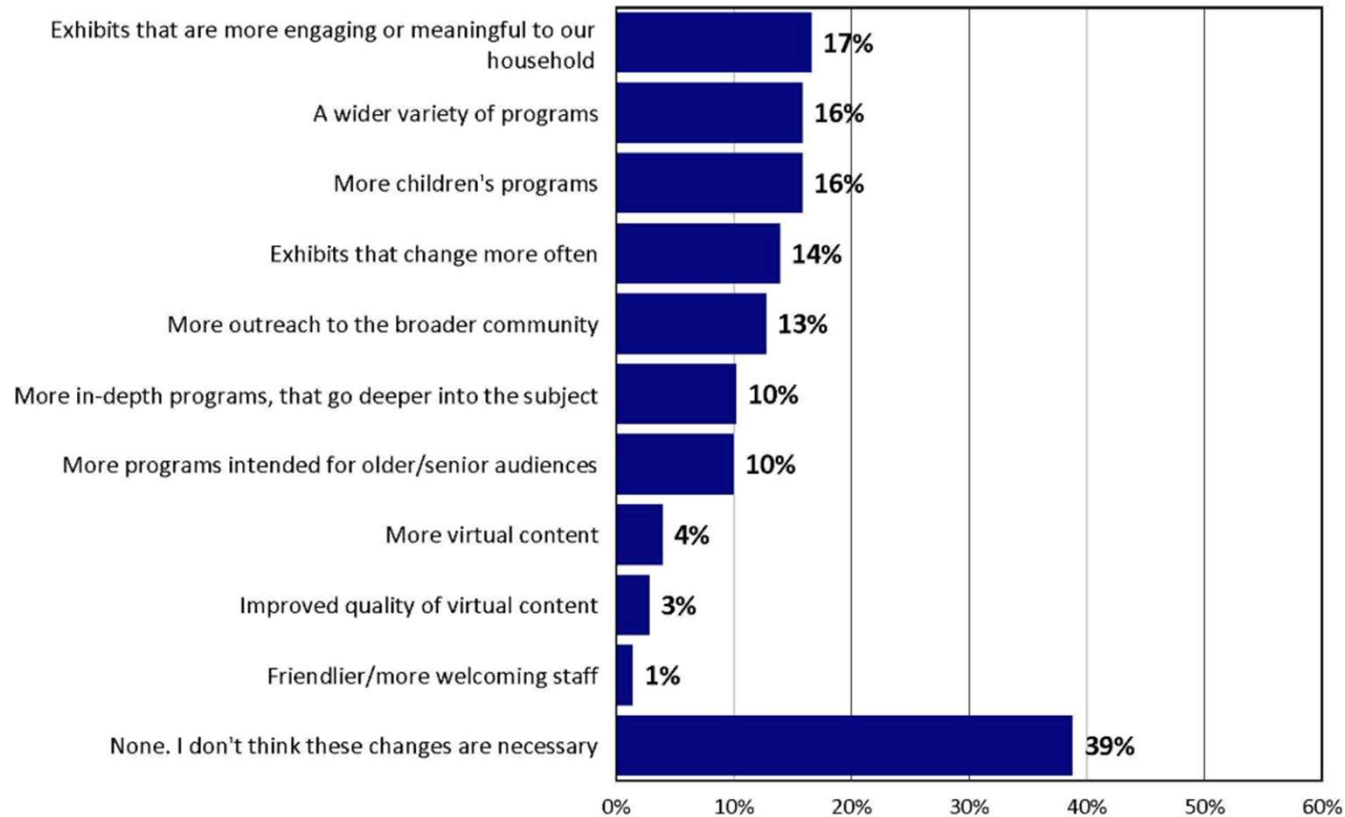
Q20. If you had \$100, how would you allocate the funds among the parks and recreation categories listed below?

