



Parks and Recreation Department

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May 21, 2015

Mayor Joe A. Smith
North Little Rock City Council
300 Main Street
North Little Rock AR 72114

Dear Mayor and Council Members:

Parks and Recreation staff has extensively reviewed the Holiday Lights program and its recreation value verses the cost in time, money and resources. At the April 2015 Parks and Recreation Commission meeting, its value was reviewed and discussed further with the final determination made not to continue the Holiday Lights program.

It takes up to 10 staff a day along with state prisoners, and up to four (4) weeks to put up and take down the display each year. Staff is also needed to turn the lights on each night and to monitor viewing of the displays. The staff cost is over \$30,000. Each year, \$6,000 to \$8,000 in profit from the program is reinvested in new lights, light repairs and displays. To make it a quality program, \$35,000 to \$50,000 needs to be invested each year for display additions and improvements. Even with consistent investment, it would take several years to significantly improve.

The Parks and Recreation Commission and staff feel not having the Holiday Lights is a good move. Resources will now be invested in time and efforts for other worthwhile community projects/programs.

Sincerely,

Bob Rhoads, CPRP
Director of Parks and Recreation

Attachments

FILED 10:42 A.M. _____ P.M.

BY via email

DATE 5/26/15

Diane Whitbey, City Clerk and Collector
North Little Rock, Arkansas

RECEIVED by [Signature]

NORTH LITTLE ROCK PARKS AND RECREATION COMMISSION MEETING

APRIL 20, 2015

The North Little Rock Parks and Recreation Commission meeting was called to order by Mrs. Vicki Stephens at 5:00 p.m., on April 20, 2015, at the North Little Rock Community Center.

Commission Members Present: Neil Bryant, Otistene Smith, Vicki Stephens and Bruce Waller. Tom Davis was sick. Randall Bradley and Charles Jones had to work.

Holiday Lights: Mr. Rhoads stated that as a part of the Mayor's directive over the last few years, staff has been asked to analyze the need for all programs/services and the cost/value to provide those activities. The holiday lights program has been under such review with it being in question as to whether it is an activity that should be continued.

The project was started by the Fraternal Order of Police who leased the light displays and provided some manpower to put up the displays and collect the money. After the first year, the Fraternal Order of Police did not want to continue the project, but the Mayor at that time wanted it to be continued. Some funds were provided for displays.

The program was continued by Parks and Recreation staff, with some help the first few years from Advertising and Promotion and service clubs. Intentions were to seek donations and sponsorships for the purchase and up keep of displays, which never really materialized. Parks and Recreation was involved by providing a location and to help get electricity to the displays.

Even though some money was available to carry over each year (\$6,000 to \$8,000) to help with displays, the need for manpower to set up and carry on the project has become extensive. The estimated cost for the labor involved is over \$30,000 per year. The lack of manpower to sell sponsorships for displays and the small amount of carryover has been made it impossible to have a dynamic holiday display. \$35,000 to \$50,000 would need to be spent each year to continue and develop a dynamic display.

Tina Worrell reported that the holiday lights program began in 2003 as a project developed by the Fraternal Order of Police as a fundraiser. At that time, no one else had a display like this. Funds were provided by the City to start the program. Any surplus funds were put back into the purchase of the displays or their repair each year to improve the light displays. However, the department was not able to get past that.

Mrs. Stephens agreed with discontinuing the light display and suggested investing this money into Funland to keep it running.

Mr. Rhoads reported that staff has talked to the Mayor and recommended to him as it is recommending to the commission, to no longer do the holiday lights. The current displays can be used at other city facilities and functions during the holiday season or sold for others to use. The Mayor has asked the commission to review and make their recommendation.

Mr. Bryant made a motion to terminate having the Holiday Lights program. Mr. Waller seconded the motion.

Mr. Waller then made an amendment to the motion to terminate having the Holiday Lights program and have anyone that may take over a light display, take it over completely with no involvement from the Parks and Recreation Department. Mrs. Smith seconded the motion. All voted aye and motion passed unanimously.

