



**Parks Commission Master Plan  
2023—2027**

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## Acknowledgements

### To the Residents, Visitors, and Prospective Families of Maquoketa:

*The City of Maquoketa and the Parks Commission have cooperatively produced a Master Plan document that best describes the current condition and desired state of City Parks. Our belief is if City Parks can be recognized as an ideal gathering place for the community, the character of the City lifts itself and becomes a tremendous source of pride. To visitors and residents alike, the Park moments we experience as families fondly stay with us. For this reason, the Parks Commission sets forth to create a holistic document dedicated to charting a productive and meaningful path for City Parks.*

*Mayor Tom Messerli and City Council are owed a debt of gratitude for being uniquely aware of the Parks Commission interest in charting a Master Plan. Without their support and blessing, this effort is for nothing. To members of the community have listened to radio spots on the Parks, interacted with the City Park social media posts, and to those who showed up in person to communicate Park needs...thank you. The Parks Commission continues to listen, be a voice of the City, and steer City resources for the betterment of Parks.*

### Our Board:

*Chris Gockel, Chair*

*Chris Ihrig*

*Carol Hammill*

*Ron Horan Jr.*

*Kara Boldt*

*Jon Hopson, Assistant Public Works Director, City Staff Representative*

*Scott Warren, YMCA Representative*





## Statements of Purpose

### Mission Statement

Our mission is to enrich the quality of life for our community through exceptional recreational and park experiences.

### Vision Statement

We will operate attractive, clean, and safe parks as well as 1<sup>st</sup> class facilities for recreational experiences.

We will provide support to recreational programs that welcome and support healthy living for people of all backgrounds and ages.

We aim to provide an integrated system of parks, trails, and gathering spaces that highlight the City's unique natural features.

## Core Values

Teamwork by and for the local community

Health and Fitness

Respect and caring for others

Promoting awareness and enjoyment of the  
 City's natural beauty

## The WAGs

Wildly  
 Audacious  
 Goals

- 1) Public pool.
- 2) Enhance or add to existing soccer & baseball/softball complexes.
- 3) Connecting all parks with community assets via trails and walkways.
- 4) Making Horseshoe pond a marquee "GATEWAY" park.
- 5) Having a park system as the envy of neighboring communities!

## Summary

Maquoketa Parks is implementing a 5- year Master Plan in order to focus around a clear vision to ensure we are adhering to our core values and fulfilling our mission of exceptional park & recreational experiences.

## Park Profiles

### 1st Ward Park

1st ward is a family friendly neighborhood park located in the 300 block of East Quarry St between North Eliza and Otto Streets. It has an abundance of playground equipment for all ages.

The park is handicap accessible, including a wheelchair swing. A large picnic shelter with tables and grill is available for use. Park also has basketball courts, handicap accessible restrooms and open green space. The park dates all the way back to 1850 and used to be named Livermore Park.



1st Ward Park

### 5th Ward Park

5th Ward Park is located at 804 W. Summit St in Maquoketa and is one of the City's larger park properties serving most of the Southwest Maquoketa. The park features two tennis courts that double as pickleball courts! It also has a softball field, a basketball court, restrooms, and two picnic shelters.



5th Ward Park



## Burlingame Fields

The City of Maquoketa's baseball/softball activity allows the City to lease Fairgrounds property and care for Burlingame Fields. The park features two main fields and is accessible by N Walnut St and E Apple St. The park was recently painted by the volunteers of the City's annual Spring Clean Up Day in 2022.



Burlingame Fields

## City Ball Park

The City Ball Park is one of Maquoketa's largest parks and neighbors the Maquoketa River Levee. The City's Skate Park is also on the park property and is a nice feature for adrenaline enthusiasts.

Amenities include:

- Two baseball diamonds
- Concession stand
- Picnic shelter
- Restrooms
- Playground equipment
- Multi-modal recreational trail along the Maquoketa River
- Open space for picnicking



City Ball Park

The park is located on the North side of the City on Grove Street and sits adjacent to the Maquoketa River trail near the pedestrian bridge which traverses the beautiful Maquoketa River.



## Crawford Park

Crawford park is located between North Dearborn and Walnut street and serves the Northeast side of Maquoketa.

This park has assorted playground equipment and trees that line a large open green space that has picnic tables for use. Park can be accessed via Dearborn or Walnut.



Crawford Park

## Horseshoe Pond, Dog Park, & Campground

The City of Maquoketa features Horseshoe Pond which the City has turned into an attractable water feature with a small walking path. The area also serves as a City campsite during the Spring, Summer, and Fall. Next to Horseshoe Pond is Prairie Creek which travels through the City limits into Prairie Creek Recreation Area and then into the Maquoketa River.

In 2021, the City of Maquoketa and many community partners such as Maquoketa State Bank helped finance and appropriate park property for a dog park which is located in the fencing of Horseshoe Pond. Here your furbabies or furbuddies can let out some energy and enjoy the outdoors!



Horseshoe Pond Campground

## Little Bear Park

The City of Maquoketa's Little Bear Park serves the Northwest side of Maquoketa and is located at N Niagara St and W Quarry St. The park is affectionately named after a former Little Bear carving and borders Briggs Elementary.

The park receives significant traffic and has multiple playground features to meet all the recreational needs of an elementary school and beyond. The park's main feature even has a kid friendly synthetic matting to break falls and reduce injury risk. The park also has a shelter available and horseshoe equipment ready for the community's enjoyment.



Little Bear Park

### Historical Analysis

The City of Maquoketa is the County seat of Jackson County with a population of 6,128 as of the 2020 Census. Maquoketa is rich in history and culture, is surrounded by scenic natural beauty, and is home to a strong arts community. The community's identity is intertwined in these qualities and is enhanced by the close-knit, small town feel. For these reasons, the Parks Commission is uniquely tied to the character of the City. Much of this historical content is borrowed from the Maquoketa Chamber of Commerce website.

