



AGENDA

VISALIA CITY COUNCIL PARKS AND RECREATION COMMISSION

Visalia Convention Center, 303 E. Acequia, Visalia, CA
Monday, April 25, 2011 - 5:00 p.m.

City Council

Mayor: Bob Link
Vice Mayor: Amy Shuklian
Council Member: Warren Gubler
Council Member: Mike Lane
Council Member: Steve Nelsen

Parks and Recreation Commission

Chairperson: Robert Mijares
Vice-Chair: Lesa Mann
Commissioner: Carla Calhoun
Commissioner: Travis Griffith
Commissioner: Jeff Boswell
Alternate: Benjamin Filiponi
Alternate: Robert Doi

5:00 p.m.

PLEDGE OF ALLEGIANCE

PUBLIC COMMENTS – This is the time for members of the public to comment on any matter within the jurisdiction of the Visalia City Council/Parks and Recreation Commission. The Council and Commissioners ask that you keep your comments brief and positive. Creative criticism, presented with appropriate courtesy, is welcome. The Council/Commissioners cannot legally discuss or take official action on items that are introduced today. In fairness to all who wish to speak, each speaker from the public will be allowed three minutes. Please begin your comments by stating and spelling your name and providing your street name.

INTRODUCTIONS

WORK SESSION ITEMS

1. Role of the Commission and Review of Current Parks & Recreation Commission Goals. Presentation by Robert Mijares, Parks and Recreation Commission Chairman (30 minutes).
2. Overview of Parks & Recreation Department (45 minutes):
 - a. Current Trends & Issues (Vincent Elizondo, Director of Parks & Recreation)
 - b. Parks & Urban Forestry Operations & Maintenance (Jim Bean, Parks & Urban Forestry Manager)
 - c. Recreation Programs (Jeannie Greenwood, Recreation Manager)

Upcoming Council Meetings

- Monday, May 2, 2011, 4:00 Work Session, 7:00 p.m. Regular Session - City Hall Council Chambers 707 W. Acequia
- Monday, May 16, 2011, 4:00 Work Session, 7:00 p.m. Regular Session - City Hall Council Chambers 707 W. Acequia
- Monday, June 6, 2011, 4:00 Work Session, 7:00 p.m. Regular Session - City Hall Council Chambers 707 W. Acequia

In compliance with the American Disabilities Act, if you need special assistance to participate in meetings call (559) 713-4512 48 hours in advance of the meeting. For Hearing Impaired call (559) 713-4900 (TDD) 48-hours in advance of the scheduled meeting time to request signing services.

CITY OF VISALIA
PARKS AND RECREATION COMMISSION



City Council Presentation
April 25, 2011

CITY OF VISALIA
PARKS & RECREATION
COMMISSION

- ▶ Serving City Councils Since 1939
- ▶ Monthly meetings; some special meetings
- ▶ Members serve on various City task forces
- ▶ Review plans for new parks & improvements
- ▶ Establish policies and rules for park users
- ▶ Review of major facility use requests
- ▶ Review of recreation programs and operations
- ▶ Advocates for mission of parks and recreation
- ▶ Established Commission Goals For 2010-12

PARKS & RECREATION
COMMISSION
2010-12 GOALS

- ▶ Advocate For Healthy Lifestyles
- ▶ Community Sense of Place
- ▶ Advocate "Green" Sustainability in Visalia
- ▶ Collaborate with other Public Entities & Groups
- ▶ Advocate For City Recognition

GOAL #1: ADVOCATE FOR HEALTHY LIFESTYLE

A. TARGET ALL AGES --- EXPAND OPPORTUNITIES.

B. H.E.A.L. CITY --- HEALTHY EATING, ACTIVE LIVING.



GOAL #2: COMMUNITY SENSE OF PLACE

A. CONTINUE WORK TO ESTABLISH COMMUNITY GATHERING SPACES.

B. INITIATE MORE POSITIVE EVENTS IN LOCAL NEIGHBORHOODS



GOAL #3: ADVOCATE FOR "GREEN" SUSTAINABILITY

A. GREEN CONCEPTS IN NEW PARK & FACILITY DESIGNS

B. ENERGY (WATER) CONSERVATION

C. CONTINUE & EXPAND RECYCLING



GOAL #4: COLLABORATE WITH OTHER ENTITIES

A. CONTINUE OUTREACH EFFORTS TO OTHER FORMAL BODIES IN THE CITY WITH SIMILAR GOALS

B. CONTINUE OUTREACH EFFORTS WITH OTHER PRIVATE OR NON-PROFIT GROUPS WITH LIKE GOALS



GOAL #5: ADVOCATE FOR CITY RECOGNITION

A. PUBLIC RELATIONS PROGRAM TO PROMOTE CITY PARKS & PROGRAMS

B. LOOK TO EARN REGIONAL, STATE & NATIONAL AWARDS FOR OUTSTANDING PROGRAMS



VISALIA CITY COUNCIL

WE APPRECIATE YOUR SUPPORT

QUESTIONS?





January 25, 2011

Dear Honorable Mayor and Distinguished Council Members:

We are happy to report another successful year. The Parks and Recreation Commission and Department continue to see strong attendance at our parks and programming events. Popular events such as Visalia Teen Idol, Corporate Games, and Guitar Hero provide families with quality and affordable recreational activities. Additionally, we have made significant strides in promoting a healthier Visalia through an increase in running events, a comprehensive "Get Fit" program, and the implementation of our "Kid Safe, Smoke Free" park program.

To date, we have been successful in meeting the high demand for Parks and Recreation services. We recognize that our success is largely attributed to the innovation and hard work of the Parks and Recreation Department staff and the Council's support of the Department's efforts. Your continued support allows us to provide the public with local and less costly family activities. This helps keep people in our community and stimulate the local economy. Even more importantly, our programming provides a positive outlet for the youth to become involved in the community.

As always, your Parks and Recreation Commission is eager to continue working with Council as we strive to strengthen our Visalia community and "Make Life Better."

Please accept our attached year end report and let us know if there is any way that we can better serve our community.

Thanks again for your continued support,

A handwritten signature in blue ink, appearing to read "Robert Mijares", with a long, sweeping underline.

Robert Mijares, Chairman

Lesa Mann, Vice Chair

Carla Calhoun, Board Member

Jeff Boswell, Board Member

Travis Griffith, Board Member

Visalia Parks & Recreation Commission 2010 Annual Report

Honorable Mayor and Members of the City Council:

The Parks and Recreation Commission respectfully submits this annual report outlining our accomplishments for the past year and sharing our plans for the future. This includes shifting focus towards developing a strong foundation for future events and programming.

Anticipated Agenda Items/Concerns for 2010:

- “Kid Safe, Smoke Free” Parks Campaign
- Comprehensive Bikes and Trails Network
- Healthy Lifestyles
- Building City Recognition in Parks and Recreation

Our Commission eagerly looks forward to discussing these and other efforts in greater detail with you in the future. Working with the Council and City Staff, we plan to serve the public interest through the continued strengthening and development our City’s Parks and Recreation facilities and programs.

Sincerely,



Robert Mijares, Chairman
On behalf of the Parks & Recreation Commission

The following summarizes Commission operations and lists item addressed this past year:

The Commission meets once a month with each regular meeting averaging 1½ to 2 hours. Commissioners also participate in special meetings as well as serve on various sub-committees on varying topics we have noted later in this report. Commissioners also participate in a number of community-wide special events coordinated by the Parks & Recreation Department staff.

This year we are still looking at other City Park and Recreation Departments to better share best practices and discuss regional issues such as bike and trail networks. We are also in the process of adding two alternates to further diversify the Commission.

Special Events:

- Riverway Little League Fields Grand Opening
- Lions Park Grand Opening

Special Projects or Issues:

- “Kid Safe, Smoke Free” Parks Campaign
- Parks and Recreation Department Facebook and Website
- Service Programs: Earth Day, Arbor Day, Serve Visalia and Make A Difference Day
- Facility Rental and Fee Waiver Guidelines
- Update Commission Goals 2010-2012 (Please See Attached)

Park Planning Projects:

- Playground Equipment Upgrades
- Hwy 198 Open Space Plan
- St. John’s Riverwalk

Community-Wide Special Events or Programs:

- SPCA Dog Walk @ Plaza Park
- Annual Fishing Derby @ Plaza Park
- Plaza Park Racing Association @ Plaza Park
- Renaissance Festival @ Plaza Park

Commissioners Committee Involvement:

- Civic Center East Downtown Master Plan (Calhoun)
- Seniors Advisory Committee (Mann)
- Waterways & Trails Committee (Calhoun/Griffith)
- Parks and Recreation Foundation (Boswell)
- Public Arts Task Force (Mijares)
- General Plan Advisory Committee (Calhoun)
- North Visalia Neighborhood Advisory Committee (Desch)

Review of Annual City Staff Reports:

- Adult and Youth Sports (Glick)
- Urban Forestry (Fultz)
- Park Maintenance (Fultz)
- Facility Management (Bradley)
- Recreation Program (Fitzgerald)
- Senior Programs (Greenwood)
- City’s Graffiti and Abatement Program (Palomino)
- Waterways and Trails (Shepard)
- Park Ranger (Bean)

Working with City staff, it is our goal to make Visalia a better place to live and work by providing quality parks and recreation facilities. Working together with the Council, we can make a positive difference in our community.