V. Action Items – New Business and Unfinished Business

Agenda Summary

4. Holiday Lights

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Staff is seeking commission's input and direction on whether to continue the holiday lights. Staff recommends not to continue the project and utilize staff time and needed funds to be put on other projects.

Holiday Lights Review

	Yr 2014	Yr 2013	Yr 2012	Yr 2011	Yr 2010	Yr 2009	Yr 2008	Yr 2007	Yr 2006	Yr 2005	Yr 2004	Yr 2003
Direct Cost												
2400 Expenses	\$ 20,295.10	\$ 25,405.49	\$ 32,300.25	\$ 24,689.38	\$ 31,350.70	\$ 22,868.40	\$ 29,964.00	\$ 30,845.32	\$ 18,999.00	\$ 32,552.00	\$ 62,900.00	\$ 18,728.00
Revenue	\$ 20,432.62	\$ 18,101.31	\$ 29,796.75	\$ 30,767.00	\$ 31,837.00	\$ 29,708.00	\$ 28,427.00	\$ 31,258.87	\$ 27,016.00	\$ 30,428.00	\$ 18,010.00	\$ 18,975.00
Profit	137.52	(7,304.18)	(2,503.50)	6,077.62	486.30	7,019.60	(1,537.00)	413.55	8,017.00	(2,124.00)	(44,790.00)	247.00

Holiday Lights



	Yr 2014	Yr 2013	Yr 2012	Yr 2011	Yr 2010	Yr 2009	Yr 2008	Yr 2007	Yr 2006	Yr 2005	Yr 2004	Yr 2003
Indirect Cost												
Staffing												
Conc Mgr	\$ 2,046.00	\$ 1,278.75	\$ 1,571.63	\$ 1,534.50	\$ 1,534.50	\$ 1,534.50	\$ 1,534.50	\$ 1,534.50	\$ 2,046.00	\$ 1,534.50	\$ -	\$ -
Conc Worker II	\$ 1,564.00	\$ 1,321.38	\$ 1,236.13	\$ 1,236.13	\$ 1,236.13	\$ 1,236.13	\$ 1,236.13	\$ 1,236.13	\$ 1,193.50	\$ 1,193.50	\$ -	\$ -
Conc Worker I	\$ 1,598.44	\$ 1,545.16	\$ 1,491.88	\$ 1,438.59	\$ 1,385.31	\$ 1,385.31	\$ 1,385.31	\$ 1,385.31	\$ -	\$ -	\$ -	\$ -
RPA's	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 426.25	\$ 426.25	\$ -	\$ -
Administration	\$ -	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	\$ 1,650.00	\$ -	\$ -	\$ 1,650.00	\$ 2,200.00
Gate Volunteers	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,136.67	\$ 1,136.67	\$ 3,780.00	\$ -
Prisoners	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 10,000.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Parks Staff	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 20,000.00	\$ 20,000.00	\$ 15,000.00	\$ 15,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,430.00	\$ 7,200.00
	\$ 30,208.44	\$ 30,995.28	\$ 31,149.63	\$ 26,059.22	\$ 26,005.94	\$ 20,805.94	\$ 20,805.94	\$ 15,805.94	\$ 14,802.42	\$ 9,290.92	\$ 10,430.00	\$ 7,200.00
	Operated by Conc Mgrs and CW	Operated by Prog Supervisor and CW	Operated by NLRPR & Lions	Operated by NLRPR & Lions	Operated by P&R Adm	Operated by FOP as Fundraiser						

Rhoads, Bob

Subject: FW: Holiday Lights

From: Rhodes, Jason
Sent: Tuesday, April 14, 2015 12:20 PM
To: Rhoads, Bob
Subject: RE: Holiday Lights

The first year Parks assisted Winterland installing the displays. The second year Parks started installing all of the displays and continue to do so. We also get the state prisoners two days each year to stand up the large displays.

The only expense that we have for the holiday light is the cost of feeding the state prisoners \$200.00

We have 10 parks employees working for 20 days to get all of the displays installed and the electrician for 10 days for a total of \$27,236.59

If you need any further info please advise

Jason Rhodes
North Little Rock Parks and Recreation
Maintenance Superintendent
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