The City itself hosts nearly 40 sites listed on the National Register of Historic Places. In addition to the Maquoketa River, the community boasts many recreational facilities including:

Maquoketa Caves State Park, Prairie Creek Recreation Area, Hurstville Interpretive Center, and Horseshoe Pond County Park. Cultural facilities include the Maquoketa Art Experience, the Ohnward Fine Arts Center, and the Old City Hall Gallery.

Maquoketa is historically an agricultural town, but light industry and distribution facilities are also important to the regional economy. As the county seat, many workers are employed in administrative and healthcare jobs that serve the surrounding region.

Maquoketa has a rich history as the commercial and cultural center of the surrounding area. The area's first European settler, J.E. Goodenow, arrived in 1838 and established a village that he called Springfield. In 1850 a City was platted and recorded under the name Maquoketa. The City of Maquoketa was officially incorporated as a City by special act of the Iowa State Legislature in 1857.

Prior to European settlement the area was home to Sauk and Fox Native American tribes. The name of the City was derived from the native word "Makwok-eteg" which roughly translates to "there are bears."

Maquoketa was established as the county seat of Jackson County in 1873. Prior to that, the county seat was located in Andrew. In the early days of the City, growth was spurred by the extension of railroads to Maquoketa in 1873.



*Downtown Maquoketa, 1914*



The City experienced generally steady population growth through 1970, when the population leveled off at about 6,000. The 2000 census population of 6,112 increased slightly to 6,141 in 2010. As previously stated, the population is 6,128 as of 2020.

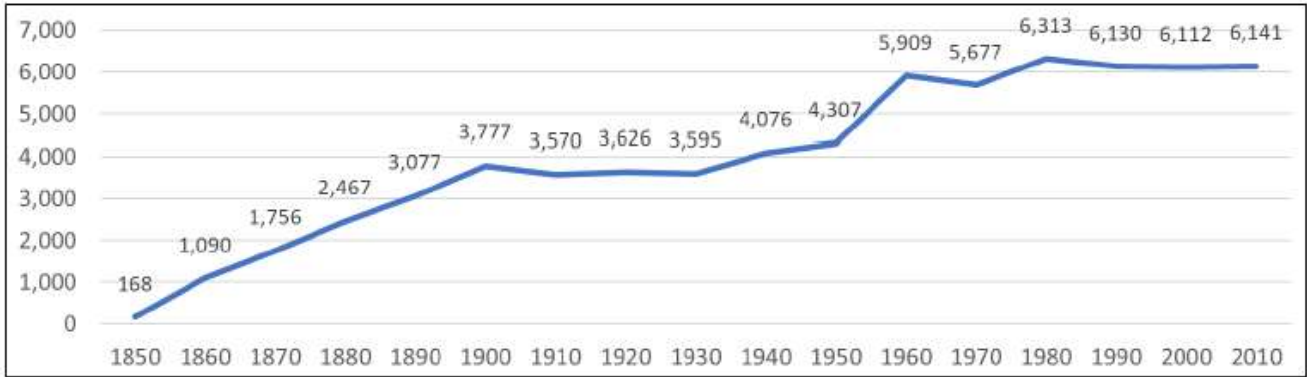


Figure 1. Maquoketa Historical Population

\*Source: City of Maquoketa 2040 Comprehensive Plan

The City of Maquoketa is on the map for several reasons.

First, the Limestone Kilns, located North of Maquoketa on Business 61, should be explored as the main cause for the economic boom of Maquoketa and Jackson County dating back to 1870 and the Industrial Revolution.



The following is best presented by [MyCountyParks](#):

In 1870, Alfred Hurst came to the area, having heard of the limestone formations along the banks of the Maquoketa River. He then found what he considered the best quality limestone rock to produce the whitest, purest, and most adhesive lime in the marketplace. He constructed a small pot kiln and started producing

powder lime. He then erected the first draw kiln in 1871, with the other 3 following soon after. In the 1<sup>st</sup> year, production reached 100 barrels a week, with a total of 3200 barrels for the year. At the company's peak, the kilns would produce 8000 barrels of lime a day!

The process used to make lime, then an essential building material, was uncomplicated. But in the days of hand labor and horses it was nonetheless quite an undertaking. The process started in the limestone rock quarry. The men would get the rock into a manageable size so that it could be loaded into mule or horse-drawn rail carts and hauled to the kilns. The limestone was then unloaded into the top of the kiln where a fire was burning. The fires burned at 900 degrees Celsius (1650 F). They kept the fire burning around the clock – 24 hours a day 7 days a week – for most of the year. Workers were well compensated for their hard work. In 1899 many workers earned \$1.35 a day and rent was only \$3 a month.

When cold weather approached, the fires could not stay hot enough to burn the limestone. Thus, the kilns were not operated in the winter months, but the men were kept busy all winter sawing cord wood to feed the hungry fires, as well as making barrels and feeding cattle. The kilns used upwards of 100 cords of wood a day, requiring almost 8000 cords of wood a year for each kiln. Lots of land was needed to provide the wood for the kilns. In 1878, A. Hurst & Company owned 240 acres of land; eventually at the company's peak, 3,000 acres of land were owned.

When heated, limestone breaks down into a powder. At the base of the kiln was a cooling shed where the lime was removed from the kiln. After the lime had cooled, workers then packed the lime powder into barrels. The lime was then shipped to a building site where it would then be mixed with sand and water to create mortar, a material used for buildings before cement and concrete.

A. Hurst & Company ranked as the largest operation of its kind west of Chicago and boasted of having produced the purest white lime in the nation.

The Clinton Engines Museum was the next storied chapter of an industrious boom in Maquoketa. In 1950, Don Thomas moved his Clinton Machine Company from Clinton, Michigan to Maquoketa, Iowa where they quickly became a world leader in small engine manufacturing.



The 12-acre site yielded over 18 million engines, making the company the 10th largest employer in Iowa, drawing workers from over 33 different communities in three states. It was the first time that farmers here worked in a factory, farming around their shift, thus changing the socio-economic status of the entire area. Clinton Engines were used around the world on many hundreds of different machines. They were extremely innovative, many of their ideas becoming industry standards. The Administration Building, on the National Register of Historic Places, is the only building still standing and is now the home of the Clinton Engines Museum, and one of Iowa's Great Places.



