

# NORTH LIBERTY PARKS AND RECREATION DEPARTMENT

## *Agency Article Exchange*

Submitted by: Shelly Simpson, Recreation Director

[www.northlibertyiowa.org](http://www.northlibertyiowa.org)

### **Maximize Facility Use & Increase Programming, Whenever Possible!**

I'm sure North Liberty Recreation Department's philosophy is similar to all - to maximize facility use and increase programming whenever possible. Concerns that regularly arise to accomplish this goal is finding class instructors to teach the program and finding space in which to hold the program. Fortunately, for North Liberty we have a great facility to meet our space demands. To meet instructor demands we have both full-time and part-time city staff to run some of our programs, while other programs are contracted out and individuals pay a rental fee or the recreation department receives a percent of income generated from the program. The Summer of 2008 has been no different, the following out-source programs were scheduled in our two gymnasiums:

**Rebel Xtreme:** Rebel Xtreme is a competitive cheerleading, competitive dance team/tumbling team and preschool gymnastics program that started in Minnesota. The director has relocated to Iowa and approached the recreation center in the availability to rent half a gymnasium. Days & times were available and this is a new program area that we have not offered in the past to the public. We hope this program flourishes and will be a year-round rental opportunity for the recreation department.

**Athletic Concepts:** The Recreation Department was also by another individual to utilize gymnasium space to offer a basketball and football basic fundamentals seven week summer program. This individual wanted the recreation department to assist in promotion, instead of renting space, recreation staff asked for a percent of revenue generated to cover costs for his additional requests.

**Bound 4 Glory:** For the past two years, the Recreation Department has provided gymnasium space to Jason Price and Duez Henderson, former Iowa Basketball players. They provide basketball skills instruction for individuals to improve their game. This program is set up as a gymnasium rental, but their fees have been reduced on occasion when both Jason & Duez have volunteered their time to assist others events/programs within the facility.

**Prime Time & Game Time Leagues:** The North Liberty Community Center is the place to host the summer basketball leagues for various current and former college players. The Men's league (Prime Time) utilizes both gymnasiums on Monday and Wednesday evenings while the Women's league (Game Time) utilizes both gymnasiums on Tuesday and Thursday evenings from mid June to the end of July. This league is set up as a gymnasium rental, but at a reduced cost.

The Recreation Department has agreed to the reduced fees because we believe this program brings in many tourism dollars to the city as players are from Iowa, UNI, and many other area colleges. Spectators drive from all over the State of Iowa to come catch a glimpse of incoming players for their favorite team.

The North Liberty Recreation Department keeps an open mind when scheduling city and non-city facilities. Staff remains open to meet all rental requests, offering alternative options without jeopardizing operations. We work to fill "down times", while continuing to provide an array of recreational activities to the community.

Rebel Xtreme



Bound 4 Glory



Prime Time & Game Time Leagues