by percentage of respondents



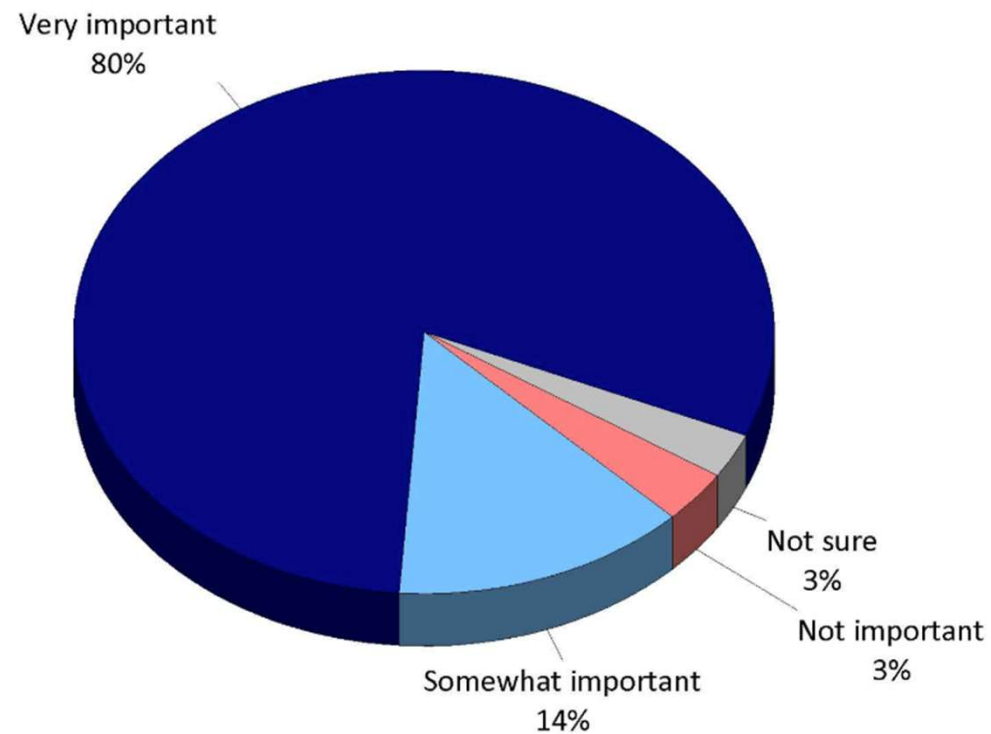
Q21. Which of the following improvements would you most like to see made to the Batavia Depot Museum?

by percentage of respondents (multiple selections could be made)

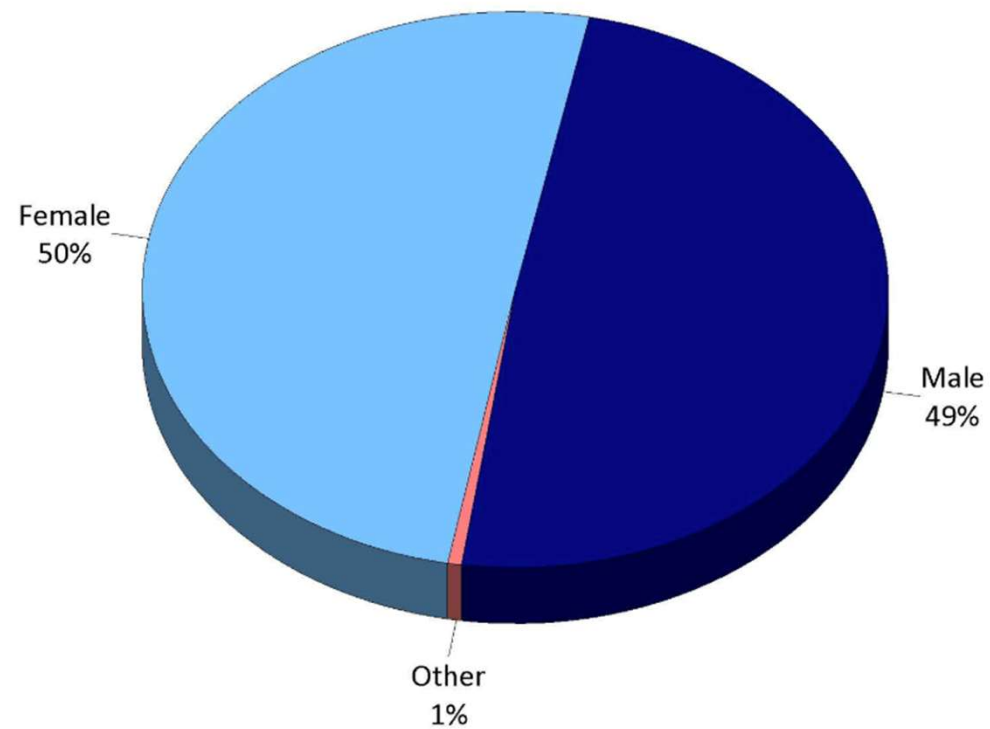


Q22. How important do you feel it is for the Batavia Park District to provide high quality parks, recreation facilities and programs?