**Demographic Acknowledgements**

**Who are we serving and why?**

City of Maquoketa residents represent a diverse base of employment backgrounds but most influence on the community derives from agriculture, manufacturing, and professional services through the City’s main employment bases in 2022. These are best represented by:

- Family Dollar Distribution
- Jackson County Regional Health Center
- Maquoketa Community School District
- Husco
- Walmart
- City of Maquoketa
- Dynamic Tube
- Sonac

According to the US Census Quickfacts of 2020, Maquoketa had the following significant data points on demographics:

Race and Hispanic Origin	
White alone, percent	93.3%
Black or African American alone, percent (a)	1.6%
American Indian and Alaska Native alone, percent (a)	0.0%
Asian alone, percent (a)	0.0%
Native Hawaiian and Other Pacific Islander alone, percent (a)	2.1%
Two or More Races, percent	2.6%
Hispanic or Latino, percent (b)	1.8%
White alone, not Hispanic or Latino, percent	91.5%
Housing	
Housing units, July 1, 2021, (V2021)	X
Owner-occupied housing unit rate, 2017-2021	73.5%
Median value of owner-occupied housing units, 2017-2021	\$92,800
Median selected monthly owner costs -with a mortgage, 2017-2021	\$1,081
Median selected monthly owner costs -without a mortgage, 2017-2021	\$378
Median gross rent, 2017-2021	\$604
Building permits, 2021	X

**Education**

High school graduate or higher, percent of persons age 25 years+, 2017-2021	96.2%
Bachelor's degree or higher, percent of persons age 25 years+, 2017-2021	14.9%

The City of Maquoketa’s most striking demographic information comes from the Income & Poverty reports from the most recent US Census Quickfacts.

The below chart reveals that relative to the State of Iowa & greater United States, the City of Maquoketa continues to operate and sustain at an economic disadvantage. There is no direct cause of this nor is there an acute social issue with the statistics portrayed, however it should be noted that plans and program grants by the State of Iowa and United States are an excellent fit for the City of Maquoketa where the community’s economics at home continue to prove why the City and community are in need of project assistance in order to bridge the gap between economically thriving Cities and rural communities such as Maquoketa.

Income & Poverty Statistics			
	Maquoketa	State of Iowa	United States
Median Household Income	\$ 51,958	\$ 65,429	\$ 69,021
Per Capita Income	\$ 27,409	\$ 34,817	\$ 37,638
Poverty Rate	18.90%	11.10%	11.60%
*Source: US Census Quickfacts			



The Parks Commission remains committed to serving the City of Maquoketa in order to improve public spaces where residents and visitors need to relax, socialize, and enjoy the characteristics the community offers. While some Cities offer property lot dimensions that may be large enough for individual owners and families to socialize and unwind, often in a City such as Maquoketa these opportunities are not available. The collective space is a must and a public good for all.

The Parks Commission and City Council serve the Parks Mission because little league baseball and softball memories last forever, soccer builds teamwork, organizations utilize public shelters for picnics, kids play in physical spaces and not online, and because a Park experience can impress all. These opportunities build youth leadership and bring adults together.



**Community Listening & Data Collection**

The Parks Commission and City Manager, Joshua Boldt, started discussion regarding a Parks Master Plan in late September 2022. The original motives behind the conversation derived from the lack of funding capacities the Parks Commission received from the City budget for many years. This is best noted by the brief overview of the City Park Capital Spending Plan:

Line Item	Department	Category	Out/FY or Notes	Accrued	Income										Other Internal (Storm, WW, Water, TF, RUD)	External		
					21-22	22-23	23-24	24-25	25-26	Balance								
1	Parks	Capital Improvements		\$ 71,727	\$ 35,000	\$ 30,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000			
		1st Ward Park			\$ 2,000	\$ 2,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000			
		Balance		\$ 10,000	\$ (10,956)	\$ (8,956)	\$ (4,956)	\$ (956)	\$ 3,044	\$ 3,044	\$ 3,044	\$ 3,044	\$ 3,044	\$ 3,044	\$ 3,044			
2	Parks	Capital Improvements		\$ 10,000	\$ 4,000	\$ 4,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000			
		5th Ward Park			\$ 4,000	\$ 4,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000			
		Balance		\$ 10,000	\$ 14,000	\$ 18,000	\$ (74,000)	\$ (66,000)	\$ (58,000)	\$ (58,000)	\$ (58,000)	\$ (58,000)	\$ (58,000)	\$ (58,000)	\$ (58,000)			
3	Parks	Capital Improvements		\$ 10,000	\$ 4,000	\$ 4,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000			
		City Ball Park			\$ 4,000	\$ 4,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000			
		Balance		\$ 10,000	\$ 14,000	\$ 18,000	\$ 6,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000			
4	Parks	Capital Improvements		\$ 10,000	\$ 500	\$ 500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000			
		Crawford Park			\$ 500	\$ 500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000			
		Balance		\$ 2,000	\$ 2,500	\$ 3,000	\$ 4,000	\$ 5,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000			
5	Parks	Capital Improvements		\$ 10,000	\$ 4,000	\$ 4,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000			
		Horsehoe Pond			\$ 4,000	\$ 4,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000	\$ 8,000			
		Balance		\$ 10,000	\$ 14,000	\$ 18,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000	\$ 16,000			
6	Parks	Capital Improvements		\$ 2,000	\$ 2,000	\$ 2,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000			
		Little Bear Park			\$ 2,000	\$ 2,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000			
		Balance		\$ 2,000	\$ 4,000	\$ 6,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000	\$ 10,000			
7	Parks	Equipment		\$ 6,000	\$ 2,000	\$ 2,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000			
		1st Ward Park			\$ 2,000	\$ 2,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000			
		Balance		\$ 6,000	\$ 8,000	\$ 10,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000	\$ 14,000			
8	Parks	Equipment		\$ 6,000	\$ 2,000	\$ 2,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000			
		5th Ward Park			\$ 2,000	\$ 2,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000	\$ 4,000			
		Balance		\$ 6,000	\$ 8,000	\$ 10,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000	\$ 12,000			
9	Parks	Equipment		\$ 6,000	\$ 1,585	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000			
		City Ball Park			\$ 1,585	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000			
		Balance		\$ 6,000	\$ 6,415	\$ 8,415	\$ 10,415	\$ 12,415	\$ 14,415	\$ 14,415	\$ 14,415	\$ 14,415	\$ 14,415	\$ 14,415	\$ 14,415			
10	Parks	Equipment		\$ 1,000	\$ 500	\$ 500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000			
		Crawford Park			\$ 500	\$ 500	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000			
		Balance		\$ 1,000	\$ 1,500	\$ 2,000	\$ 2,500	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000			
11	Parks	Equipment		\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000			
		Horsehoe Pond			\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000	\$ 2,000			
		Balance		\$ 6,000	\$ 2,000	\$ 4,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000			
12	Parks	Equipment		\$ 2,727	\$ 4,727	\$ 6,727	\$ 8,727	\$ 10,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727			
		Little Bear Park			\$ 4,727	\$ 6,727	\$ 8,727	\$ 10,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727		
		Balance		\$ 2,727	\$ 4,727	\$ 6,727	\$ 8,727	\$ 10,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727	\$ 12,727		
13	Parks	Equipment		\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000			
		Emergency Repairs			\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 3,000			
		Balance		\$ 10,000	\$ 11,500	\$ 14,500	\$ 17,500	\$ 20,500	\$ 23,500	\$ 23,500	\$ 23,500	\$ 23,500	\$ 23,500	\$ 23,500	\$ 23,500			
14	Parks	Property		\$ 34,500	\$ 62,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000			
		Lisa Park			\$ 62,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000	\$ 60,000		
		Balance		\$ 71,727	\$ 79,686	\$ 115,686	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000	\$ 130,000			
		Transfer Out/Grant Match			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -			
		Balance		\$ -	\$ -	\$ 6,000	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500	\$ 11,500			
		Balance		\$ 71,727	\$ 79,686	\$ 115,686	\$ 145,686	\$ 145,686	\$ 145,686	\$ 145,686	\$ 145,686	\$ 145,686	\$ 145,686	\$ 145,686	\$ 145,686			

Please note on the previous page's chart the total transfers in for FY21-22 of \$35,000 and FY22-23 of \$30,000. This capital spending plan is designed to carefully save for each Park asset so that one location doesn't capitalize on an aggregate annual spending amount, which can lead to decision subjectivity. Having individualized location plans allows the Parks Commission to spend within the lane of each individual Park capital asset or equipment need.

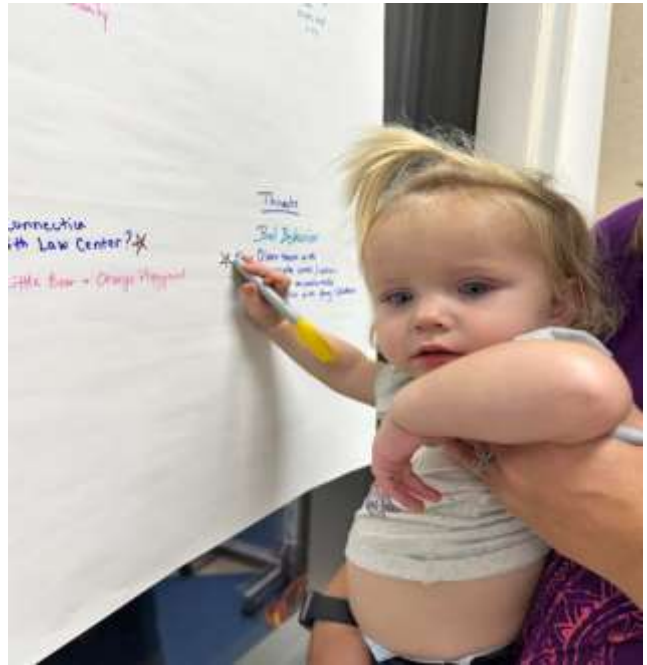
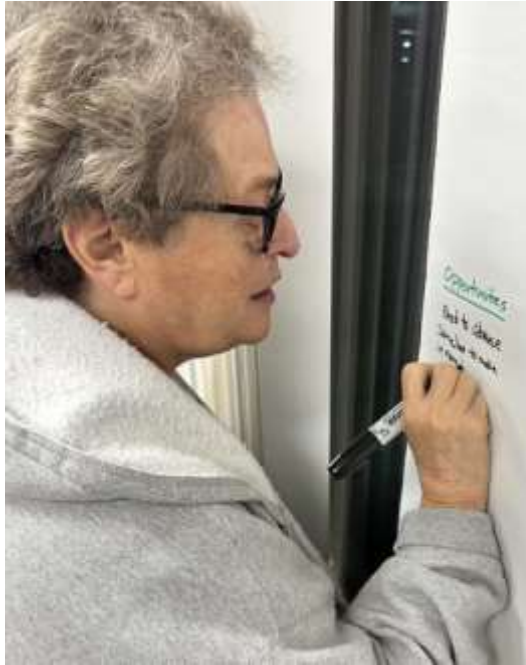
Considering the City of Maquoketa boasts seven official Parks, Mayor Tom Messerli and the City Council feel \$30,000 spread across seven Parks to serve all improvement and equipment needs is, for lack of better words, grossly underfunded.

Starting in FY23-24, which commences July 1, 2023, the City of Maquoketa will dedicate \$60,000 toward Park Capital Improvements including equipment. This represents a 100% increase or 2x the amount of dedication to the City Parks. This is highlighted in the previous page's chart.