Parks & Recreation
Emerging Trends & Issues



City Council Presentation
April 25, 2011

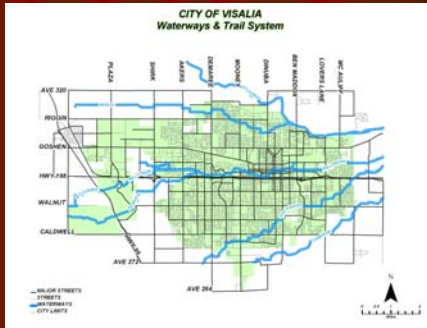
Define the Mission
"Vision For The Future"

- General Plan Update – Recreation Element
- Community Input & Needs Assessment
- Changes In Demographics & Trends
- Park Master Plan
- Policies & Ordinances

Trails, Greenways, & Blueways



Visalia Waterways



City of Visalia Waterways & Trails

Waterway	Miles In City	Miles Owned	Miles Developed
St. John's	2.9	2.9	2.9
Modoc	4.0	2.1	0.6
Mill Creek	8.4	3.2	1.8
Packwood	5.8	3.2	1.0
Cameron	5.0	0.0	0.0
Goshen Trail	5.8	5.8	5.8
Santa Fe Trail	4.5	4.5	0.0
Totals	36.4	21.7	12.1

Contract Maintenance

- Mowing (1x every 2 weeks)
- Park Cleaning
- Tree Trimming & Removals
- Other Misc. Maintenance Functions
- L & L Districts

Recreation: What is our Niche?

- Do Not Duplicate Other Services
- Redefine Our Core Mission
- Revenue & Cost Recovery Policies
- Program Plan = Business Plan
- Continually Evaluate

Volunteerism

- Adopt-A-Park
- Chip-In
- Arbor Day; LMADD; Earth Day; etc.
- Church Groups
- Youth coaches; RSVP; etc.
- "Forced" Volunteerism

Expand Financial Opportunities

- Sponsorships
- User Fee Evaluation
- Grants
- In-Kind Donations & Trade-Outs

- Note: P & R Foundation

Partnerships & Collaboration

- Formal City Committees
- Other City Departments
- Non-Profits
- Youth Sports Groups
- School District & TCOE
- Hospitals
- Private Groups

Park Security & Safety

- Willful Vandalism
- Graffiti
- Gangs and/or Criminals
- Homeless

Division Presentations

Jim Bean, PUF Manager
Jeannie Greenwood, Recreation Manager



Parks & Urban Forestry Division

Operation and Maintenance

April 25, 2011

**Parks Division
Maintenance Responsibilities**

Staff: Fifteen full-time employees and six 1000 hr/yr hourly employees.

- Maintains 282.5 Acres of Developed Parks.
- The trees in these areas are trimmed every three years, or as needed.
- Maintains Main Street and City Hall West landscape and grounds.
- Maintains 22 acres in the Downtown area, parking lots and County Library grounds.
- Maintains 125 acres of riparian areas along the waterways throughout the city.

**Park Maintenance
Sub-contracted Services**

The city sub-contracts the following services:

- Park Custodial Services / 282.5 acres / 10 restrooms / \$249,000 per year. / Able Industries
- Mowing: 188 Acres of City Parks, which includes City Hall West and the County Library / \$251,000 per year. / Perfect Care Landscaping.
- Aeration: 46 acres of Sports Fields, which includes Riverway Sports Park, Whitendale Park, Plaza Park and Jefferson Park / \$45,000 per year. / Perfect Care Landscaping
- Backflow testing: Annual test over 400 Irrigation Backflows / approx. \$16,000 per year. / Associated Backflow Services
- Service and Repair of three Water features/ \$37,000 per year. / All Season Pools

City Park Ranger

- First in Tulare County
- Weekends only
- Expanding program to include an Hourly Ranger to work 2pm – 10pm on weekends
- Enforces park rules:
 - Permits for bounce houses.
 - Permits for alcohol.
 - Keeps vehicles off grass.
 - Illegal parking.
 - Arbor reservations.
- Maintains 16 acres of City Parks during the week



Urban Forestry Program



- The City of Visalia Tree Crew
- Two person crew trims trees in the parks citywide.
 - 3 year cycle.
 - Trimmed 2,226 trees in 2010.
 - Urban Tree Foundation / planted 4,500/ 5 yrs



West Coast Arborists

- \$260,000 annual contract to trim main arterial street trees throughout the city.
- Trims landscape and lighting district trees and parks trees as requested.
- 3 year cycle
- Trimmed 10,385 trees in 2010.

Annual Volunteer Projects

- Arbor Day
- Make-A-Difference Day
- Serve Visalia Day
- Chip-In Program



Playground Replacements



Plaza Park



Constitution Park



Willow Glenn

- \$672, 000 Proposition 40 grant
- Replaced 9 playgrounds city-wide

Lion's Park 2010



Mill Creek Garden Park



- Removed parking lot
- Installed new playground

Jefferson Park Project – Phase II



- \$65,000 CDBG funded
- South side sidewalk
- New basketball court
- New energy efficient lighting
- New drinking fountain

Riverway Sports Park



- Completed the C.R. Shannon 12 acre baseball complex.
- Installation of new over flow parking area.

Renovated Parking Lots 2010



- Fairview Park
- Summers Park



No Smoking Signs



Packwood Creek Trail



- Completed in the fall 2010
- County Center to Mooney Blvd
- Beautiful walk and bicycle trail

Water Smart Controllers



- 289 Controllers in L&L
- 12 controllers in Parks
- Reduce water issues
- Reduce man-hours

Riverway Sports Park Phase III 2011



- Construction of Giddings from Shannon to Riverway.
- New playground
- New restroom
- New multi-use open space.



Recreation Park Playground Renovation 2011



- Universal playground
- Pirate theme
- Wheel chair swing

St. John's Riverwalk Park 2011



- \$817,000 Proposition 50 Grant
- New 17 Space Parking lot
- Lookout on St. John's River

- Several Nature Trails

"Dan's Lane" Park 2011



- New 5.5 acre park
- New shaded playground

• Projected completion Fall 2011

Creekside Park 2012



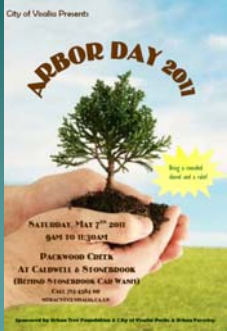
- McAuliff and Tulare
- 4.0 acre park
- Covered playground
- Completed June 2012

Challenges in Parks and Urban Forestry



- Deferred Maintenance: Capital Improvement Project funding has decreased in the park system.
- Conserving water (smart controllers)
- Vandalism & graffiti/ Increased cost
- Bi-weekly mowing/ Mow weekly
- Four full-time positions are vacant/Parks and Urban Forestry
- Maintaining a satisfactory level of maintenance in parks and urban forestry with reduced funding and personnel.
- Additional 27 acres added, 16.5 acres FY 10/11 & 10.5 acres in FY 11/12
- No additional personnel for added acreage.

Arbor Day 2011 May 7, 2011



Questions?





**2011 Joint Meeting
Visalia City Council
Visalia Parks & Recreation Commission**

Recreation Division Update
Jeannie Greenwood, Recreation Manager
Monday, April 25, 2011



Recreation Division Goals...

- ✓ Improve Quality of Life
- ✓ Healthy Lifestyles
- ✓ Environmentally friendly practices
- ✓ Social Needs
- ✓ Financially responsible





Recreation Division Professional Staff

	2010-12	1993-94	1976-77
Managers	1	0	1
Supervisors	3	5	3
Coordinators	3	6	6
Assistants	0	1	0
Total Full Time	7	12	10

- 2 Clerical/Support staff
- 150+ Hourly Employees

Sports & Aquatics



- Youth Sports
- Adult Sports
- Aquatics
- Athletic Facility Mgmt.
- Provident Skate Park



Youth Sports Number of participants

Program	2009	2010
Basketball	516	510
Baseball	495	535
Volleyball	385	358
Football	364	352
Soccer	105	194
Tennis	226	244
Camps	209	147





Adult Sports

Adult Sports Team Registration

Program	Number of Teams	
	2009	2010
Softball	362	366
Basketball	45	62
Soccer	60	80
Volleyball	28	34
Tournaments	34	32
Running Events	290	495

Athletic Facility Management

- ✓ Riverway Sports Park
- ✓ Jefferson Park
- ✓ Plaza Park
- ✓ Whitendale Park
- ✓ Fairview Park

- ✓ Facility Challenges
 - ✓ Demand
 - ✓ Park Maintenance
 - ✓ Public Education



Aquatics



- Swim Lessons 726 lessons in 2009-10
- Swim Teams 488 swimmers last summer
- Classes 2,256 participants



Youth Enrichment

- Tiny Tots
- Youth Enrichment Classes
- Day Camp & Specialty Camps
- After School Programs
- Manuel Hernandez Community Center
- The PULSE
- The LOOP
- Teen Programs



Special Events

- Corporate Games
- Movies in the Park
- Eggstravaganza
- Dia del Nino
- Father Daughter Dance
- Mother's Day Campout
- 4th of July
- Summer Night Lights
- Swim & Movie Nights



Marketing

- "Live & Play" recreation guide sent to 50,000 homes 3 times annually (Spring, Summer & Fall/Winter)
- 594 Fans on our Facebook Page (up from 450 in November)
- Department Newsletter emailed to 3671 participants (up from 2500 in November) twice monthly (1st & 15th)
- Online Registration
(number of registrations accepted online per year)

<u>2008</u>	<u>2009</u>	<u>2010</u>
151	607	969

Facility Management

- Park Rentals
- Recreation Center Rentals & Contract Mgmt.
- Special Event Committee



PARK USAGE

Arbor Rentals

2008	795
2009	789
2010	843



Amenity based fee structure
Additional charges for bounce houses and alcohol

Recreation Facility Use Contracts

- Wittman Center (Proteus)
- Plaza Park Raceway (Plaza Racing Assoc)
- YMCA at the Anthony Community Center
- Tulare County Office of Education (TCOE) at the Fairview Center and Manuel F. Hernandez Community Center (Day Care)
- Lincoln Oval Service Center (Visalia Rescue Mission)
- Many others...