by percentage of respondents (excluding "not provided")

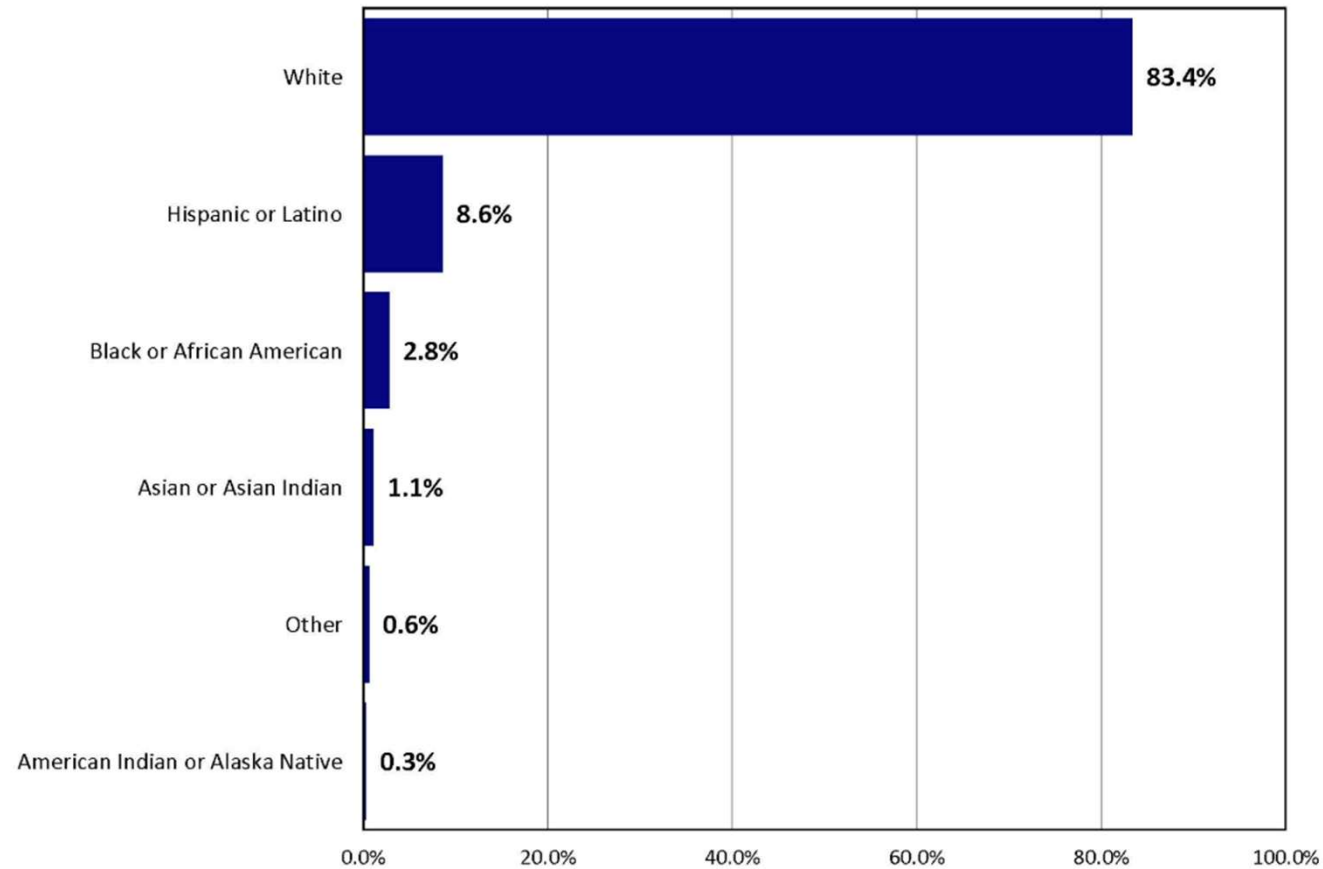


Q23. Your gender identity:
by percentage of respondents (excluding "not provided")