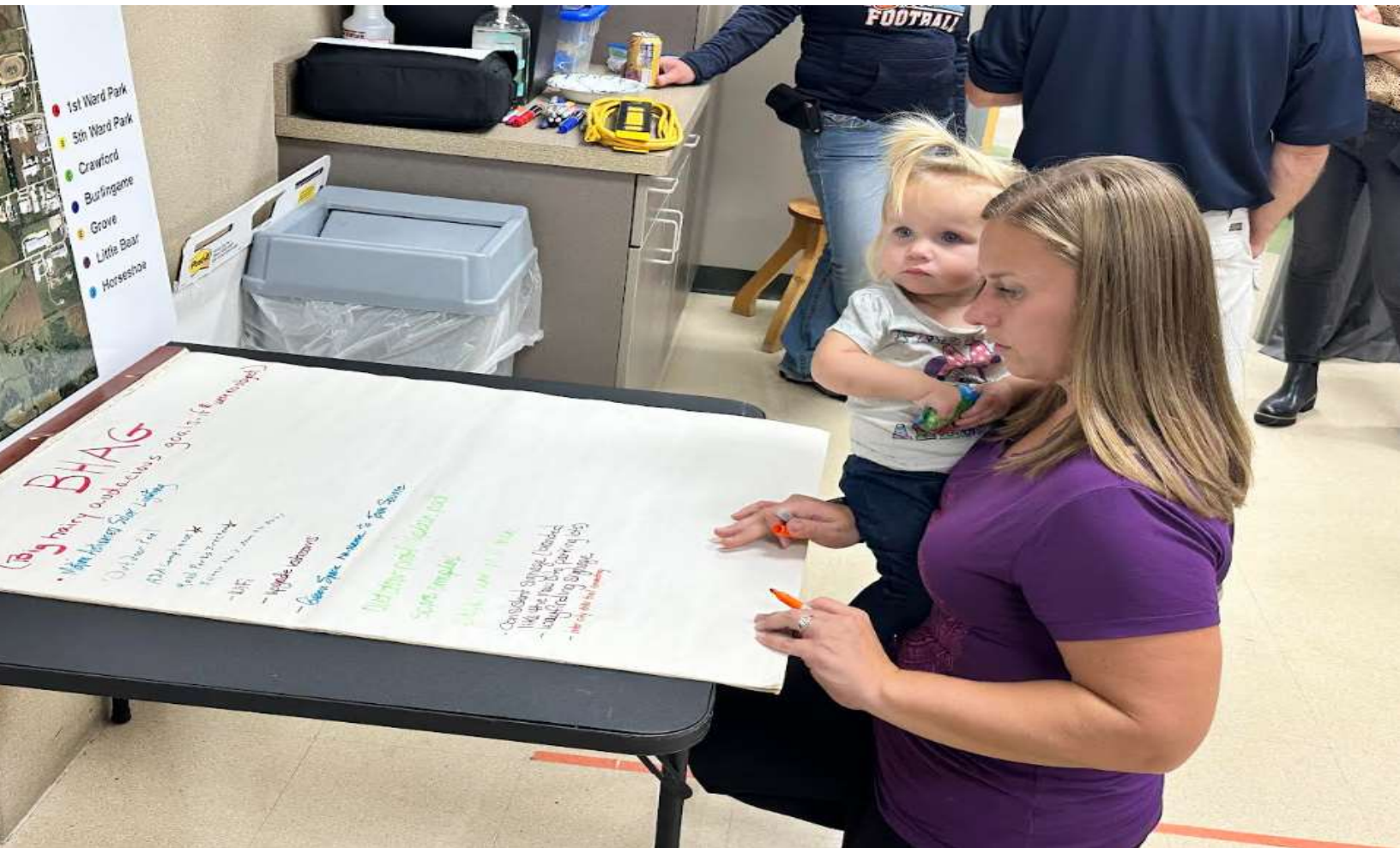
The natural question is "*What's next?*" This is why the plan is charted.

The Parks Commission and City of Maquoketa took several significant steps toward community listening. These are detailed in order of date:

- October 5<sup>th</sup>, 2022: Park Commission Chair, Chris Gockel, and City Manager, Joshua Boldt, were special guests on 95.1 KMAQ JUST TALK! Radio Show to describe the intent, desires, and invite the public to a Community Listening Session at the Regular Parks Commission meeting on October 12<sup>th</sup>, 2022. KMAQ Radio is the best way to reach and effectively communicate with Maquoketa and the greater area as the listener volume continues to command impressive attention.
- October 12<sup>th</sup>, 2022: Parks Commission hosted listening session #1 in a public setting. This is indicated on this [agenda link](#). The Parks Commission introduced their plan objectives.
- November 7<sup>th</sup>, 2022: Parks Commission member, Ron Horan, and Joshua Boldt were special guests again on KMAQ radio to describe the second community listening session for the plan on November 9<sup>th</sup>, 2022. Ron and Josh invited any and all interested public members to the Maquoketa Area Family YMCA for strategic feedback.
- November 9<sup>th</sup>, 2022: Parks Commission hosted a valuable listening session #2 with multiple families, guests, and interested parties. An attached link to the agenda is [here](#). Maquoketa Sentinel Press (MSP) Reporter, Kelly Gerlach, was in attendance as a reporter and interested resident. Kelly was kind enough to share the photos of the event which are on the next page.
- November 15<sup>th</sup>, 2022: MSP and reporter Kelly Gerlach published the Park Commission efforts on the community listening sessions as the Parks Commission progressed toward a final plan design draft. A digital copy of the article is [here](#).







The next steps for the Parks Commission was to organize and infer meaning from the feedback received by the greater community. In order to establish this data collection process, the Parks Commission decided to employ a traditional SWOT model in order to identify measurable priorities in the plan. We cover this in the next section by marrying the feedback into the model.