SPECIAL EVENTS COMMITTEE

Number of events:

- 2008 57
- 2009 85
- 2010 71



Adult and Senior Programming



- Health & Wellness Programs
- Adult Enrichment Classes
- Senior Services



Health and Wellness

- Fitness Classes
- Get Fit Visalia Program
- Running Events & Triathlon
- Healthy Visalia Committee



Adult Programs & Classes



- ◉ Art
- ◉ Dance Classes
- ◉ Computer Classes
- ◉ Ping Pong Leagues & Tournaments



Visalia Senior Center

- ◉ Senior Meal Program
- ◉ Programs & Classes
- ◉ Special Events



Committees Recreation Supports

- ◉ Senior Advisory Committee
- ◉ VUSD Health Committee
- ◉ Healthy Visalia Committee
- ◉ Multi Agency Gang Task Force Committee
- ◉ Golf Course Advisory Committee
- ◉ Special Events Committee
- ◉ Cal Ripken World Series Planning Committee

Current "Big Picture" Issues

- Budget Cutbacks
 - > Unfilled positions, providing the same (or more) services with less staff
 - > Council direction to generate \$100,000 in new revenue
 - > Continuing to minimize expenses



Recreation Division Revenue/Expense Summary

	2008-09	2009-10
Revenues	\$1,325,775	\$1,232,080
Expenses	\$2,564,429	\$2,077,474
Variance over prior year	-\$158,452	-\$393,260
Cost Recovery	52%	59%

Current "Big Picture" Issues

- Health & Wellness
 - > Obesity
 - > Diabetes



Our Role:
 Promote & Foster Physical Activity
 Healthy Choices - Nutrition

Current "Big Picture" Issues

- Gang Prevention
 - > Manuel F. Hernandez Community Center
 - > The Loop
 - > Neighborhood Youth Counselors
 - > Jobs for Youth Program
 - > Summer Night Lights Program





Questions?



Date: April 25, 2011

To: Visalia City Council

From: Vincent A. Elizondo, Director of Parks & Recreation

Subj: Annual Summary Reports Submitted To The Parks & Recreation Commission

BACKGROUND:

Our agenda packet includes the attached annual reports that we submit to the Parks and Recreation Commission throughout the year. These annual reports provide a tremendous amount of detail on the various functions, programs, and services performed by the Parks and Recreation Department. These reports are informational only.

The various reports are labeled and include the following:

Parks:

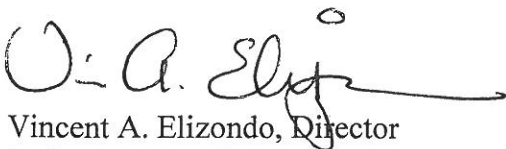
Attachment A: Annual Park Maintenance Report
Attachment B: Annual Urban Forestry Report
Attachment C: Annual Park Ranger Report

Recreation:

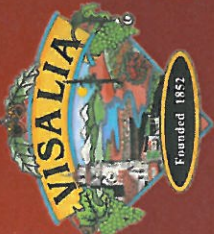
Attachment D: Annual Aquatic Report
Attachment E: Annual Youth Program Report
Attachment F: Annual Senior Program Report
Attachment G: Annual Adult & Youth Sports Report
Attachment H: Annual Facilities Report
Attachment I: Annual Marketing Report

City staff will be available and the joint meeting to answer questions Council members may have about these annual reports.

Respectfully Submitted,



Vincent A. Elizondo, Director
Parks & Recreation Department



Park Maintenance Division
 2010 Annual Report
 Presented By
 Jeff Fultz
 Park Maintenance Supervisor

2010 Park Accomplishments

Riverway Sports Park Phase 2
 Baseball Diamonds, Concession Stand, and Restroom Facility



04/29/2010

Jefferson Park Phase One


Installed new concrete sidewalks on the north and west sides of Jefferson Park



Phase two will start soon and consist of new sidewalk on the south end of the park along with a new concrete basketball court and upgraded lighting.



New Aeration Program for Sports Fields



Jefferson Park
 Riverway Sports Park
 Whitendale Park
 Plaza Softball Complex



Ruiz Park

All the tables were painted along with the two arbors getting new roofs and paint.



New planters for the Garden Street Plaza

**MAYORS PARK
BRIDGE REPAIR**



Repaired the existing bridge and added new ADA ramps and handrails.



**Newly Repaved Parking
Lots at Fairview Park and
Summers Park/Manuel
Hernandez Community
Center**



City owned parking lots are now on an annual maintenance and repair schedule



New Picnic tables and concrete pads at Jefferson and Plaza Parks



Plaza Park

Jefferson Park



New Rainmaster Clocks installed at Riverbend, Mill Creek, and Blain Parks along with Master Valves and Flow Sensors.

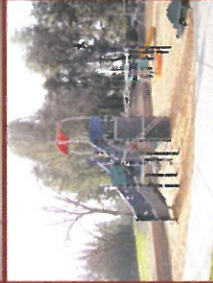


In the next three years Parks Maintenance will be replacing the remaining park controllers in 12 parks with the Rain Master Controller through the Conservation CIP Fund.

Park Projects

1. Installed cable fencing along Riverway Drive north side of RWSP from Giddings to Dinuba Blvd.
2. Replaced four spring see saw with teeter totters due to vandalism and breakage. They are at Sunset, Stonebrook, Woodland, and Riverbend Parks.
3. Removed old restroom at Jefferson Park.
4. Installed light into the Woodland Park Arbor.


Playground Replacements




Replaced 5 playgrounds city wide in 2010 for a total of 11 new playground completed in 2009 and 2010

- Pinkham Park
- Plaza Park
- Blain Park

Willow Glen Park





Constitution Park



PLAYGROUNDS IN THE WORKS

- Recreation Park
- Mill Creek Garden Park

Playground Surfacing




We currently have a five year annual contract to replenish the wood playground safety surfacing to all city owned park. In 2010 we replaced about 1300 cubic yards at various park sites.

The Smoke Free Playground and for Kids Sake signs are scheduled for installation.




New Park Development



Dedicated November 13, 2010

Lions Park



- Skate Board amenities
- Picnic Arbor with BBQ & Electricity
- Jungle Theme Playground Equipment with shade canopies



Volunteer Projects

Eagle Scout Project at Seven Oaks Dog Park
Installed concrete to the entry gate area and installed a new ADA picnic table
Project was engineered, managed, completed by Johnny Hughes



Installed New Park Signs at Constitution and Jefferson Parks



New signs on order for Fairview and Pinkham Parks.



DAY TO DAY Maintenance and Repairs

- Repairing vandalized fences
- Replacing broken and vandalized teeter totters
- Repairs to turf from joy riding.



There is always repairs to be made, whether from use or misuse of equipment, age, and deterioration caused by the elements, the Parks Division continues to maintain the parks in good working order.



- Repairing or replacing vandalized play equipment.
- Repairing irrigation.
- Replacing trees and shrubs.

Working to change the color of the park benches and picnic tables to brighten things up



Replacing old BBQ's with new double side by side BBQ's make the arbors more user friendly.

Future Goals

- Work in conjunction with the community and police department to provide green, clean, and safe parks.
- Create a Park and Landscape Design Standard Guidelines for the COV
- Working with the Parks Foundation to replace the playground at Rotary Park.
- Add second Park Ranger to staff.
- Continue to work with service groups on community projects.
- Continue to work with designers and construction contractors to provide the best parks for the City of Visalia.
- Employee training in Maintenance Management, Turf and Irrigation Management, and Playground Inspection.
- Continue to detour vandalism and graffiti with quick response for repairs and clean up and using new technology or products to help eliminate unnecessary clean up.

Park Employee Service Awards

The Parks Division has five employees receiving service awards this year for a combined total of 60 years of service

- Robert Martinez, 5 years of service
- Scott Pyle, 5 years of service
- Alonso Ramirez, 5 years of service
- Cameron Haynes, 10 years of service
- Manuel Saldana, 35 years of service

Happy Trails and Best Wishes

Craig Anders

Will be retiring in December 2010 with 36 years of service



**Attachment B:
Annual Urban Forestry Report**

Date: February 15, 2011
To: Visalia Parks and Recreation Commission
From: David Pendergraft, Urban Forestry Supervisor
Subject: Annual Urban Forestry Tree Maintenance Report

*OK WCA Edup
2/16/11*

**ANNUAL REPORT SUMMARY
URBAN FORESTRY TREE MAINTENANCE ACTIVITY
FOR PUBLIC RIGHT OF WAY AREAS
2006-2010**

David Pendergraft oversees the City's tree maintenance program in Landscape & Lighting Districts, City right-of-ways, City-owned parks, and roadsides and medians. David is a Certified Arborist by the International Society of Arboriculture Organization who also inspects all city and private Valley Oak trees within the city limits.

The City of Visalia currently employs two full-time tree trimmers. The two-person crew is responsible for the tree maintenance in the 260 acres of City owned parks and riparian areas. With the current staffing, the maintenance (pruning) of trees in the park system is once every four years.

In addition to the City crew, the City also contracts with West Coast Arborists (WCA). WCA has been the primary City tree maintenance contractor for the past five years, and has recently renewed their second five-year contract with the City of Visalia. WCA is used in the maintenance of trees within the City's right-of-ways, Landscape & Lighting Districts and roadsides & medians. The funding sources for the \$260,000 WCA contract is the General Fund - \$100,000; Landscape and Lighting Districts - \$100,000; and Storm/Sewer Enterprise Fund - \$60,000. Maintenance in Landscape & Lighting Districts are charged directly to the district without the contract being financially impacted. Maintenance is on a three to five year cycle with the City being split into tree trimming grids which works more efficiently.