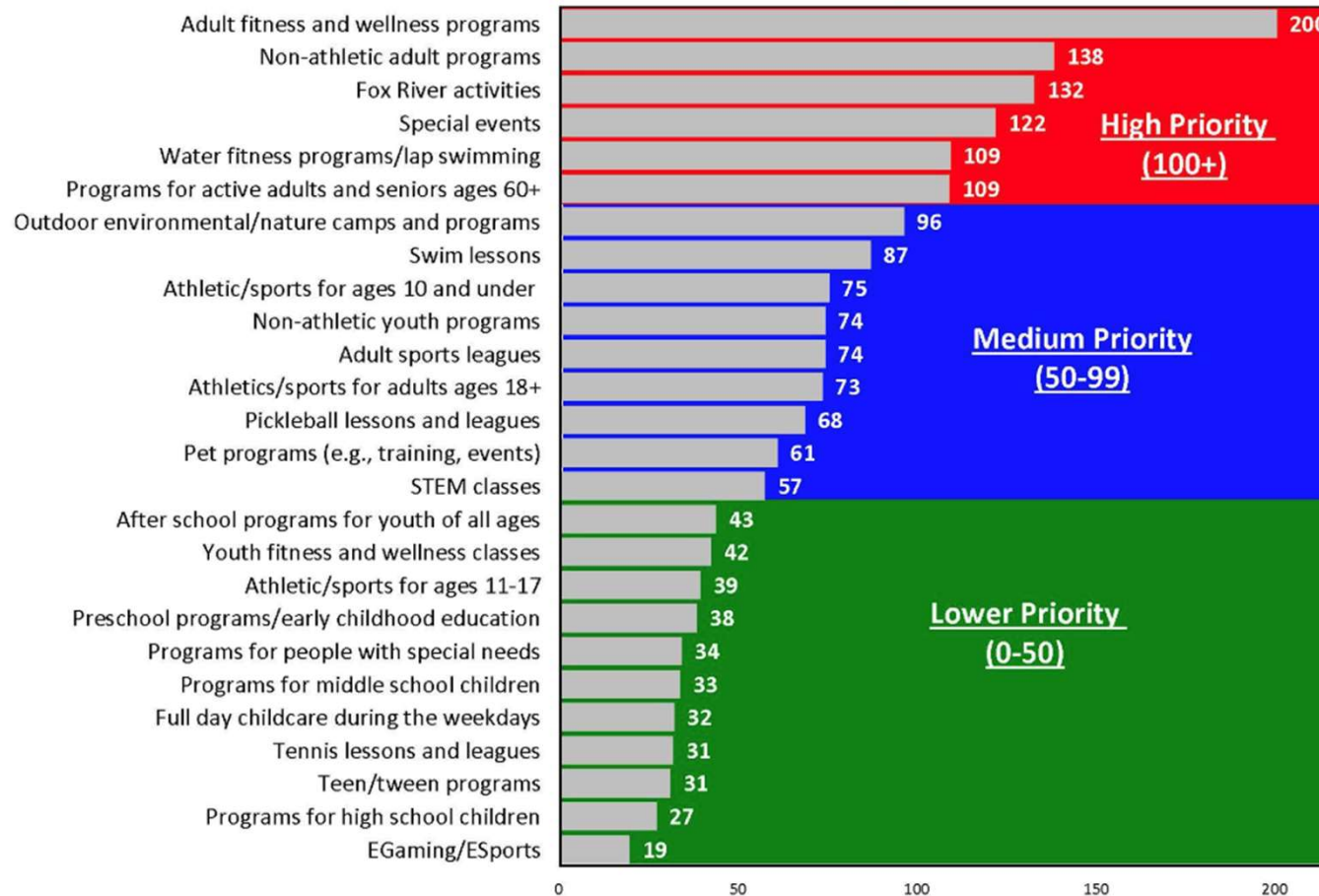


Q24. Which of the following best describes your race/ethnicity?

by percentage of respondents (multiple selections could be made)