**Community Recommendations and Data Charts**

In this short and very visual section, the Parks Commission’s goal is to tease out common themes based on community listening sessions and to make identification attempts at themes that appear to be a common denominator. Again, this is done by SWOT model for each of the seven Parks:

Burlingame Park:

City of Maquoketa - Park Board Committee - SWOT Analysis							
PURPOSE		Community Based Needs Assessment of: <b>Burlingame</b>					
S	STRENGTHS	W	WEAKNESSES	O	OPPORTUNITIES	T	THREATS
1	Ball fields (2)	1	Amount of Parking (3)	1	More fields/sports complex (2)	1	-
2	Concessions	2	Gravel Parking	2	Equipment	2	-
3	Restrooms	3	County Owned (2)	3	Bike Racks	3	-
4	Batting Cage	4	ADA Accessibility (non compliant)	4	-	4	-
5	Ample Space	5	-	5	-	5	-
6	-	6	-	6	-	6	-
7	-	7	-	7	-	7	-
8	-	8	-	8	-	8	-
9	-	9	-	9	-	9	-
10	-	10	-	10	-	10	-

Crawford Park:

City of Maquoketa - Park Board Committee - SWOT Analysis							
PURPOSE		Community Based Needs Assessment of: <b>Crawford</b>					
S	STRENGTHS	W	WEAKNESSES	O	OPPORTUNITIES	T	THREATS
1	No Crime	1	Needs Pavilion (2)	1	Advance accessibility (wheelchair/handicap)	1	-
2	In Middle of Neighborhood	2	More Public Awareness Needed	2	Equipment (2)	2	-
3	-	3	ADA Accessibility (non compliant)	3	Bike Racks	3	-
4	-	4	-	4	-	4	-
5	-	5	-	5	-	5	-
6	-	6	-	6	-	6	-
7	-	7	-	7	-	7	-
8	-	8	-	8	-	8	-
9	-	9	-	9	-	9	-
10	-	10	-	10	-	10	-



Grove Street Ball Fields:

PURPOSE		Community Based Needs Assessment of: <b>Grove</b>					
S	STRENGTHS	W	WEAKNESSES	O	OPPORTUNITIES	T	THREATS
1	Baseball diamond destination	1	Parking (2)	1	Fitness Trail (2)	1	Flooding
2	New playground	2	ADA Accessibility (non compliant)	2	Additional Ball Field	2	-
3	Close to trail and skatepark	3	Standing Water Issues (2)	3	Expand the park to the river and trail connection	3	-
4	Restrooms	4	-	4	-	4	-
5	-	5	-	5	-	5	-
6	-	6	-	6	-	6	-
7	-	7	-	7	-	7	-
8	-	8	-	8	-	8	-
9	-	9	-	9	-	9	-
10	-	10	-	10	-	10	-

Horseshoe Pond Campground:

PURPOSE		Community Based Needs Assessment of: <b>Horseshoe Pond</b>					
S	STRENGTHS	W	WEAKNESSES	O	OPPORTUNITIES	T	THREATS
1	Camping	1	Roadway is in poor condition (potholes)	1	Space for more/new playgrounds	1	Close to busy road
2	Fishing	2	Bathrooms need updating	2	Pond renovation/new docks (3)	2	Competition of nearby campgrounds
3	Dog Park	3	Located near busy roadway	3	Pave drive/camper area (2)	3	-
4	Open Space	4	-	4	Walking/Biking Trails	4	-
5	Pavillions	5	-	5	Wading area on east edge of pond	5	-
6	Close to Amenities	6	-	6	Increased rental rates	6	-
7	-	7	-	7	Full hookups	7	-
8	-	8	-	8	Bike racks	8	-
9	-	9	-	9	Move horseshoe pits	9	-
10	-	10	-	10	-	10	-

Little Bear Park:

PURPOSE		Community Based Needs Assessment of: <b>Little Bear</b>					
S	STRENGTHS	W	WEAKNESSES	O	OPPORTUNITIES	T	THREATS
1	Playground equipment	1	Maintenance? (2)	1	Webcam connection with Police Dept. ?	1	Bad Behavior
2	Lighting	2	Crime	2	School connection - Little Bear & Orange Playground	2	Some Older teens with inappropriate words/actions may make it uncomfortable for families with young children
3	Parking	3	No coordination between school and city	3	-		
4	Location (walking distance for many)	4	-	4	-	3	-
5	Well used by students and community	5	-	5	-	4	-
6	Attracts others from outside community (2)	6	-	6	-	5	-
7	Soft surface beneath playground equipment	7	-	7	-	6	-
8	Variety of playground equipment	8	-	8	-	7	-
9	-	9	-	9	-	8	-
10	-	10	-	10	-	-	-

1<sup>st</sup> Ward Park:

PURPOSE		Community Based Needs Assessment of: <b>1st Ward Park</b>					
S	STRENGTHS	W	WEAKNESSES	O	OPPORTUNITIES	T	THREATS
1	Basketball Court (2)	1	Inadequate lighting	1	schoolers	1	Kids fighting
2	Playground equipment	2	ADA Accessibility (non compliant) (2)	2	One more bright light at other end (ie. motion activated solar light)	2	-
3	Nice restrooms	3	-	3	Community Group (ie. adopt-a-park) help w/ monitoring, maintenance, etc.	3	-
4	-	4	-	4	Landscaping	4	-
5	-	5	-	5	Splash Pad (3)	5	-
6	-	6	-	6	Finish sidewalk to all 4 comers	6	-
7	-	7	-	7	-	7	-
8	-	8	-	8	-	8	-
9	-	9	-	9	-	9	-
10	-	10	-	10	-	10	-

5<sup>th</sup> Ward Park:

PURPOSE		Community Based Needs Assessment of: <b>5th Ward Park</b>					
S	STRENGTHS	W	WEAKNESSES	O	OPPORTUNITIES	T	THREATS
1	An area for people in that quadrant of city	1	Large, Amenities are few and spread out	1	Space for additional equipment	1	-
2	Lit Tennis Courts (3)	2	Deteriorating amenities	2	Upgrade restrooms, concessions	2	-
3	Pavilions	3	older equipment	3	Pave parking lot (3)	3	-
4	Walkable distance for many kids (ie. Sacred Heart, YMCA Day Camps)	4	lack of parking (2)	4	Splash pad	4	-
5	Basketball Court	5	gravel parking lot	5	Improve ball field	5	-
6	-	6	ADA Accessibility (non compliant)	6	-	6	-
7	-	7	-	7	-	7	-
8	-	8	-	8	-	8	-
9	-	9	-	9	-	9	-
10	-	10	-	10	-	10	-