In addition to West Coast Arborists, additional local private contractors are used in emergency call outs and to provide second opinions (on controversial trees) if needed. When a Valley Oak's condition is questionable a second certified arborists is used to perform resist-o-graph and root crown excavation testing for an additional opinion with further analysis.

The following summarizes Urban Forestry tree maintenance activities covering the five year period beginning January 1, 2006 through December 30, 2010.

New Tree Planting: A total of 4,499 trees were planted between 2006 and 2010. These plantings are performed by the Urban Tree Foundation, Community Service Employment Training, volunteers and private contractors. Urban Tree Foundation is a local non-profit organization (501c3) that works closely with the City of Visalia staff to provide grant funds to assist in these plantings. Projects like "Make a Difference Day" and "Arbor Day" contribute to the number of trees that are planted.

Tree Trimming: A total of 42,193 trees have been trimmed between 2006 and 2010. The following table represents the breakdown of the tree trimming efforts:

Trees Trimmed	2006	2007	2008	2009	2010
City Crews - Valley Oaks	405	272	480	449	786
City Crews - Trees (less oaks)	1,224	1,493	1,927	1,797	2,226
Private Contractor's - Valley Oaks	1,094	253	66	965	1,124
Private Contractor's - Trees (less oaks)	4,557	1,838	5,564	9,248	6,192
Private Contractor's (Intent to Prune)	37	49	43	47	57
Total Trees Trimmed	7,317	3,905	8,080	12,506	10,385

Additionally, SCE has trimmed an additional 35,857 trees in order to clear power lines in the past five years.

Stump Removal: After tree removal a stump is left that must be removed. During the reporting period of 2006 – 2010 a total of 1,906 stumps have been removed. Of these, 1,422 were removed by private contractors or persons seeking a permit to remove. If any removals are appealed the Parks & Recreation Commission serves as the City's Tree Committee to review all appeals.

Tree Inspections: The City of Visalia will respond to citizens regarding tree related issues or complaints. From 2006 to 2010, 2,424 private citizens' requests we addressed.

Emergency Call Backs: From 2006 to 2010 crews dispatched to respond to emergency calls related to trees total 40. Of those, only 8 were call backs requiring city crews to respond.

Mitigation Fund: The mitigation fund currently has \$25,050 in it. The funds come from permit fees as well as monetary requirements for removing Valley Oaks that are stipulated in the Valley Oak Tree Ordinance. These fees pay for removing or trimming Valley Oak trees on private property for low-income residents.

Summary: Over the past 5 years the tree maintenance program has seen a reduced number of tree related issues. During the last large storm in December 2010 we had very little tree failures. This success is contributed to safe trimming standards and practices by our contractors and City crew.

Sincerely,

Jim Bean, Parks and Urban Forestry Manager
Parks & Recreation Department

Jim Bean by D. Marnitz

Approved For Submittal To The Commission:

V. A. Elizondo

Vincent A. Elizondo, Director
Park & Recreation Department

City of Visalia
Visalia Parks and Recreation Department
ANNUAL SUMMARY REPORT
URBAN FORESTRY TREE MAINTENANCE ACTIVITY
FOR PUBLIC RIGHT OF WAY AREAS
(January thru December)

MAINTENANCE ACTIVITY	2006	2007	2008	2009	2010
----------------------	------	------	------	------	------

OF TREES TRIMMED:

City Crews - Valley Oaks	405	272	480	449	786
City Crews - Trees (less oaks)	1224	1493	1927	1797	2226
Private Contractor's - Valley Oaks	1094	253	66	965	1124
Private Contractor's - Trees (less oaks)	4557	1838	5564	9248	6192
Private Contractor's (Intent to Prune req.)	37	49	43	47	57
Total Trees Trimmed	7317	3905	8080	12506	10385

OF TREES PLANTED:

Non-Profit Organization	670	1998	597	560	652
Private Contractor's	0	0	0	22	0
Total Trees Planted	670	1998	597	582	652

OF TREE/STUMP REMOVALS:

City Crews - Valley Oaks	7	8	5	8	19
City Crews - Trees (less oaks)	109	26	67	55	180
Private Contractor's - Valley Oaks	3	10	10	23	13
Private Contractor's - Trees (less oaks)	231	224	153	65	524
Private Contractor's (Permits issued)	29	31	28	39	39
Total Tree Removals	379	299	263	190	775

OF TREES/POWER LINES CLEARED:

City Crews (N/A)	0	0	0	0	0
Private Contractor's (SCE)	7900	7134	7000	7223	6600
Total Tree Lines Cleared	7900	7134	7000	7223	6600

EMERGENCY CALL BACK

City Crews	N/A	N/A	2	4	2
Private Contractor's	14	4	3	11	6
Total Emergency Call Backs	14	4	5	15	8

OF TREE INSPECTIONS

Citizen Requested Tree Inspections	81	88	65	84	122
Total Tree Inspections	81	88	65	84	122

OF TREE RELATED CALLS

Citizen Tree Requests/Complaints	N/A	114	612	923	335
Total Tree Related Calls	0	114	612	923	335

**Attachment C:
Annual Park Ranger Report**

Date: February 15, 2011

Memo To: Visalia City Council
Visalia Parks & Recreation Commission

From: Jim Bean, Parks & Urban Forestry Manager

Subject: Annual Review of City's Park Ranger Program

BACKGROUND:

In March 2007, the City initiated a City-wide Park Ranger program in the City of Visalia. The Park Ranger is a full-time employee of the City and performs specific law enforcement duties in all of the City's parks.

The Ranger has the authority to issue citations for specific violations but is not armed. In addition to the law enforcement activities, the Park Ranger performs many types of maintenance and construction tasks, as well as public relations duties.

The Ranger works a regular forty hour-a-week schedule. Twenty-four (24) of those hours are spent in Park Maintenance during the course of the week (Wednesday through Friday) and the other sixteen hours (16) as a Park Ranger enforcing law and order during the weekends and/or some Holidays. The Ranger spends the majority of his time in the City's largest four parks including Blain, Plaza, Whitendale, and Riverway Sports Parks.

The Ranger works the weekends during the active warm season months - typically March through the end of October.

The following is an outline reflecting the types of issues the Ranger faces in the City park system. The following is for the specific period of March 7, 2010 through November 1, 2010.

CITATION – NOTICE TO APPEAR: (18)

Major Problem Areas:

- Illegal parking (18)

VERBAL WARNINGS: (220)

Major Problem Areas:

- Illegal use of alcohol (26)
- Dogs off leash (23)
- Hazardous games and or activities (19)
- Illegal bounce house activity (18)
- Illegal parking (16)
- Picnic reservation conflicts (14)
- Illegal vehicle on park (12)
- Non-permitted commercial activity (6)
- Child in dog park (6)
- Illegal amplified sound (5)
- Electricity issues (3)
- Damage/litter at arbors (3)
- Other misc. issues (3)
- Damage/litter at park or arbor (1)
- Park maintenance issues reported by Ranger (65)

ASSISTANCE RENDERED BY RANGER FROM VISALIA POLICE: (4)

Police assistance breakdown:

- Illegal use of alcohol (2)
- Property vandalized (1)
- Illegal parking (1)

ANIMAL CONTROL BY RANGER: (0)

The California Society for the Prevention of Cruelty to Animals (SPCA) officers has handling these issues.

EMERGENCY MEDICAL SERVICES RENEDED BY RANGER: (0)

In addition, the Park Ranger has been an effective resource at the new Riverway Sports Park attending to the water feature in the afternoon, arbor issues and weekend events.

Historically, the Park Ranger will spend an average of sixteen hours of his time enforcing park rules. The remaining time is spent in park maintenance and construction.

The following outlines some of the benefits of the Park Ranger program since its inception:

- 1) Reduction in vandalism which has led to the savings of material and labor.
- 2) Reduction in loitering and violators of park rules. The families are returning to our parks and feeling safer about the park atmosphere.
- 3) Increased satisfaction to our arbor renters. The presence of the Ranger has been an asset when dealing with rental issues, bounce houses and alcohol consumption.
- 4) Enhanced the relationship between Visalia Police Department, park users, and the Parks & Recreation divisions.
- 5) The Park Ranger's number one goal is to educate the public of park rules to help facilitate a better relationship between the public, recreation staff and park maintenance staff.

FUTURE NEEDS OF THE PROGRAM

1. Attend annual training on citation writing and procedures, which will be held by City of Visalia's Code Enforcement Department in the spring of 2011.
2. Hire an additional hourly Park Ranger to work part time to provide more coverage on weekends from 2 pm to 10 pm during peak use during the warm-season months.

SUMMARY

Staff has seen a reduced number of park related issues since the Ranger Program was implemented in 2007. The Park Ranger credits this reduction to the education of the public of the park rules. The Ranger Program also brought light to some procedures and policies that needed fine tuning to help facilitate a more efficient program. With the modifications staff made we have less reservation conflicts, vandalism from large events and happy park patrons.

