



2025

ANNUAL REPORT

“Creating community through people, parks and programs”

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Year Round



Director
Will Lacey



Fitness & Facilities
Manager
Nate Phipps



Maintenance -
Special Projects
Cody Perkins



Assistant Director
Eric Lobosky



Blanton House
Coordinator
Jeff Sankey



Maintenance -
Landscapes
Matt Leis



Community Engagement
Coordinator
Madison Henderson



Becky Coatney
Facility Aide



Maintenance -
Aquatics & Sports Fields
Shane Thatch



Admin Assistant &
Content Provider
Carson Sadler



Recreation & Aquatics
Manager
Jimmy Ray

Part-Time/Seasonal

- Maintenance - 4 Three Season Workers
- DAC - 3 Recreation Coordinators
- GFAC - 1 Pool Manager, 2 Assistant Managers, 24 Lifeguards, 4 Concessions.
- Summer Park Program - 1 Camp Director, 8 Camp Counselors

DEPARTMENT PROFILE

The Danville Parks and Recreation Department operates in beautiful Danville, Indiana. The Town boasts a population of 10,000 and has continued to grow steadily over the past 10 years. Danville is one of the oldest Towns in the County and operates as the county seat for Hendricks County. The Town lies just outside of downtown Indianapolis and is filled with rich history and traditions.

Danville Parks and Recreation Department was established in 1913 as a measure to safeguard the wellheads that provide the Town's water supply. In its over 100 years of existence the Danville Parks and Recreation Department has grown from mainly maintenance, to functioning as a model for inducing the quality of life into the Danville community. The department includes 9 full-time employees and 49 part time or seasonal employees oversees the operation of 186+ acres of park land, 20,000sqft athletic center (DAC), over 2 acres of aquatic center (GFAC), 8+ sports fields, multiple shelters, multi-use courts, indoor and outdoor basketball courts, Amphitheatre, multiple playgrounds, miles of paved & natural trails, large banquet facility (Blanton House), summer camps, over 70 events each year and so much more.....The Danville Parks and Recreation Department strives to "create community through people, parks and programs"

WHATS IMPORTANT

Mission

In partnership with our citizens, the Danville Parks and Recreation Department provides comprehensive programs, facilities, and services which respond to changing needs within our community. We strive to preserve, enhance, and protect our open spaces to enrich the quality of life for present and future generations in a safe and secure environment.

Vision

The Danville Park system is a premier destination that welcomes and captivates residents and visitors. The park system and its beauty are part of daily life and shape the character of Danville. Natural, aquatic, fitness, and recreational resources cultivate outstanding experiences, health, enjoyment, fun, and learning for all people. The park system is sustainable, well-maintained and safe, and meets the needs of individuals, families, and the community. The focus on preserving land continues, with a strong emphasis on connecting people to the land and each other. Aware of its value to their lives, residents are proud stewards and supporters of an extraordinary park and recreation system.

Axiom

Creating Community through People, Parks, and Programs!

Core Values

- Customer Service!
- Safety
- Community
- Quality
- Play
- Natural Space
- Opportunity



COMMUNITY ENGAGEMENT

KEY ACCOMPLISHMENTS (2025)

Expanded Digital & Community Engagement

Strengthened the Town’s online presence while maintaining a professional, approachable voice
Increased engagement through intentional use of video, reels, and visual storytelling
Supported every Town department with communication, promotion, and outreach efforts

Strategic Digital Infrastructure Improvements

Implemented social media archiving software
Continued use of the Town notification system
Maintained the agenda builder platform
Developed social media tagging and sharing standards
Reviewed and updated website and social media standards
Began ADA compliance, digital accessibility audit, and training
Created new online forms and streamlined the banner reservation process

Major Milestone: Danville Social District (DORA)

Assisted with the approval of the first Designated Outdoor Refreshment Area in Hendricks County
Led coordination for ordinance development, website updates, maps, and boundary signage
Worked closely with the Indiana Alcohol & Tobacco Commission (ATC) and local businesses
Set the stage for the official kickoff at Paddy’s on the Square 2026

Community Partnerships & Collaboration

Partnered with Downtown Danville Partnership, Chamber of Commerce, Rotary, Kiwanis, Tri-Kappa, youth sports leagues, and Danville Schools
Supported and participated in more than 20 community events
Documented Town activities through extensive photography for communication and archival use
Coordinated ribbon-cutting ceremony for the Street Department