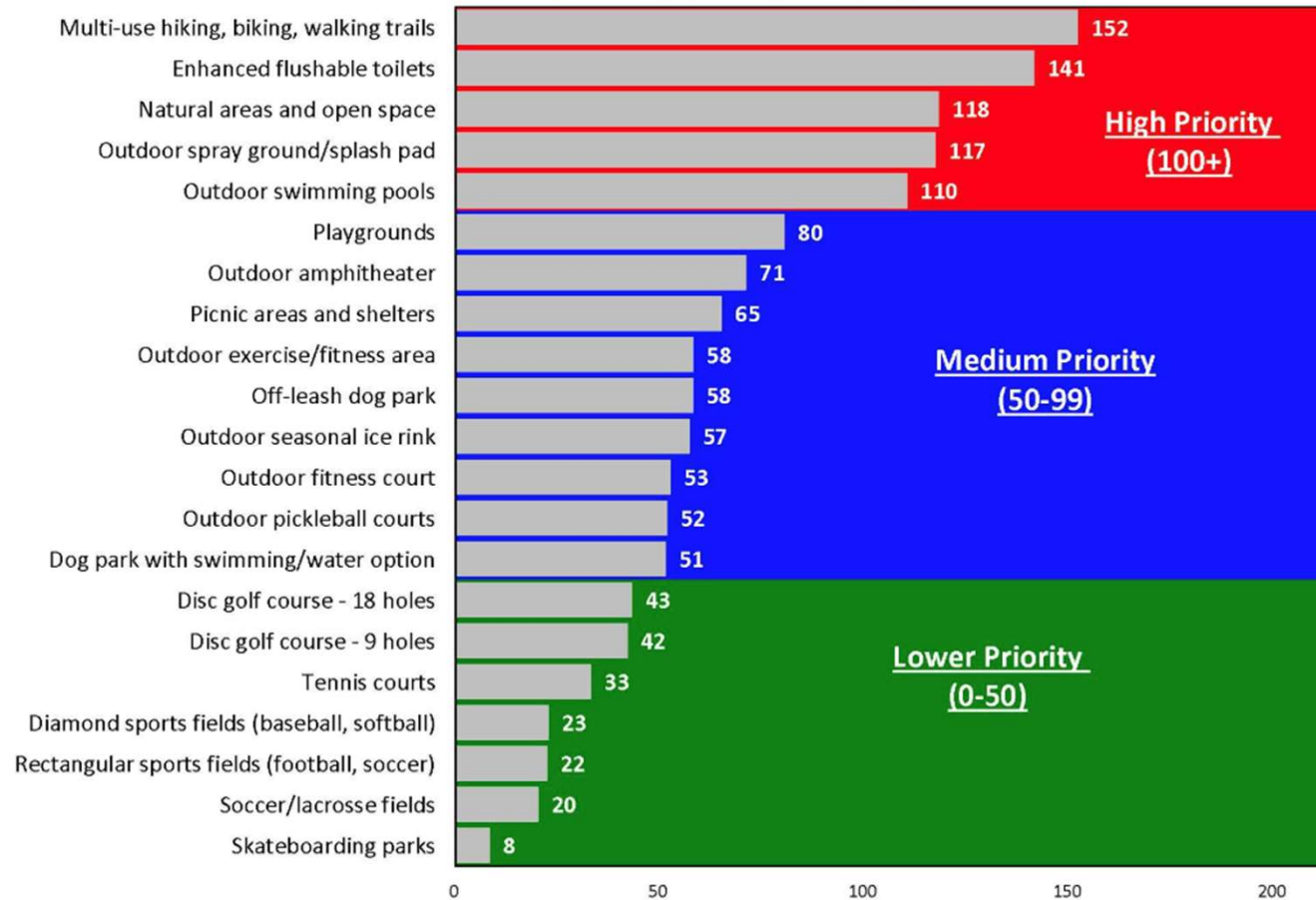


Top Priorities for Investment for Programs/Activities Based on Priority Investment Rating