Respectfully submitted,



Jim Bean,
Parks & Urban Forestry Manager

2007-2010 PARK RANGER TRACKING REPORT

ISSUES	2007				2008				2009				2010			
	VERBAL	CITE GIVEN	PD CALLED/ ASSIST	ER AID GIVEN	VERBAL	CITE GIVEN	PD CALLED/ ASSIST	ER AID GIVEN	VERBAL	CITE GIVEN	PD CALLED/ ASSIST	ER AID GIVEN	VERBAL	CITE GIVEN	PD CALLED/ ASSIST	ER AID GIVEN
DOG OFF LEASH	1								16				23			
CHILD IN DOG PARK								11		1			6			
ILLEGAL PARKING		12	1		19	49		6	61	1			16	18	1	
ILLEGAL VEHICLE ON PARK	2				18	2		13					12			
ILLEGAL AMPLIFIED SOUND					5			0		1			5			
DAMAGE LITTER AT PARK	2				42			8					1			
DAMAGE /LITTER AT ARBORS	4				7			22					3			
NON-PERMITTED COMMERCIAL ACTIVITY	1							12					6			
NON-PERMITTED BOUNCE HOUSE ACT.	5				25			20					18			
RESERVATION CONFLICTS	4				22			22		6			14			
HAZARDOUS GAMES/ACTIVITY/INJURY	1			1	13			16		1			19			1
RECKLESS DRIVING ACTIVITY					4			1								
ILLEGAL USE OF ALCOHOL	5				29			61		4			26			2
PROPERTY IN NEED OF REPAIR	61		2		10			34		2			62		1	
ELECTRICITY ISSUES								14					3			
WATER FOUNTAIN MAINTENANCE					20			28					3			
OTHER (Lost Child, turf too wet, bee hive, homeless)	2							8		1			3			
Totals	88	12	3	1	214	51	3	292	61	17	0	220	18	4	1	

**Attachment D:
Annual Aquatic Report**

Date: September 1, 2010
To: Visalia Park and Recreation Commission
From: Jason Glick, Recreation Supervisor
Subject: 2010 Annual Aquatics Report

BACKGROUND:

The City of Visalia Parks and Recreation Department's Aquatics Program is dedicated to providing a level of aquatic services that the citizens of Visalia want and demand in the most cost effective and efficient manner possible.

In 2010, the aquatics program had numerous participants in many different classes and programs. Youth aquatics programs served 6,664 children and adults. In 2010, participation levels increased in youth water polo, public swim and swim lessons. The Aquatics Division utilized 4 different pools to program 15 different classes and programs.

Our summer pools had a busy schedule. Our swim lesson program was held at the Mt. Whitney Pool. We had morning and evening swim lessons that operated Monday through Friday. At the Redwood Pool, we operated aquatic classes, public swim and private swim lessons. At the Golden West Pool is where we had all three swim teams practicing and competing in swim meets. Swim meets were held on Tuesday and Thursday evenings and practices were Monday, Wednesday, and Friday. The El Diamante Pool was reserved for private party rentals and Visalia Unified School District use.

A continuing challenge in the 2010 season was attracting customers in the competitive swim team market. With the formation of two new swim teams, it's important that we provide equal or better services while keeping costs down. We continue to look at our program quality, costs and marketing efforts to keep our numbers up. We were also faced with the continuing challenges of aquatic facility scheduling. In 2009, the Visalia Unified School District utilized 558 hours of summer pool time. In 2010, that number increased to 895.5 hours. Visalia Unified School District programmed athletic practices and games, physical education classes, summer school classes and recreation programs such as youth water polo and swimming.

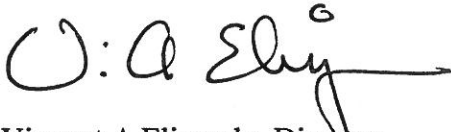
The outlook for summer 2011 is uncertain. The growing needs for community access to pools as well as the increasing needs for VUSD summer pool usage is going to be difficult to manage. We are currently meeting to create a new pool agreement with the school district. This agreement will give both parties an opportunity to get together and make changes in the old agreements so that it reflects current usage by both parties. Moreover, our staff will continue to work hard to create new classes and to market these new programs to a wide user base.

Respectfully submitted:

A handwritten signature in black ink, appearing to read "Jason Glick". The signature is fluid and cursive, with a large initial "J" and a distinct "G".

Jason Glick, Recreation Supervisor

Approved for Submittal to Commission:

A handwritten signature in black ink, appearing to read "Vincent A Elizondo". The signature is cursive, with a large "V" and "E", and a long horizontal stroke at the end.

Vincent A Elizondo, Director

2010 Aquatic Fiscal Report

A. Revenue

1.	Spring Conditioning	# of Swimmers	Revenue
	Bucs	74	\$4,440.00
	Seahawks	69	\$4,140.00
	Waves	81	\$4,860.00
	Total	224	\$13,440.00
2.	Summer Swim Teams	# of Swimmers	Revenue
	Bucs	161	\$11,880.00
	Seahawks	145	\$ 8,442.00
	Waves	182	\$14,934.00
	Total	488	\$ 35,256.00
3.	Swim Lessons		
	Swim Lessons	# Participants	Revenue
	Session 1	160	\$8,770.00
	Session 2	190	\$10,680.00
	Session 3	163	\$9,152.00
	Session 4	176	\$9,600.00
	Session 5	37	\$2,436.00
	Total	726	\$40,638.00
4.	Programs	# of Participants	Revenue
	LG& WSI Classes	42	\$3,235.00
	Pool Rentals	---	\$4,705.00
	Aqua Passes	44	\$900.00
	Diving Classes	21	\$1,465.00
	Youth Water Polo	49	\$3,360.00
	Adult Swim Lessons	1	\$54.00
	Lap Swim	177	\$214.00
	Public Swim	4435	\$4,213.00
	Movie Night	487	\$954.00
	Concession Stand	---	\$1,388.00
	Total	5,256	\$20,488.00

B. Expenditures

1.	Staff	Expenses
	Swim Coaches	\$19,951.00
	Lifeguards	\$60,738.00
	Cashiers	\$1,307.00
	Total	\$81,996.00
2.	Supplies	Expenses
	T-Shirts	\$399.00
	Equipment	\$1,400.00
	Concessions	\$920.00
	VUSD Pool Rental	\$68,000.00
	Total	\$70,719.00

Revenue	\$109,822.00
Expenditures	\$152,715.00
Revenue Recovery	72%

Aquatics Division 2009-2010 Cost Analysis

A.	Revenue					
	1. Spring Conditioning	2009	2009	Spring Conditioning	2010	Revenue
	Team	Swimmers	Revenue	Team	Swimmers	Revenue
	Bucs	85	\$5,100.00	Bucs	74	\$4,440.00
	Waves	80	\$4,800.00	Waves	81	\$4,860.00
	Seahawks	102	\$6,120.00	Seahawks	69	\$4,140.00
	Total	267	\$16,020.00	Total	224	\$13,440.00
	2. Swim Teams	2009	2009	Swim Teams	2010	Revenue
	Team	Swimmers	Revenue	Team	Swimmers	Revenue
	Bucs	161	\$11,123.00	Bucs	161	\$11,880.00
	Waves	164	\$11,450.00	Waves	182	\$14,934.00
	Seahawks	171	\$13,005.00	Seahawks	145	\$ 8,442.00
	Total	500	\$35,668.00	Total	488	\$35,256.00
	3. Swim Lessons	2009	2009	Swim Lessons	2010	Revenue
	Swim Lessons	Registration	Revenue	Swim Lessons	Registration	Revenue
	Session 1	174	\$9,717.40	Session 1	160	\$8,770.00
	Session 2	176	\$9,852.80	Session 2	190	\$10,680.00
	Session 3	181	\$10,104.30	Session 3	163	\$9,152.00
	Session 4	132	\$ 7,573.60	Session 4	176	\$ 9,600.00
	Session 5	55	\$ 2,951.90	Session 5	37	\$ 2,436.00
	Total	718	\$40,200.00	Total	726	\$40,638.00
	4. Programming	2009	2009	Programming	2010	Revenue
	Programs	Registration	Revenue	Programs	Registration	Revenue
	Cert. Classes	49	\$5,426.00	Cert. Classes	42	\$3,235.00
	Pool Rentals	--	\$3,125.00	Pool Rentals	--	\$4,705.00
	Fit Passes	94	\$1,880.00	Aqua Passes	44	\$900.00
	Diving Class	25	\$ 1,750.00	Diving Class	21	\$ 1,465.00

Youth Polo	34			Youth Polo	49	\$ 3,360.00
Adult Lessons	7	\$ 2,380.00		Adult Lessons	1	\$54.00
Lap Swim	490	\$ 735.00		Lap Swim	177	\$ 214.00
Public Swim	3164	\$2,889.00		Public Swim	4435	\$4,213.00
Movie Night	786	\$538.00		Movie Night	487	\$954.00
Concessions --		\$1,644.00		Concessions --		\$1,388.00
Total	4,649	\$20,752.00		Total	5,256	\$20,488.00

B. Expenditures

	2009	Expenses	Staff Employees	2010	Expenses
1. Staff					
Employees					
Swim Coaches		\$24,869.00	Swim Coaches		\$19,951.00
Lifeguards		\$56,290.00	Lifeguards		\$60,738.00
Cashiers		\$188.00	Cashiers		\$1,307.00
Total		\$81,347.00	Total		\$81,996.00


	2009	Expenses	Supplies	2010	Expenses
2. Supplies					
Supplies/Rentals			Supplies/Rentals		
T-Shirts		\$950.00	T-Shirts		\$399.00
Equipment		\$1,100.00	Equipment		\$1,400.00
Concessions		\$542.00	Concessions		\$920.00
VUSD Pool Rental		\$68,000.00	VUSD Pool Rental		\$68,000.00
Total		\$70,592.00	Total		\$70,719.00