Sponsorships, Parks & Environmental Stewardship

Secured sponsorships supporting staff engagement initiatives and park programs
Collaborated with Parks to design new signage, improving wayfinding and visitor experience
Coordinated stormwater initiatives and volunteer-led environmental cleanups



COMMUNITY IMPACT

Digital Reach & Engagement

- 3.3 million Facebook views
- 58% increase in YouTube views (6,500 total views)
- 103,000 website users
- 102,629 new users & 16,655 returning users

Organic Social Media Growth

- Town Facebook page: +2,336 followers (9,565 total)
- Parks Facebook page: +1,763 followers (8,078 total)
- 100% organic growth — no paid ads or boosted posts

Communications Output

- 8 social media accounts supported
- 1 YouTube channel managed
- 1,500+ social media posts created
- 200+ public alerts issued
- 1,478 park rentals and programs promoted

Community Impact

- 20+ community events supported
- 10,000+ photos captured
- \$15,000+ in sponsorships secured
- 10+ new park signs designed

Environmental Stewardship

- 23 stormwater initiatives & 315 volunteers engaged
- 186 bags of trash removed from local waterways



RECREATION

We did 72 programs and events throughout all of 2025, with 1,637 total online registrations, and generating \$28K in revenue. Headlined by Paddy's on the Square and our Daddy Daughter Fall Ball, there's a wide variety of programs we offer, from dances, to races, from youth sports clinics, to euchre leagues.

- \$28,555 in revenue
- 72 programs/events in 2025
- 1,637 total registrations
- Most popular programs (by # of people)
- Summer Park Program – 765
- Paddy's on the Square 5K / Pub Crawl – 189
- Daddy Daughter – 150
- Art Camp – 116
- Euchre League - 64
- Swim Lessons – 60
- Family Campout - 55
- Read, Write, and Roll - 53
- Blanton Woods Night Hike – 48
- Valentines Day Candy Gram – 48
- Other notable free / no registration events
- 5 Concerts (3 in Park, 2 Downtown)
- Easter Egg Hunt
- Wacky Wednesday at the Pool
- Geocaching Day



Organizations we worked with: Macra-YAY, Hope Squad, Rotary, Kiwanis, Civil War Reenactment Group, Fun Races, Rue de Fleurs, Topsy Acrylics, Danville Royal Theater, Hendricks County Parks, Hendricks County Partnership for Water Quality, Parks Foundation for Hendricks County, Danville School, Downtown Danville Partnership, Danville Chamber, Danville Police, Danville Fire, Danville Stormwater Dept.

Summer Park Program Numbers

The Summer Park Program continues to be a huge success within the community, dating back to the 1980s. A chance for Danville residents to enjoy a fun program for free for 6 weeks during the Summer.

Summer Park Program

- 765 total registrations over 6 weeks.
- 154 different kids participated in at least 1 week of Summer Park Program in 2025.
- 9 staff members, 1 new camp director
- New Collaboration: We reunited with Washington Township Park to bring Camp Wars back to life. Competed against them for a day (and won of course)

“IT STARTS WITH PARKS”

DANVILLE ATHLETIC CLUB

The DAC has been continually growing. Last year we updated the locker rooms and they look great. We have several projects that are on going but hitting snags with infrastructure moves. We need to plan for a major cardio overhaul in 2026. The equipment is getting very old and needs to be updated for the members. We have been working on an entrance to update access control as well. The DAC needs to update and stay with trends in the fitness industry. The improvements of marketing, cleaning, software and low cost for members has made us who we are today.

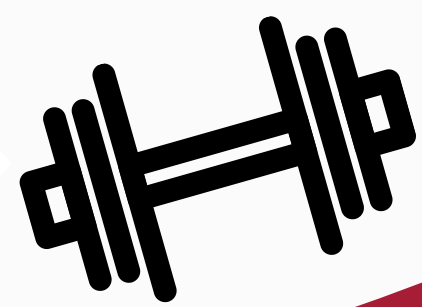
Danville Athletic Club Stats (2024-2025):

2024-Total for period 1/1/2024 to 12/31/2024: 39,238 check-ins (Avg. Daily: 108.9 check-ins per day) Revenue from RecDesk Memberships: \$204,601 – Day Passes: \$9,622

2025-Total for period 1/1/2025 to 12/31/2025: 36,128 check-ins (Avg. Daily: 98.9 check-ins per day) Revenue from RecDesk Memberships: \$211,548 – Day Passes: \$7,756