The WAGs (Wildly Audacious Goals):

PURPOSE		Community Based Needs Assessment: <b>WAGs</b>	
<b>The WAGs: Wildly Audacious Goals</b>			
1	Motion Activated Solar Lighting	11	Sports Complex
2	Outdoor Pool	12	Park near M.S. Area
3	ADA Compliance	13	Consistent Signage (branded like new parking lots)
4	WiFi	14	Wayfinding Signage
5	Upgrade Restrooms	15	Inter-city Bike Trail Connecting Parks
6	Rename Green Space to Town Square	16	Soccer Complex at Grove Park
7	Families	17	Basketball 4-Plex with Restrooms and Concessions in Middle
8	Direct Hotels/Motels to Park	18	Create Park in 3rd Ward
9	Splash Pad	19	Make it a Family Destination/Attraction to Nearby Communities and Towns
10	Ninja Obstacle Course	20	Paid Parks Director/Eliminate Y from Parks
		21	Improvements to Skate Park

**COMMON THEMES ACROSS ALL PARK ASSESSMENTS**

PURPOSE		Community Based Needs Assessment: <b>Common Themes Between Parks</b>					
S	STRENGTHS	W	WEAKNESSES	O	OPPORTUNITIES	T	THREATS
1	Sports Courts/Fields	1	Parking	1	Trails/Paths	1	Crime
2	Restrooms	2	Gravel/need for repaving	2	Update and gain additional Ball fields	2	behaviors
3	Playground Equipment	3	ADA Accessibility (non-compliance)	3	Equipment	3	-
4	Centrally Located (for kids and families)	4	Lighting	4	Bike Racks	4	-
5	Pavilions	5	-	5	Improve Bathrooms	5	-
6	-	6	-	6	Splash Pad	6	-
7	-	7	-	7	-	7	-
8	-	8	-	8	-	8	-
9	-	9	-	9	-	9	-
10	-	10	-	10	-	10	-

The objective of this exercise was to tease out what weaknesses and threats face the Parks Commission and thus the City Park experience. While it’s important to maintain the City Park strengths, it is important to lift up those weaknesses and opportunities so they become a reality for our residents and visitors.

The next section will begin to label focus and goals.



**Areas of Focus & Goal Identification**



**Capital Improvement Plan**

- \* Create capital project priority list.
- \* Develop long term plan for parks and facilities maintenance with Public Works.
- \* Secure alternative funding through grants to supplement annual budget.



**Competition Level Ballfields**

- \* Create list of amenities needed for city fields to host baseball tournaments.
- \* Secure funding from alternative sources to upgrade facilities.
- \* Develop marketing plan to sell Maquoketa as a central location to host games from around surrounding cities.



**Enhanced Recreation Opportunities**

- \* Solicit community feedback to identify exciting new features for the parks.
- \* Create priority list from above feedback that will attract young families to the area.
- \* Identify and secure funding to build new features.



Short Action Items:

1. Repair Skate Park fencing after concrete patchwork and ramp improvements. Cost: \$7,974.
2. Replace large ball diamond scoreboard at Grove Street Ballfields. Estimate: \$4,000
3. 5<sup>th</sup> Ward parking lot replacement. Estimate: \$90,000
4. Assess and prioritize all shelter conditions. Note all potential painting requirements or possible roof repairs or replacements.
5. Obtain ADA accessibility evaluation on all City Parks.
6. Purchase and place Park wayfinding signs on Main Street and Platt Street.
7. Purchase new benches in City Parks. Establish more consistent bench equipment as a result of this purchase.
8. Replace or resurface Little Bear Park playground roofs.

Long Action items:

1. Establish funding responsibilities between the City of Maquoketa, Jackson County, and Jackson County Fair Board for the ongoing Capital Improvement needs at Burlingame Park.
2. Work with YMCA Director, Scott Warren, and the YMCA advisory board to best plan for an outdoor splash pad. This has been consistently identified as a desire by the community. Seek YMCA guidance on best practices for initial design and ongoing maintenance so the City can prepare for financial capacities related to an outdoor public pool.
3. Develop robust grant writing strategy and actively scan the grant landscape for potential grant opportunities for the City of Maquoketa Park Capital Improvements.
4. Upon completion of ball field enhancements and or expansions, develop promotional partnerships with traveling baseball and softball organizations to host events in the City of Maquoketa. This is rooted in Maquoketa's strength as a centralized East Iowa location.
5. Link City Parks together by designated trail routes.
6. Renovate Horseshoe Pond with dredging, algae control, purchase a pond fountain, and install a circular limestone trail around the pond.

## Funding Strategies & Grant Recommendations

The City of Maquoketa starting in FY23-24 will commit to an annual budget appropriation of \$60,000 for the purpose of improving and maintaining all City Park properties. This is a known and a certainty. The chart for the Capital Asset plan for the parks is provided on Page 17 of this document for reference.

The focus of this section should highlight potential gap financing methods the Parks Commission and City of Maquoketa may reach for in the event the goals of the Parks Commission have shortcomings, which inevitably will occur.

### A Primer on the Current Grant Landscape

Grant activity given by larger Governmental bodies such as various State of Iowa Departments and branches of the Federal Government provide ample opportunity for the City of Maquoketa and Parks Commission. Over the course of 2022, Parks Commission Chair, Chris Gockel, has tasked member Kara Boldt with the responsibility of actively recording potential grant sources as they arise. These are organized on the next page (please refer to chart).

