



APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact [Gage Harter](#).

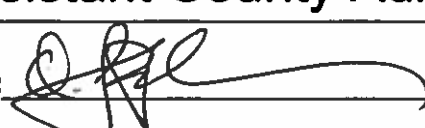
PROGRAM INFORMATION

County: Isle of Wight
Program Title: Reuse of Parks & Recreation Facility
Program Category: Parks & Recreation

CONTACT INFORMATION

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: Donald T. Robertson
Title: Assistant County Administrator
Signature: 

Executive Summary

Development of Nike Park began in 1975. The previous year, the Isle of Wight County Public Recreational Facilities Authority had decided that the best use of the former Nike-Ajax missile site was for recreational purposes. The U.S. Army acquired the privately-owned farmland in the early 1950's. The missile base was operational by 1954 and was one of eight bases in the Norfolk Defense Area designed to protect Hampton Roads from incoming Soviet bombers delivering nuclear bombs. The site was obtained by Isle of Wight County from the United States General Services Administration through the Federal Surplus Property Program.

The park was expanded and grew to include recreation and programming. In December 1997, the Isle of Wight County Board of Supervisors dissolved the Isle of Wight County Public Facilities Authority and created its Department of Parks and Recreation. Today the hundred plus acre park offers various recreational activities featuring softball and soccer fields, basketball and tennis courts as well as picnic areas, nature trails, mountain bike trails, a skatepark, playgrounds, canoe-kayak launch, fishing piers, senior center and recreation hall.

The Parks and Recreation Department Administrative Office is also located on site at Nike Park. The Administrative Office building as well as the Senior Center, Recreation Hall and Arts and Crafts studio are all former military facilities such as former barracks and mess hall facilities used previously by military personnel.

Brief Overview

The majority of recreation activities take place at Nike Park, and as such, the Parks and Recreation Department Administrative Office is located at Nike Park. All full time Parks and Recreation Department staff report to Nike Park. Six staff previously maintained office hours at the Administrative Office and two more staff were housed in the Recreation Hall in a make shift office set up.

Nike Park contains the Administrative Office, Recreation Hall, Senior Center, Arts and Crafts studio and the park maintenance compound in addition to the park restroom facilities and recreation amenities. The Administrative Office, Recreation Hall, Senior Center and Arts and Crafts studio are original military structures that were built in the mid 1950's. The Senior Center underwent restoration in the Fall of 2015 with plans for renovation of the Recreation Hall and Arts and Crafts studio planned for the future.

Not only is Nike Park a hub for recreation activities in the County, but the Administrative Office is the central location for program registration and information gathering for the public. The majority of visitor contact with parks and recreation from the public is initiated at the Administrative Office and continues throughout the relationship with patrons as regular return visits for registration, activity meetings and discussions and inquiries with staff occur on a routine basis.

Insurance funds as a result of a destructive fire at another recreation facility have provided the provision for the improvements to the facilities at Nike Park. These funds have been well spent as public feedback has been very positive across the board from projecting a professional service image to the provision of comfortable and serviceable

facilities to the patrons. The morale and image of park personnel have also benefited. Staff have gained a sense of professional status as evidenced by improved customer service. Staff have gained a sense of buy in from the County and their perceived importance as a result of the improved working conditions.

Problem, Challenge or Situation

Since Parks and Recreation staff have operated at Nike Park, they have operated from an administrative office which presented multiple challenges. The Administrative Office was outdated and extremely cramped. Phone and internet service interruptions occurred on a regular basis. The heating and air condition system was inefficient and office space was small, three Recreation Specialists operating within a 12' x 16' office, and the layout was not customer service friendly.

The building also did not allow for all the administrative and program staff to be housed under one roof, as two staff had offices located in the recreation hall. The Administrative Office also, did not allow for any conference or meeting space. With the previously mentioned insurance funds, the Parks and Recreation Department set plans to renovate the Administrative Office, Recreation Hall and Arts and Crafts studio. It was decided that the building closest to the parking area would be the first to be renovated and that once renovation was completed, would serve as the Administrative Office.

In an effort to conserve funds and provide for all the working details of the staff, it was decided that the Isle of Wight County General Services Department would perform the renovation. This caused the project to take longer, as the General Services staff had to

maintain other County duties but created for great working communication and department relationship building between Parks and Recreation and General Services.

Implementation

The Parks and Recreation Department had several objectives with the renovation of the Administrative Office building. First, was the need for a professional office setting that provided an exceptional customer service operation. This was accomplished by providing a customer service center at the office entrance. The Administrative Assistant is able to greet each visitor within an accommodating lounge area complete with seating and television viewing for visitors. Television viewing can include upcoming parks and recreation programming opportunity promotion or recorded County Board meetings. There are also two conference meeting areas within the building and an accommodating break/lunch room so that staff can enjoy a lunch break while away from their desk without leaving the building.

There was also a need to have all administrative and programming staff under a single roof. There are seven individual offices along with a reception area that allows all eight staff to operate comfortably within the building. The executive team members are located on one side of the building, while the programming staff including the Special Events Coordinator are on the other side. This office set up has provided for excellent working communication between staff.

The Parks and Recreation Department staff have a great deal of pride in their new digs that has resulted in an air of confidence and commitment to professional service

expectations by the staff. Traditional park patrons and other department staff have provided rave reviews for the office setting and its operation that continues to raise professional pride among Parks and Recreation Department staff.

Apart from the drywall work, the entire renovation was performed by the Isle of Wight County General Services Department. This included all wall construction, electrical, plumbing, carpeting, ceiling and window work and painting. As mentioned, the renovation took some time, as General Service staff had to perform the renovation while maintaining other various County duties. The Parks and Recreation Department was easily able to accommodate this minor inconvenience in that they were able to continue normal operations within their existing Administrative Office next door to their future one.

Finance

The total cost for the renovation of the Administrative Office building was \$55,750. The entire cost was paid for by the insurance funds previously mentioned. This cost included both the renovation of the building as well as furnishings. Furnishings included office furniture for four of the seven offices, the conference areas and kitchen. This included a microwave, table, chairs and refrigerator for the kitchen. The offices that did not receive new furniture, had relatively new furniture (1-3 years old) brought over from the old office. Furnishing costs also included restroom items, window blinds and awnings for both doors. Security measures were also added to the building with security lighting and key less door entry for after hours. Lighting and floor covering, both tile and carpet were completely replaced. All offices doors were equipped with full length transparent

glass. Floor and window molding were replaced as well as all the windows in the facility. Finally, a new central heating and air system was placed in the building.

Program Results

The results of the renovation may be hard to measure, but they are very visible. The staff pride in their service delivery is evident on a daily basis. Whether it is the improved office environment or the improved communications from the office layout or having all staff in one building, the team chemistry has dramatically improved. Department staff are working together as a team and staff have a renewed focus on departmental goals and accomplishment. It is as though the department received a fresh brand that has stirred staff to a desire of providing services at a higher standard, both in program and customer service delivery. The office renovation has created an expectation of staff to perform at a higher level, both individually and as a department.

Other County departments have been very impressed with the renovated office and are less resistant to conduct meetings at the park's office. The appreciation and relationship between the Parks and Recreation Department and the General Services Department have especially been strengthened through the project. Long standing patrons have expressed favorable reviews and new patrons do not have an expression of disdain as they enter the Administrative Office. Even the elected officials are impressed with the "new" facility, but they are most impressed with the status of the building with the return of such a low cost, thanks to most of the work being done in house.