Gender: Male – 65% / Female – 35%

- Danville Athletic Club improvement/updates (Recommended):
- New equipment – need to update (Most equipment 15 years old)
 - HVAC area improvements – (Going on for 6 years with nothing happening)
 - New Smart TV's
 - Update Rubber Mats and Carpet
 - New entrance – update access control
 - Bosstick Gym painting (Wall and Bleachers)
 - Bosstick Gym seal floor
 - Hargrave Gym update floor and seal
 - New lighting
 - Improve cameras
 - Branding and marketing the DAC



GILL FAMILY AQUATIC CENTER

In 2024, the big price changes were to day passes, memberships, and rentals; in 2025, the pool prices stayed the same. We still saw a rise in overall revenue, members, and check-ins.

There were 36 employees this season. 3 were Managers for the pool, 5 worked Concessions, and 23 worked as a Lifeguard. 17 were students at Danville High School, while the rest were college students or from neighboring towns. 16 were new employees.

One big change was adding 1-on-1 swim lessons to our options this year. We not only saw an increase in revenue, but also in quality and improvement in swimming lessons. 57 kids graduated from lessons, with 43 of them being Danville residents.

- Open for 71 days over the Summer.
- Total revenue was \$170,225.91 (+5.4% from 2024)
 - \$69,366 in day passes (+6.0%)
 - \$37,470.00 in memberships (+3.3%)
 - Total # of members was 923 (+8.6%)
 - 17,017 check-ins (+6.0%, 239 per day)
 - 31 staff members
 - 15people certified or recertified in Red Cross Lifeguarding/AED/First Aid Training
 - Received a \$2,409.90 grant from the PFOHC to purchase new equipment for lifeguarding training.
 - 57 kids graduated from swim lessons
 - Introduced 1-on-1 swim lessons
 - Swim Lesson revenue rose by 53.7%



PROJECTS

2025

- Rooted in Hope Tree installed.
- Blanton Wood rehab.
- DAC HVAC and locker rooms remodel started.
- Playscape planning for remodel or rebuild.
- Added 48 new picnic tables.
- Update and enhance equipment.
- Update splash pad feature with dump bucket.
- Ownership now secured for West Park.
- Completed the 30% drawings for Interurban Trail.
- New lock system installed in 70% of facilities.

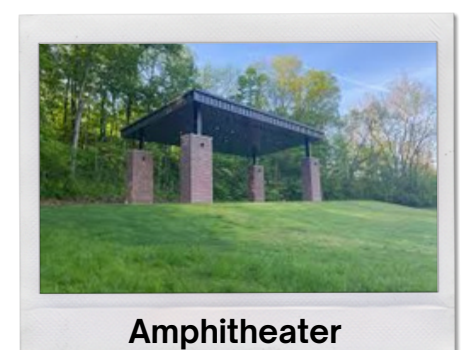
- Added walkable display to Winterland.
- Secured bond.
- Added more cameras to facilities.
- Replaced all rental tables and chairs.
- New tent top at Blanton House.
- Started planning for gazebo move.
- Started RIF plan for 2026.
- Planted 30 trees in Ellis & Eakin Park.
- Added 50 new parking spaces and curb stops.
- Continuing enhanced turf plans for Eakin Park.
- Blanton House drainage plans.
- Added new HD truck and plow to fleet.
- Facility Aide became fulltime.

FACILITIES

With increased marketing, improved cleaning standards, stronger communication, affordable rental costs, and population growth in the surrounding area, demand for Danville Parks rental facilities is expected to continue rising. Rental usage has increased each year, and it is essential to maintain this momentum through ongoing enhancements to existing facilities while adding new amenities to meet growing community needs. Data from 2025 reflects consistent growth across all aspects of the rental facilities managed by Danville Parks.

Danville Parks Facilities Stats (2025):

- Blanton House – 92 rentals, 4 programs * Record in revenue 2024: \$85,507.25 *Record in revenue 2025: \$101,520.21
 - Blanton Woods – 2 programs
 - Bosstick Gym – 120 rentals, 150 programs
 - Baseball Fields – 263 times used
 - Danville Athletic Club – 16 programs rentals
 - Ellis Parks – 52 times used, 37 days of Winterland, 13 programs
 - Gary Eakin – 7 times used
 - Gazebo – 12 rentals
 - Gill Family Aquatic Center – 14 rentals, 34 programs
 - Hargrave Gym – 364 rentals, 3 programs
 - Park Room #201 – 7 rentals, 2 programs
 - Pickleball Courts – 10 rentals, 15 programs
 - Shelter #1 – 35 rentals, 4 programs
 - Shelter #2/Amp – 64 rentals, 17 programs
 - Train Station – 195 rentals, 38 programs
- 1,478 rentals of park operated property for events and programs in 2025.