Each of these grant programs have their specific conditions based on population size, funding limits, local match requirements (City or private donations), and timelines for execution. The importance of having a profile ready for each opportunity will be especially helpful for the Parks Commission as the Commission finalizes this master plan and positions themselves as a good grant partner.

CHART ON NEXT PAGE



Grant/Fundraiser Name	Deadline	Description	Grant	Match?	Paper or	Status?	Amount	Amount Funded	Notice of	Notes	Links
Iowa Foundation for Parks & Recreation	annually 02/31 at 5pm	Grant Application Criteria & Requirements: A. Applicants must be a Park & Recreation Department or a local organized or going agency/group/ organization/ association within an Iowa community with a population of 10,000 or less.	\$100,000	Yes, 50% see Notes	paper					Match: A match of a minimum of 50% of the requested grant amount is required. Match may be cash, donated items, or donated labor. Labor-hourly value of \$10/hr.	<a href="https://iara.org/foundation/">https://iara.org/foundation/</a>
DNR REAP City Parks & Open Spaces	annually 08/15 at 4:30pm	Funds are not available for single or multi-purpose athletic fields, baseball or softball diamonds, tennis courts, golf courses, and other organized sport facilities. Swimming pools and playground equipment are also ineligible. Parkland expansion and multi-purpose recreation developments are typical projects funded under this REAP program.	100,000.00	No							<a href="https://www.iowadnr.gov/Conservation/REAP/REAP-Funding-at-Work/City-Parks-Open-Spaces">https://www.iowadnr.gov/Conservation/REAP/REAP-Funding-at-Work/City-Parks-Open-Spaces</a>
Park Naming Auction		Potential fundraising option within City of Maquoketa									
Maquoketa Valley Electrical Cooperative	annually 10/1		1,000	No	online email	awarded	\$1,000	1,500	Nov 2, 2022	For purchase of 2 benches and 2 trash recepticals	<a href="https://dofoundation.org/grants">https://dofoundation.org/grants</a>
Theresa's Move for our Community Grant	annually 08/31	The program grants to agencies that most effectively, directly serve the basic needs of families and children, which includes food, shelter, education, safety and health.	\$100-\$5,000	No	online						<a href="https://dofoundation.org/grants">https://dofoundation.org/grants</a>
PBis Youth Philanthropy Board in Jackson County	annually 02/31	<a href="https://dofoundation.org/pdf/resources/pbis_grant_guidelines_02.pdf">https://dofoundation.org/pdf/resources/pbis_grant_guidelines_02.pdf</a>	\$300	No							<a href="https://dofoundation.org/grants">https://dofoundation.org/grants</a>
Community Foundation of Jackson County Grant	annually 09/30	<a href="https://dofoundation.org/pdf/resources/2022_CFC_Grant_GuideLines_09_30.pdf">https://dofoundation.org/pdf/resources/2022_CFC_Grant_GuideLines_09_30.pdf</a>	\$2,500?								<a href="https://dofoundation.org/grants">https://dofoundation.org/grants</a>
Wellmark Match Grant	annually 09/01		\$50,000	Yes, 50% of requested							<a href="https://www.wellmark.com/foundation/grants-grant-information/matching-grants/">https://www.wellmark.com/foundation/grants-grant-information/matching-grants/</a> <a href="https://www.blackhillsenergy.com/team-only/request-sponsorship-or-donation">https://www.blackhillsenergy.com/team-only/request-sponsorship-or-donation</a>
Black Hills Energy Grant			\$7,500 - \$25,000								<a href="https://www.blackhillsenergy.com/team-only/request-sponsorship-or-donation">https://www.blackhillsenergy.com/team-only/request-sponsorship-or-donation</a>
Iowa Great Places Grant - Iowa Department of Cultural Affairs										Maquoketa is designated as an Iowa Great Place through 2032 and	<a href="https://iowagreatplaces.us/about/grants/iowa-great-places">https://iowagreatplaces.us/about/grants/iowa-great-places</a>
Paint Iowa Beautiful	02/10/2023		# of gallons of paint desired	No	<a href="https://keepiowabeautiful.org/paint-iowa-beautiful/">https://keepiowabeautiful.org/paint-iowa-beautiful/</a>						<a href="https://keepiowabeautiful.org/grants-scholarships/grants/paint-iowa-beautiful/">https://keepiowabeautiful.org/grants-scholarships/grants/paint-iowa-beautiful/</a>
Rural Innovation Grant Program - Iowa Economic Development	09/01		\$10,000 - \$50,000	1:1/2 cash match						Disbursements made on a reimbursement basis	<a href="https://www.iowaeconomicdevelopment.com/rural-innovation-grant/">https://www.iowaeconomicdevelopment.com/rural-innovation-grant/</a>

### **Park Naming Auction**

This is a potential opportunity but a sensitive one that has been raised by City Manager, Joshua Boldt. This recommendation could need further examination as there may be unrealized community background.

Three City Parks are unnamed or labeled by their direct association to the City: 1<sup>st</sup> Ward Park, 5th Ward Park, and Grove Street/City Ball Park.

Many comparable communities and Cities offer Parks with specific names. This does occur in Maquoketa already. Maquoketa has three examples in Crawford Park, Burlingame Park, and Little Bear Park.

The City should explore the possibility of having a professional fundraiser seek interested parties who are willing to commemorate a family name by auction. In consultation with a high-profile member of the community, the Parks Commission may be able to seek the counsel of Jackson County Community Foundation on this matter and set the right pathway.

A successful bidder for example would in return have the Park property naming rights and new entrance monumentation would recognize the re-branding of each Park property.

### **Master Plan Summary**

Historically, Maquoketa has been at a disadvantage economically and the Parks have reflected that in appearance. While residents have done much with elbow grease and pride to make them appealing, City Parks need modernization and updating to appeal to the next generation.

With the help of new City leaders and residents eager for change, Maquoketa looks to the future with a renewed focus on Parks. This plan will help us achieve our goal of providing not only new equipment and better Parks facilities but also civic pride and involvement that Maquoketa a shining star to all neighboring communities!