0 50 100 150 200

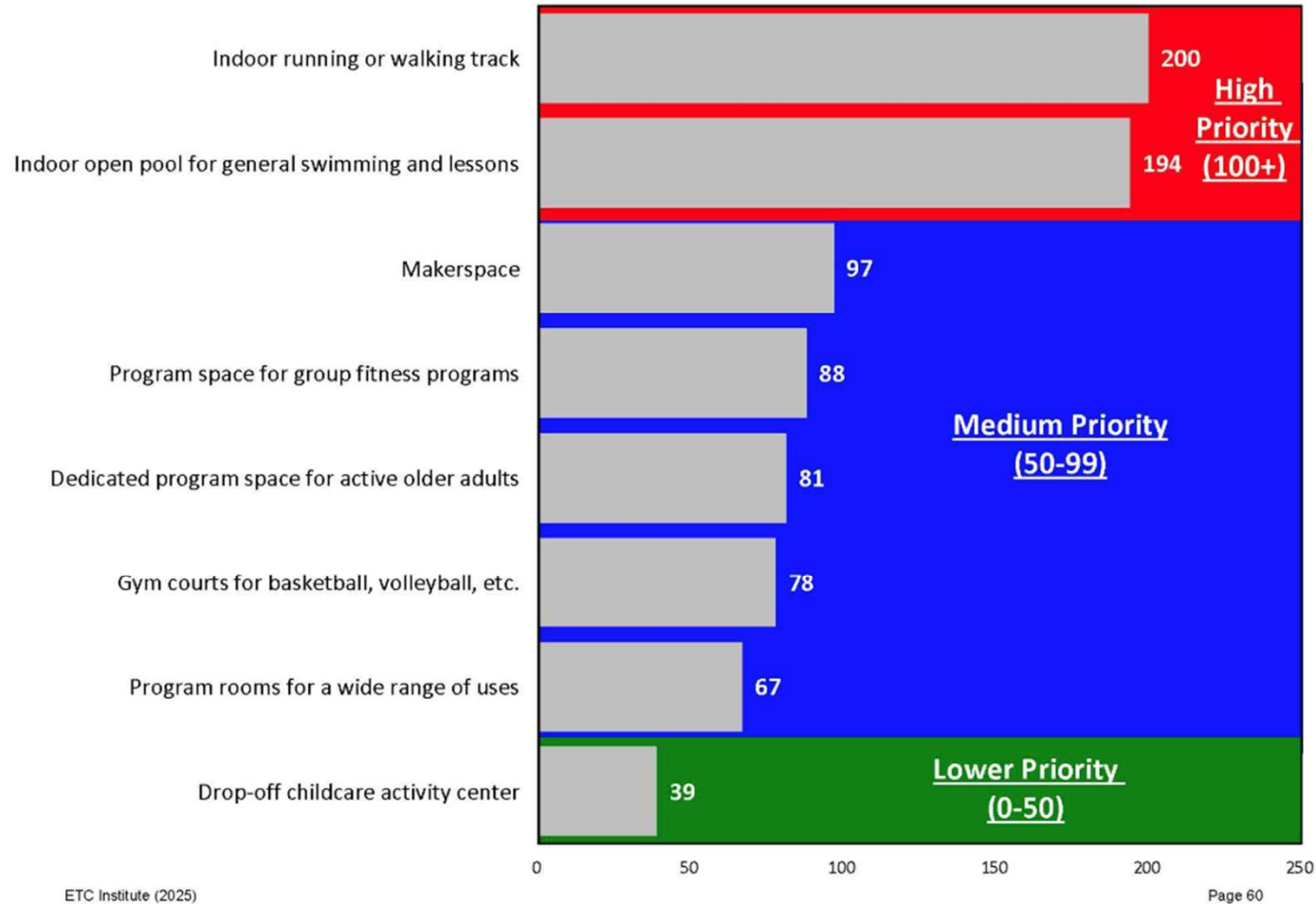
Top Priorities for Investment for Outdoor Facilities/Amenities Based on Priority Investment Rating



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Top Priorities for Investment for Indoor Facilities/Amenities Based on Priority Investment Rating





Phase 2: Assess

Program Assessment

Core Program Areas

Aquatics

Athletics

Before/After
School/Camps

Fitness &
Wellness

Heritage

Nature

Special Events

Trips

Variety
Programming

Program Assessment

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
Aquatics	X			X			X	X	X	
Athletics	X							X	X	X
Before/After School/Camps		X						X	X	X
Fitness & Wellness								X	X	X
Heritage						X	X		X	
Nature	X	X		X			X	X		X
Special Events		X							X	X
Trips						X		X	X	
Variety Programming	X	X		X				X		X

Program Assessment

AGES SERVED						
CLASSIFICATION	PRESCHOOL (5 & UNDER)	ELEMENTARY (6-12)	TEEN (13-17)	ADULT (18+)	SENIOR (55+)	ALL AGES
National Average	7%	17%	18%	20%	25%	14%
Program Distribution	14%	18%	10%	27%	22%	10%