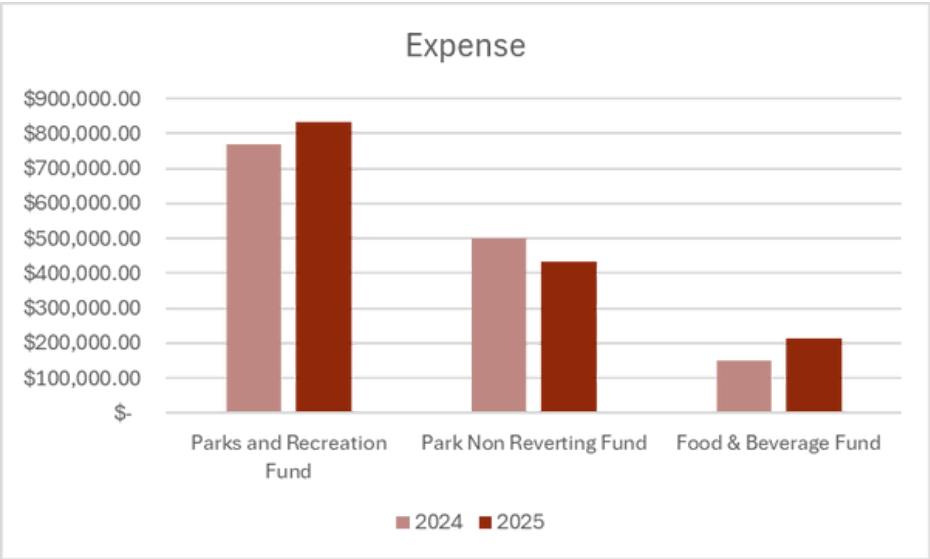
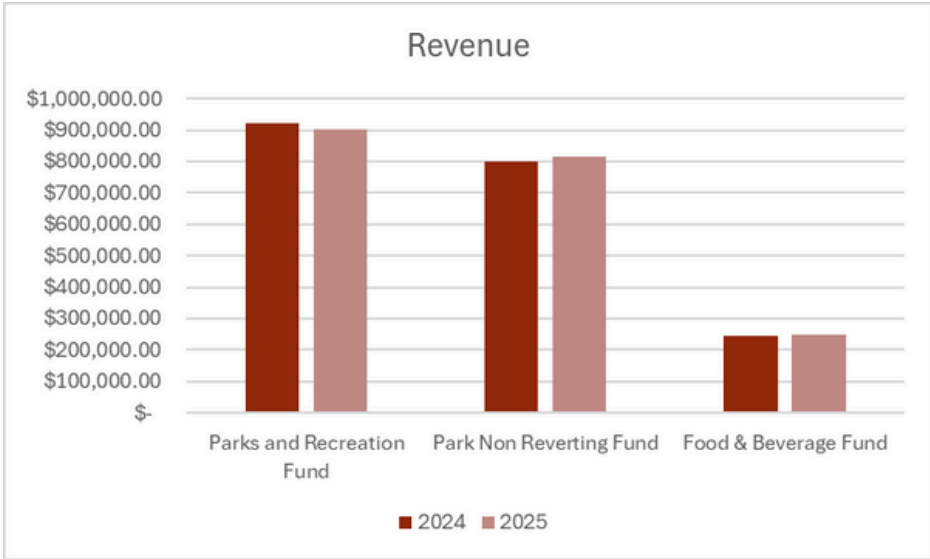