Total Numbers 2009

Revenue	\$112,640.00
Expenses	\$151,939.00
Net	\$-39,299.00
Revenue Recovery	74%

Total Numbers 2010

Revenue	\$109,822.00
Expenses	\$152,715.00
Net	\$-42,893.00
Revenue Recovery	72%




Visalia Parks & Recreation Department

2010 Annual Aquatics Report

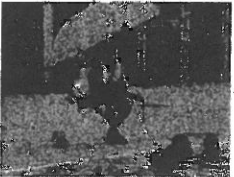
Aquatic Staff

- Jason Glick - Recreation Supervisor
- Heather Throde - Visalia Recreation Coordinator, Lifeguards, Aquatics Classes
- Hugo Felix - Recreation Coordinator, Swim Teams
- Waldemar - Pool Manager
- 21 Swimming Coaches
- 30 Lifeguards




Aquatic Season

- 9 weeks
- June 7th - August 8th
- RW Pool
- GW Pool
- MW Pool
- El D Pool



Swim Teams

- Buccanniers
- Seahawks
- Waves
- Team Volunteer Boards
- CVRSL
- Pre-Season / Season



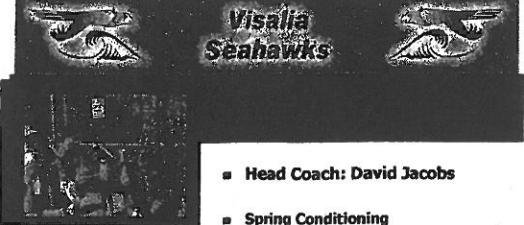

BUCCANERS

- Head Coach: Jason Ricabianca
- Spring Conditioning
 - 2010 74 swimmers
 - 2009 85 swimmers
- Summer Swims Team
 - 2010 161 swimmers
 - 2009 161 swimmers
- Swim meets @ GW Pool
- Hosted CVRSL Time Trails
- Ages 5-18




Visalia Seahawks


- Head Coach: David Jacobs
- Spring Conditioning
 - 2010 69 swimmers
 - 2009 102 swimmers
- Summer Swim Team
 - 2010 145 swimmers
 - 2009 171 swimmers
- Swim Meets @ GW pool
- Ages 5-18

WAVE


THE WHEELER HAVES SWIM TEAM

- Head Coach: Allison Ayers
- Spring Conditioning
 - 2010 81 swimmers
 - 2009 80 swimmers
- Summer Team
 - 2010 182 swimmers
 - 2009 164 swimmers
- Hosted CVRSU finals
- Ages 5-18



Swim Lessons

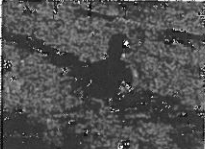

- Morning and Evening Lessons @ MWHS
 - 2 week group lessons
 - Lessons last 30 min.
 - 5 children per group
- Evening Private Lessons @ RWHS
 - One week lessons
 - Lessons last 30 min
 - 1 on 1 instruction
- Most popular classes are the Duck's, Tad's
- Evening lessons are very busy!



Group and Private Swim Lessons

- Session I - 160 lessons taught
- Session II - 190 lessons taught
- Session III - 163 lessons taught
- Session IV - 176 lessons taught
- Session V - 37 lessons taught

Total Lessons taught - 726

Aquatic Programs & Classes

- Saturday Night Swim
- Public Swim
- Youth Water Polo
- Water Aerobics
- Diving Classes
- Certification Classes

Saturday Family Swim & Movie Night

- Free Movie!
- Mt. Whitney Pool
- June 19th - Aug 7th
- Time 6:30p-8:30p
- \$2.00 to Swim
- Total Participants -487/ 60 participants per week

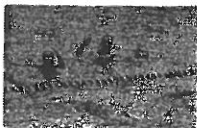



Public Swim

- Cost:
 - \$1.25 (12 & Under)
 - \$1.50 (13 and older)
- Ages All ages
- Lap Swim, Concessions


Hours of Operation:
Redwood Pool
Mon-Sun 12:30p-3:00p

Total Participants 4,435
Average Daily Attendance 70

Youth Water Polo

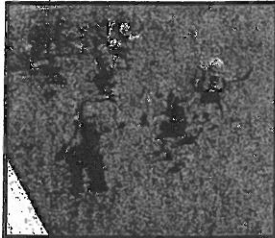
- **Instructor – Mike Mackey**
- **Redwood Pool**
- **3rd – 8th Grades**
- **Tues & Thur**
- **Cost: \$70**




Participants - 49

Aqua Pass – Water Aerobics

- **Instructor – Leslie Swegart**
- **El Diamante & Mt. Whitney Pools**
- **All Ages**
- **6:00a-7:00am**
- **Mon-Fri**
- **Cost: \$25 Aqua Pass**
- **Participants = 28**



Diving Classes




- **Instructor – Mike Mackey**
- **Redwood Pool**
- **Beginning and Intermediate**
- **3rd – 12th Grades**
- **Cost \$70**

Participants - 21

Certification Classes

- **WSI Class-19**
- **Lifeguard Class-11**
- **Jr. Lifeguard-12**



Aquatics Challenges for 2011

- **Competing for pool time**
- **Cities/ VUSD growing aquatic needs**
- **New Pool Agreement**

2011 Plans

- **Increase public pool attendance!**
- **Market to active adults and seniors!**
- **Create aquatics classes for seniors!**
- **Promote aquatic awareness at schools!**
- **Promote pool rentals!**
- **Create a aquatic specialty camp program**

**Attachment E:
Annual Youth Program Report**

Date: August 17, 2010
To: Visalia Park and Recreation Commission
From: Michelle Fitzgerald, Recreation Supervisor
Subject: 2009/2010 Youth & Teen Division Annual Summary Report

BACKGROUND:

The City of Visalia Parks and Recreation Department's youth & teen division is dedicated to providing quality programs and classes to the youth of our community. From tiny tot classes offered to ages 1 – 5, to afterschool programs for elementary students and special events to teens and families, the youth and teen division offers a variety of programs aimed at connecting with children.

In February of 2010, Ramsey Ochoa was assigned to the youth & teen division. He has worked with youth ages 5 and under through various tiny tot programs offered previously, but is his first hands-on experience working with elementary students. He has worked closely with our afterschool programs to ensure continued success and is a key factor to the growth at the Manuel F. Hernandez Community Center.

The tiny tot programs continue to thrive with new classes offered each season. On average, there are 10 – 15 students in each class and throughout the year over 20 classes are held. New classes offered in 2010 include; Mini Mickey Clubhouse, DynoMites, Playtime in Spanish, and Monkeying Around. The youth & teen division maintains contact with the Visalia Mother's Group as well as the 2 MOPS (Mothers of Pre-Schoolers) organizations in town. We schedule meetings annually to inform the groups of classes being offered for children ages 1 – 5.

We continue to capitalize on the success of specialty camps and this summer was no exception. 2010 saw the most specialty camps offered to date. We held 2 specialty camps weekly, a morning and afternoon camp, and offered 17 camps in total. New camps offered this summer included; Lego Camp, Pokemon Camp, Bug Camp, and Cooking Camp. Each camp averaged between 20 and 40 students and this year a keepsake DVD a t-shirt were included.

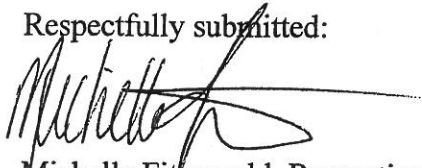
An area that has seen growth is the drop-in program at the Manuel F. Hernandez Community Center. We have recently hired new staff and the center has experienced an internal facelift with new paint, new furniture, the addition of mirrors in the dance/arts room, the creation of a library, chalkboard paint added to the walls and a stage in the game/enrichment room. This summer attendance was at an all time high, averaging 80 kids per day. Our largest daily attendance was 113 children. A free lunch program was served Monday – Friday for 9 weeks this summer and games and activities kept the children busy and engaged. A wave of renewed pride has spread throughout the center as new and returning children experience the exciting programming offered at the Manuel F. Hernandez Community Center. We will be holding an Open House on Wednesday, August 18th to showcase the facility improvements and to thank the local sponsors who have helped make the center a spectacular place to be.

Programming for youth requires a very dynamic approach. Children are constantly changing, what is popular today may not be next year. Parent's expectations are always increasing. These factors place a great demand on our team to understand current trends, to be aware of what is being taught in school and to listen to our participant's needs and desires. In order to accomplish this, we hire quality staff and to train them to be efficient and effective. Many of our current part time employees have been with us for multiple seasons and are recognizable faces to both parents and children. They are committed to our program goals and objectives and we are very pleased that they are apart of our team.

The fall of 2010 is an exciting time for the youth and teen division. We will be expanding on a very successful summer to offer new tiny tot, youth and teen classes, as well as expanding ongoing programming that continues to see great participation numbers. A number of teen special events will take place in the fall beginning with the 8th Annual Visalia Teen Idol on September 11th, So You Think You Can Dance Performance on November 20th, a Middle School Dance on September 24th and The SPOT on September 17th and November 12th. With school starting in August, we anticipate staying busy at our after school sites. We currently offer after school care at 3 elementary schools (Oak Grove, Hurley and Manuel Hernandez), the ASES (After School Education & Safety) program at Valley Oaks Middle School, a free drop-in program at the Manuel F. Hernandez Community Center and the Loop bus that transports children from schools to community centers after school.

The youth and teen division continues to look for new and exciting programs we can offer to the children in our community as well as family friendly programming. We strive to offer the best child care and enrichment programs in the area that are unique, well planned and affordable. The youth and teen division has seen an increase in overall participation directly resulting from a more focused marketing and promotions approach.