Program Assessment

CLASSIFICATION	COMMUNITY BENEFIT	COMMUNITY-INDIVIDUAL BLEND	INDIVIDUAL BENEFIT
Characteristics	Broad appeal, fundamental to community well-being, promotes inclusion, accessible to all, typically publicly funded	Appeals to both general community and individual interests, offers specialized services but with a broad audience in mind, may require membership or nominal fees	Tailored to personal growth and individual interests, niche markets, typically fee-based, and may be more exclusive
National Average	27%	43%	29%
Program Distribution	4%	67%	29%

Program Assessment

Classification	FULLY SUBSIDIZED	SOMEWHAT SUBSIDIZED	SELF-SUFFICIENT	REVENUE GENERATING
Definition	All program costs are covered by external funds, typically from organizing body's general budget or grants. Participants do not bear any direct cost. These are considered vital for the community, ensuring maximum accessibility and participation.	While a portion of the program's expenses are covered by external funds or the organizing body's general budget, participants are required to pay a fee that covers a portion of the cost to offer the program. Such programs often balance between community benefits and individual benefits.	These programs are designed to break even. The fees charged to participants cover the entire cost of offering the program, including facilities, equipment, staff salaries, and any other associated costs. No profit is made, but there is no financial loss either.	Programs that are not only self-sufficient but also generate additional revenue over and above their operational costs. The surplus can be reinvested into other programs or areas of the organizing body. These programs often cater to niche markets or offer premium services.
National Average	32%	27%	17%	23%
Program Distribution	10%	3%	60%	27%

Program Assessment

LIFECYCLE	DEFINITION	ACTUAL PROGRAM DISTRIBUTION		NATIONAL AVERAGE DISTRIBUTION
Launch	New Programs within last year	13%	34%	37%
Rising	Programs that show participant growth	21%		
Stable	Programs that show sustained participation to minimal growth. Expectation is to offer because it fills.	46%	51%	52%
Maxed	Programs where participation level is status quo to declining, due to extreme competition or limited resources impeding growth	6%		
Decline	Declining participation. Programs in this stage should be reevaluated for potential updates, changes, or reinvention to make it relevant again.	9%	15%	11%
Cancelled	Programs cancelled due to due to prolonged lack of interest, resource constraints, or the introduction of a newer, more relevant program.	6%		

Assessment Criteria

GRADE 'A' / EXCELLENT

Criteria to meet this category include:

- Excellent condition or new / like new in early life-cycle.
- No obvious issues could be found.
- Operating / functioning as intended.

GRADE 'B' / GOOD

Criteria to meet this category include:

- Finishes may be weathered with minor issues.
- General purpose maintenance or cleaning may be needed.
- Good condition, relatively new or well maintained.
- Issues do not affect operation / function to any noticeable degree.
- Some minor aesthetic deterioration related to typical wear and tear.

GRADE 'C' / FAIR

Criteria to meet this category include:

- Fair condition or more noticeable deterioration.
- Issues are noticed by many visitors, but do not dissuade use.
- Maintenance and improvements are needed to ensure elements continue to function appropriately.
- Operation / function is impacted, but impacts are still limited to a few elements.

GRADE 'D' / POOR

Criteria to meet this category include:

- Issues are obvious to users and may discourage use.
- Operation / function is highly impacted and may hinder usability.
- Poor condition or very noticeable deterioration.
- Significant maintenance or replacements needed to prevent conditions from becoming critical.

GRADE 'F' / CRITICAL

Criteria to meet this category include:

- Critical condition or severe deterioration.
- Damages could be harmful causing visitors to avoid use.
- Issues prevent much or all of the operation or functionality.
- Maintenance will not be sufficient to alleviate problems, requiring replacement to remedy issues.

PAYNE WOODS PARK
2020 GILLENWATER ST.