FINANCIAL

FUND DESCRIPTION

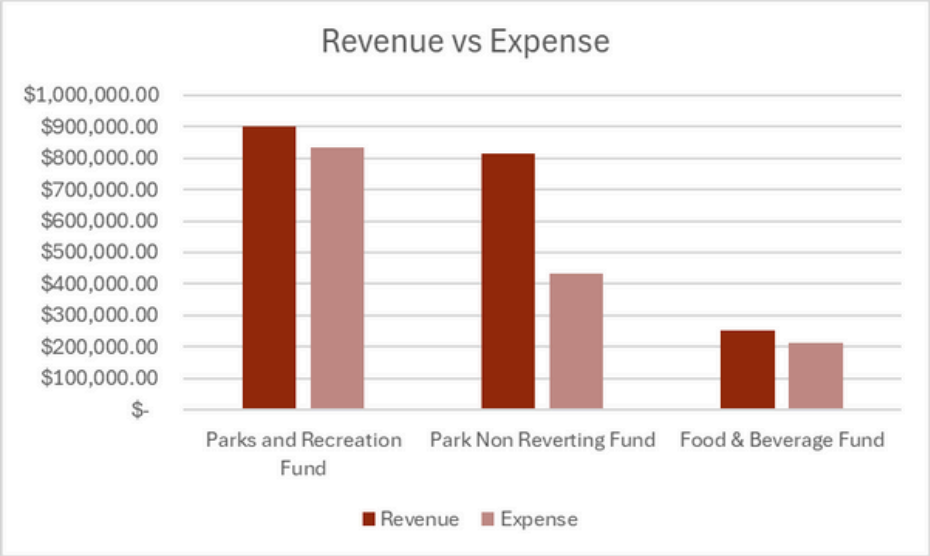
- Park and Recreation Fund - Dollars generated from general property tax, rental facilities and GFAC.
- Park Donation Fund - Dollars generated through donations for certain items or events to be funded from.
- Park Non-Reverting Fund - Dollars generated through facilities, membership fees, programs and items.
- Recreation Impact Fund inside NR - Dollars generated from new house permits added to the Town.
- Food & Beverage Fund - Dollars generated through a 1% tax on prepared food and beverage in town.
- Host Fund - Dollars generated through a tipping fee at the WasteManagement trash dump.

2024-2025 Comparison



SUMMARY

In 2025 the department worked on planning for several projects. Our department is continuing to grow our funds to take on capital projects to enhance our facilities. We continue to follow the Master Plan and work towards the goals of the community. In the revenue chart above you can see that revenue is growing, Our marketing approach along with the growth of the community is pushing the growth. The trend of growing is also seen in the expense column as we take on projects. Our biggest expenses for the year were pool fixes, women's locker room remodel at the DAC and the trail design for the inner urban trail. Most of these items we used our cash on hand that we have saved from previous years. We will continue to work on saving and taking on projects through using the saved dollars on those projects.



YEAR END WRAP UP

In 2025, the parks system made significant strides in infrastructure upgrades, planning, and facility improvements. Key projects included HVAC and locker room remodeling, wood rehabilitation at Blanton, splash pad enhancements, and drainage planning at Blanton House. Long-term initiatives advanced as well, such as playscape redevelopment, Interurban Trail design completion at 30%, a future gazebo relocation, and preparation for the 2026 RIF plan, all supporting sustainable growth and modernization.

Visitor experience, safety, and environmental stewardship were also major focuses. New picnic tables, rental furniture replacements, walkable Winterland displays, and a new tent top at Blanton House enhanced amenities, while added cameras, lock systems, a secured bond, and expanded fleet resources improved operations. The year also saw ownership secured for West Park, 30 new trees planted across Ellis and Eakin Parks, expanded parking, turf enhancements, and increased staffing capacity, reflecting a commitment to accessibility, sustainability, and long-term community benefit.

The future is exciting! 2026 will be the year of planning for projects and implementing projects. We will be finishing the DAC remodel, enhancing pool amenities, planning for major trail design and planning for a remodel of Playscape. Our main goal is to increase all that we do to produce the best quality product that we can for the citizens of Danville.

We are excited for the challenges and new opportunities that 2026 should bring!



NEXT YEAR

2026 Goals

- Create new diverse programming.
- Finish lock system.
- Look in to irrigation for Eakin Park.
- Finish HVAC move at the DAC.
- Playscape build.
- Finish drawings for Inner Urban Trail
- Update and enhance equipment at the DAC.
- Update bathhouse.
- Update splash pad solenoid features.
- Start managing West Park.
- Work on Bond list and complete 50%.
- Add a gate to protect parking area.
- Roof Train Station, Shelter 1 and Gazebo.
- Redeck NP bridge, BW bridge, and others.
- 20 Parking Spots at Helton Courts.
- Replace post and cable boundries.
- Add shelving to the back barn.
- Add more trees.
- Continue building out the access control system.
- Work to secure funding for West Park.
- Work with WM on property acquisition.
- Continue building leadership team.
- Individual growth items for staff.
- Enhance fleet.