Respectfully submitted:



Michelle Fitzgerald, Recreation Supervisor

Approved for Submittal to Commission:



Vincent A. Elizondo, Parks and Recreation Director

Visalia Parks & Recreation
Commission Meeting

Youth & Teen Division

August 17, 2010

Youth & Teen Division Programs

- A.S.A.
- MHCC Drop-In
- Pulse
- Loop
- Tiny Tots
- Day Camps
- Specialty Camps
- So You Think You Can Dance
- Dance Classes
- Guitar Hero
- Music Lessons
- Visalia Teen Idol
- Middle School Dance
- Certified Trainings
- Special Events
- The SPOT

After School Activities

Elementary Schools Served:
Hurley, Oak Grove & Manuel Hernandez

- 2009/2010 students per day
Averaged 133 children for all 3 sites
- 19,262 students annually

• Program structure: snack, homework, enrichment activities, recreation, sports, field trips and more!

Manuel F. Hernandez Community Center

Drop-in Program

- FREE to children ages 6-17
- Program Structure: arts & crafts, homework, computer lab, dance, arts, sports and more
- 2009/2010 School Year & Summer Participation = 7,552
- Open House: Wednesday, August 18th at 5:30pm

Pulse Program


- Grant Partnership with Visalia Unified School District
- Valley Oak Middle School - now this year, enrichment program will be based on campus
- Program Structure: dancing, sports leagues, homework, special events & more
- Anticipated Daily Attendance 47 students

Valley Oak Dodgeball
2010

The Loop Bus


- FREE to children ages 6-17
- Safe transportation from school sites for children to participate in community center activities
- 2009/2010 School Year & Summer Participation = 8,387

Music Lessons



- Guitar & Piano Lessons
\$50 for 8 weeks
- Fall 2009 through Summer
2010 Participation = 94


Youth/Adult Classes



- Programs Offered:
Karate
Singing Classes
Graphics Design
Fencing
Yoga
Brazilian Jiu-Jitsu
Open Gym Basketball

Upcoming Teen Programs

- Visalia Teen Idol - Saturday, September 11
- The SPOT - Friday, September 17
- Middle School Dance - Friday, September 24
- So You Think You Can Dance - Saturday, November 20
- Guitar Hero - Saturday, January 29

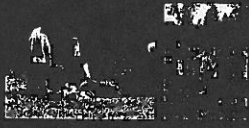


Special Events

- 2009 / 2010 Events Offered:
Father Daughter Dance
Mother/Son Campout
Eggstravaganza
Storytime with Santa
Movies in the Park
Dia Del Niño


Mother/Son Campout

- April 17th & 18th at Sunset Park
- 31 Couples
- Set up tents, played games, roasted hot dogs and told stories



Father Daughter Dance

- Theme "Butterfly Kisses"
- February 14th at Visalia Convention Center
- 416 participants
- 163 Mothers - 41 daughters
- 2010 Revenue: \$11,754.00



Questions / Comments

Thank You

Date: December 14, 2010

**Attachment F:
Annual Senior Program Report**

To: Visalia Park and Recreation Commission
From: Ramon Sanchez, Recreation Coordinator
Subject: Annual Report on Senior Programs and Services

The Visalia Senior Center continues to be a place for seniors ages 55 and over to meet for programs, activities and services. City staff works to provide opportunities for seniors to socialize, exercise and learn. Our new yoga and on-going computer classes continue to thrive as seniors become more interested in the use of computers and have more time for exercise. The Visalia Senior Center recognizes the challenges facing seniors today in terms of income changes, cognitive and motor skill diminishment and increasing isolation due to retirement and attrition among friends and acquaintances. With this in mind, staff at the Senior Center is committed to providing quality programs and services that will enhance the quality of life for Visalia's older adults.

Staffing Changes

In December of 2008, the Recreation Supervisor position at the Senior Center became vacant due to a retirement. For economic reasons, this position was frozen and was not filled. Hoping that better times would come soon, an hourly employee was hired as an Interim Coordinator until the time came that we would be able to fill the position. After more than a year of trying to operate a full time facility with a part time employee, the Recreation Division restructured and transferred Recreation Coordinator Ramon Sanchez to the Senior Center. This change provided the Senior Center with the necessary resources to manage the meal program contract, increase programming, provide additional services and work through daily facility and programming issues.

Senior Meals

2010 was another year of transition for the Senior Meal Program. Based on a decline in daily meal attendance and customer complaints related to the quality of food, the City opted to decline a contract extension with the original vendor and chose to release a new Request for Proposal (RFP) to solicit other food service options.

With the guidance of the Senior Advisory Committee, a new RFP was drafted and released in April, 2010. The new proposal outlined meal expectations related to nutritional components and quality. In addition, the new RFP allowed the option of utilizing the Visalia Senior Center kitchen to prepare and serve meals.

On July 7, 2010, Royal Dining Catering began providing meals for the Senior Meal Program. This transition has been a success as the lunch participants are very happy with the new meals. Overall, the quality, quantity, variety and consistency of the new meals have been very well received.

The last and lowest month of service from the prior vendor was June with an average of 33 meals per day. Since the new vendor has been in place, we have seen a gradual increase in the number of meals served each day and are currently averaging 43 meals per day, a 23% increase in just 5 months.

A primary goal of the Senior Center is to increase meal participation to the pre-vendor level which served an average of 85 meals per day. In order to do this, staff will need to focus not only on bringing past customers back into the facility but in attracting a new clientele. The marketing strategy for this

goal includes notices in senior living communities; attendance at senior events, food sampling and the distribution of free meal passes to encourage new participants to try the meals.

Senior Advisory Committee

The Senior Advisory Committee has been a great method of communication and cooperation between City staff and facility users. Regular meetings have resolved many miscommunications and potential conflicts. Parks and Recreation Commissioner and Vice Chair Lesa Mann attends Senior Advisory Committee meetings and provides a monthly report to the Parks and Recreation Commission. The Senior Advisory Committee provides feedback to staff about Policies and Procedures, Program desires and other operational issues.

We currently have five (5) sub-committees who are engaged in a specific area of the center:

- The Meal Evaluation Committee was instrumental in working through the transition from a self prepared meal program to a vended program. When participation dropped with the new vended program, the Advisory Committee asked staff to look for a new vendor. The Committee was reconvened and participated in the drafting of the Request for Proposal and selection of a new vendor.
- The Policy & Procedure sub-committee has written by-laws for the Senior Advisory Committee, has revised the Code of Conduct and continues to meet and create new pages for the Policy & Procedure Manual for the facility.
- The Advisory Committee also has a Behavior Board that serves as mediators who resolve conflicts that arise between program participants or those not following the established Code of Conduct and Policies.
- New this year, a Barbeque Committee was formed that plans and produces quarterly barbeque events at the facility. These have been very popular with the last event seeing 120 meal participants. Funds raised from the barbeques will go towards the Senior Center Christmas Party.
- Last year, a Facility Use Committee was formed that is responsible for evaluating non-City use of the Visalia Senior Center and making recommendations to the Parks and Recreation Commission on fee waivers and/or modifications for existing facility users. This committee reconvenes each year to submit recommendations to the Commission.

Special Events

A new event was introduced in June 2010; the Inaugural Senior Barbecue occurred on June 14th. Chaired by volunteer John Davis, the Barbecue Committee oversaw the planning and implementation of the barbeque including securing food and monetary donations, coordinating volunteers, food preparation and service of over 70 meals. Due to the success of the June 14th Barbecue, we decided to offer a barbecue lunch during the Annual Senior Center Open House. Again, the Barbecue Committee secured both monetary and in-kind donations, prepared and served the lunch and continued the service through a food concession that lasted until the end of Open House. This second event served over 130 meals. The Barbeque Committee plans to continue these special events quarterly.

The 7th Annual Open House took place on September 24, 2010. This year's Open House had 29 vendor booths and over 250 participants - our largest event yet. The Open House provides information on senior programs and services to all ages.

The Halloween Costume Party was held on October 29th. A few seniors (and staff) dressed in costume and enjoyed pumpkin decorating after the lunch service. Costume prizes were awarded to costume contest winners and all who attended were eligible for door prizes.

The Visalia Senior Center also has monthly birthday celebrations as well as special meals and celebrations for most holidays.

Classes

In 2010, Visalia Adult School lost funding and cut classes in its older adult program. City staff worked with instructors from the Adult School to transition those programs to City programs. The City now offers Tole Painting, Ceramics, Watercolor and Oil Painting classes that are going well.

We introduced a new Senior Yoga class this year and have been pleased to see it exceed our expectations. The class, limited to 17 participants, has been full with a wait list since its debut. A second class will be offered in the spring to accommodate the overwhelming demand.

Basic Computer classes remain as fully registered and eagerly anticipated as ever. There are still a large number of seniors interested in learning computer functions. There have been recent inquiries regarding expanding the level of mastery of the computer and its programs. A future goal is to secure more, newer computers and begin offering instruction in software geared toward fun, education and work skills.

Other classes came under the Visalia Senior Center as well. Contract Bridge and Line Dancing became center programs this year. Under City stewardship these programs have continued as before with modest participatory increases.

Goals

The future of the Visalia Senior Center looks very positive. City staff has developed a strong working relationship not only with the participants who utilize the center but also with outside organizations that use the facility to provide senior programs and services. All in all, it is a very positive place with all groups working together to provide great programs for seniors.

In addition, the number of seniors is expanding. The Baby Boomers are now considered seniors and people live longer with more active lives. With this larger senior population, there is a need for increased programming and services.

Goals for 2011 include:

- ***Increase participation in the Senior Meal Program***
- ***Increase programming opportunities for the growing population of seniors*** - In order to be successful at this, staff must be creative in developing programs that are appealing to this newer set of seniors who are more active and, in many cases, still working. Ideas that are being developed include senior sports programs, additional computer and technical classes and aquatics and fitness programming. Increasing the number of special events will also help to bring in new participants.
- ***Marketing*** – In order to increase participation in programs, services and classes, a comprehensive regional marketing plan needs to be created and implemented. This plan will include reaching out to potential new participants, the Hispanic market and senior living facilities throughout the county through site visits and events, distributing information to media outlets and our departmental emails, brochures and publications.
- ***Provide “Older Adult” programs outside of the Visalia Senior Center*** – there is a certain stigma associated with “Senior Centers”. Senior Centers are not viewed as places for active and engaged older adults. Because of this, it is difficult to attract the newer, younger seniors into programs and activities that are located at senior centers. City staff will be looking to expand programs and activities to venues throughout the community.