PARK RATING
A / EXCELLENT

CATEGORY RATINGS

ATHLETIC FIELDS	SPORTS COURTS	PLAYGROUNDS	PATHS / TRAILS	GREEN SPACE	SITE FURNISHINGS	SPECIAL AMENITIES
N/A	N/A	A	B	A	A	B



Park / Facility	Address	Assessment Score
Batavia Riverwalk	Houston St. at Island Ave.	B
Bennett Park	2000 Block Rockwood Ln.	A
Big Woods Park	1063 S. Raddant Rd.	B
Braeburn Park and Preserve	507 Western Ave.	B
Callahan Community Center	150 Houston St.	TBD
Carriage Crest Park	1040 Robin Ln.	B
Civic Center	327 W. Wilson St.	C
Clark Island Recreation Area	401/411 S. River St.	B
Coventry Hills Park	2552 Hunt Ln.	B
Depot Museum	155 Houston St.	C
Eastside Community Center	14 N. Van Buren St.	B
Eastside Recreation Office	313 E. Wilson St.	D
Engstrom Family Park	326 Millview Dr.	B
Fidler Farm Park	2921 Savannah Dr.	A
Fidler's Oak Park	Flagstone Ln. at Savannah Dr.	B
Fox Trail Park	411 Fox Trail Dr.	B
H. Michael Wild Park	516 Viking Dr.	C
Hamlet Park	300 Hamlet St.	A
Harold Hall Quarry Beach	400 S. Water St.	B
Hartfield Park	1320 Fairfield Way	A
Hawk's Bluff Park	950 Twin Elms Ln.	C
Jones Meadow Park	1501 Mooseheart Rd.	B
Kemp Hall	18 N. Van Buren St.	C

Park / Facility	Address	Assessment Score
Laurelwood Park	800 N. River St.	C
Levi Newton Park	015020 W. Mallory Dr.	B
Lodge at Laurelwood	800 N. River St.	B
Maintenance Building	700 S. River St.	D
Memorial Park	601 Illinois Ave.	B
Millview Park	1501 Millview Dr.	B
Payne Woods Park	2020 Gillenwater St.	A
Peg Bond Center	151 Island Ave.	B
Prairie and Lathem Park	601 Lathem St.	B
Prairie Path Park	813 Mark Twain Trail	A
Saratoga Park	100 Saratoga Dr.	B
Shanahan Grove Park	800 Cleveland Ave.	B
Shannon Hall	14 N. Van Buren St.	D
Shannon Park	05025 E. Mallory Dr.	B
Somerset Park	015008 E. Mill Creek Circle	B
South Mill Creek Community Park	15455 Wyatt Dr.	B
Van Buren Park	231 S. Van Buren St.	A
Walnut Park	600 Walnut St.	C
Washington Park	401 N Washington St.	A
West Main Community Park	40W101 W. Main St.	B
Wind Energy Park	850 Wind Energy Pass	A
Woodland Hills Park	515 Woodland Hills Dr.	B

General Assessment Findings



EXCELLENT MAINTENANCE



General Assessment Findings



GREEN SPACE / DRAINAGE IMPROVEMENT OPPORTUNITY

General Assessment Findings



EXCELLENT FURNISHINGS



FURNISHINGS IMPROVEMENT OPPORTUNITY

General Assessment Findings



EXCELLENT PLAY EQUIPMENT



PLAY EQUIPMENT IMPROVEMENT OPPORTUNITY

General Assessment Findings



EXCELLENT SPORTS COURTS



COURTS IMPROVEMENT OPPORTUNITY

General Assessment Findings



EXCELLENT SIGNAGE



SIGNAGE IMPROVEMENT OPPORTUNITY

General Assessment Findings



EXCELLENT ACCESSIBILITY / SURFACING



ACCESSIBILITY IMPROVEMENT OPPORTUNITY

General Parks and Facilities Recommendations

Maintain

- Weed and resurface ballfields
- Replace damaged / poor condition furnishings
- Repair walks and surfaces with accessibility concerns
- Scheduled playground equipment replacement
- Resurface courts / repair cracks
- Replace old park and informational signage
- Improve natural areas and open spaces

Expand

- Evaluate building indoor recreation center / sports amenities
- Obtain and develop additional park land (undefined)
- Install additional pickleball courts
- Install outdoor splash pad / spray park
- Retire / demolish old or dangerous facilities (E.g., Eastside Recreation Office)
- Build new maintenance facility

Next Steps

- Benchmark
- Levels of Service / Mapping
- Visioning /CIP and Action Plan
- Visit – www.YourFunIsOurBusiness



QUESTIONS?

A photograph of two hands holding a white rectangular sign. The sign has the word "QUESTIONS?" written on it in a bold, dark blue, sans-serif font. The background of the photo is dark and out of focus. The entire image is framed by a white border, which is itself set against a dark blue background.



Thank You!!!

November 2025



NEXT PRACTICE PARTNERS
be different