This year has been a fun and successful year. Seniors meals have increased and the seniors are happy with the new food vendor. The Senior Center programming opportunities and diversity of programs has increased. City staff will continue to seek new projects, events, programs and classes to improve the Visalia Senior Center and place it on the map as a place to go for fun, improvement and just plain companionship.

Respectfully Submitted:

Ramon Sanchez, by Brunda Merinik

Ramon Sanchez, Recreation Coordinator

Approved for Submittal to the Commission:

V. A. Elizondo

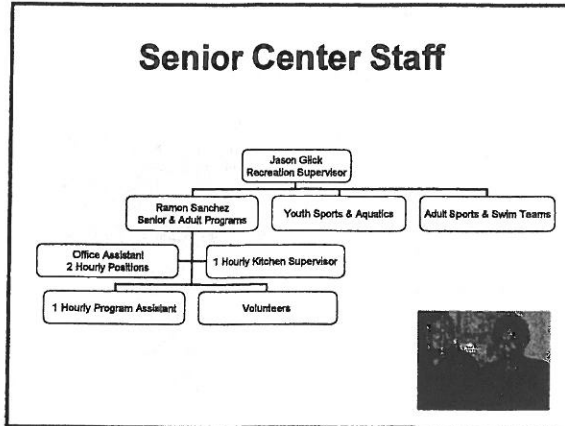
Vincent A. Elizondo, Parks and Recreation Director

Parks & Recreation DEPARTMENT **liveandplayvisalia.com** Parks Make Life Better!

**Visalia Senior Center
2010 Annual Report**
December 14, 2010


Ramon Sanchez
Recreation Coordinator

Visalia, CA



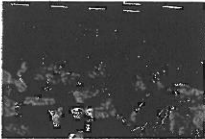
Program Areas...

- Senior Meals
- Senior Advisory Committee
- Classes
- Special Events
- Activities
- Services
- Non-City Programs
- Sports



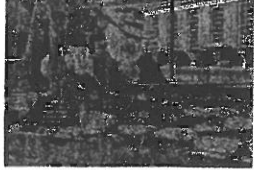
Senior Meals

- New vendor started in July
- Steady increase in attendance
- Improved food quality
- Customer satisfaction
- Vendor to utilize kitchen for food service?



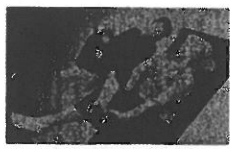

Senior Advisory Committee

- Meal Evaluation Committee
- Policy & Procedure
- Behavior Board
- Barbeque Committee
- Facility Use Committee



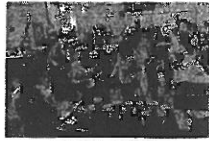
Classes

- Yoga
- Line Dancing
- Ceramics
- Tole Painting
- Oil Painting
- Watercolor Painting
- Beginning Computer

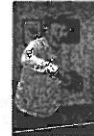
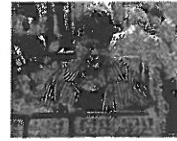
Special Events

Christmas Lunch
Halloween Costume Party
Annual Open House & BBQ
1st Summer BBQ
Birthday Celebrations
Holiday Celebrations



Activities

- Pinochle
- Table Tennis
- Knitting & Sewing Group
- Poker
- Movie Treasures
- Line Dancing Class
- China Painting
- Contract Bridge
- Wii Games
- Penny Bingo



Services



- AARP Safe Driving Program
- (KTAAA) Kings Tulare Area Agency on Aging
 - HICAP
 - Legal Assistance

- Information Referral**
- City and County Government Services
 - Senior Housing
 - Food Commodities
 - Tax Assistance
 - Health Programs
 - Other social and

Non-City Programs & Services

- Gadabouts
- Senior Pride Bingo
- Duplicate Bridge Club
- Visalia Bridge Club
- Gadabouts
- Saturday Night Dance



Goals for 2011

- Increase meal participation
- Increase programming opportunities
 - Sports Programs
 - Computer/Technical Classes
 - Fitness/Aquatics Programs
- Marketing plan
 - Regional approach
 - Target new seniors & Hispanic market
 - Methods of distribution of information
- Provide programs in non-senior venues



Questions?

Date: July 7, 2010
To: Visalia Park and Recreation Commission
From: Jason Glick, Recreation Supervisor
Subject: 2009-10 Annual Sports Report

**Attachment G:
Annual Adult & Youth Sports Report**

COMMENTS:

The Sports Division is dedicated to facilitating a level of municipal Parks and Recreation athletic services and facilities that the citizens of Visalia want and demand in the most cost effective and efficient manner possible.

In 2009-10, the sports division had numerous participants in many different leagues. In youth sports we served 2,340 children in different leagues and programs. This number represents an increase of 145 children from the previous year. In 2009-10, participation levels increased in youth baseball and youth soccer. The total revenue generated in youth sports is the highest it has ever been due to increases in registration numbers and the growth of our tiny tot sports program.

In adult sports, we had 536 teams play in our leagues, an increase of 41 teams from the previous year. In 2009-10, participation levels increased in adult volleyball, adult softball, adult basketball and adult soccer. Our athletic programs used 9 different facilities to program 13 different sporting leagues.

The sports division manages sports facility contracts and works with several youth and adult uses. Facility contracts include AYSO, Visalia Youth Baseball, Little League National, BMX and ASA Girls Softball. Facility management includes the use athletic fields at of Riverway Sports Park, Plaza Park, Jefferson Park, Whitendale Park and Fairview Park.

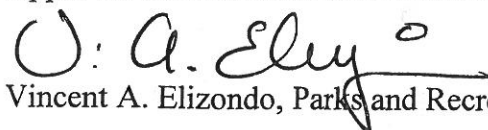
Riverway Sports Park's soccer fields were scheduled for athletic events August through December. During the winter months, we shut down athletic play because of excessive water on the turf canceling four scheduled soccer tournaments. In June, 2010, we opened phase two of Riverway Sports Park which included four youth baseball fields. Since the opening, we have had three tournaments scheduled at the new park. Next summer Visalia Youth Baseball will host the 12 and under World Series in August of 2011.

Please see the attached financial and participation report.

Respectfully submitted:


Jason Glick, Recreation Supervisor

Approved for Submittal to Commission:


Vincent A. Elizondo, Parks and Recreation Director

2009-2010 Sports Program Fiscal Report					
Direct Program Cost					
Does not include Full Time Staff, Administrative Overhead and Facilities Cost					
Youth Sports					
Sport	Participation	Teams	Revenue	Expenditures	Net
Football	352	34	\$ 21,000.00	\$ 18,500.00	\$ 2,500.00
Basketball	510	50	\$ 28,200.00	\$ 23,500.00	\$ 4,700.00
Volleyball	358	38	\$ 23,100.00	\$ 17,500.00	\$ 5,600.00
Baseball	535	46	\$ 24,700.00	\$ 16,500.00	\$ 8,200.00
Soccer	194	20	\$ 9,000.00	\$ 5,200.00	\$ 3,800.00
Tennis	244		\$ 8,800.00	\$ 6,500.00	\$ 2,300.00
Camps	147		\$ 12,100.00	\$ 8,300.00	\$ 3,800.00
Totals	2540	188	\$ 126,900.00	\$ 96,000.00	\$ 30,900.00
Adult Sports					
Sport	Teams	Revenue	Expenditures	Net	
Softball	366	\$ 150,000.00	\$ 147,000.00	\$ 3,000.00	
Tournaments	0	\$ 7,000.00	\$ 5,600.00	\$ 1,400.00	
Concessions	0	\$ 10,400.00	\$ 4,200.00	\$ 6,200.00	
Volleyball	50	\$ 8,800.00	\$ 8,400.00	\$ 400.00	
Basketball	58	\$ 10,600.00	\$ 9,600.00	\$ 1,000.00	
Soccer	62	\$ 24,000.00	\$ 23,000.00	\$ 1,000.00	
Runs	497	\$ 6,600.00	\$ 4,800.00	\$ 1,800.00	
Totals	1033	\$ 217,400.00	\$ 202,600.00	\$ 14,800.00	
Sport	Teams	Revenue	Expenditures	Net	
Athletic Facilities		\$ 24,000.00	\$ 8,400.00	\$ 9,351.00	
Totals		\$ 24,000.00	\$ 8,400.00	\$ 9,351.00	
Program	Participation	Revenue	Expenditures	Net	
Youth Sports	2340	\$ 126,900.00	\$ 96,000.00	\$ 22,500.00	
Adult Sports	1033	\$ 217,400.00	\$ 202,600.00	\$ 30,900.00	
Athletic Facilities		\$ 24,000.00	\$ 8,400.00	\$ 14,600.00	
Totals		\$ 468,300.00	\$ 443,600.00	\$ 60,100.00	

Comparing Programs From Last Fiscal Year

Participation Comparison

Youth Sports		
Sport	2009	2010
Football	364	352
Basketball	516	510
Volleyball	385	358
Baseball	495	535
Soccer	105	194
Tennis	226	244
Camps	209	147
Totals	2300	2340

Revenue Comparison

Youth Sports		
Sport	2009	2010
Football	\$ 19,500.00	\$ 21,000.00
Basketball	\$ 25,500.00	\$ 28,200.00
Volleyball	\$ 22,000.00	\$ 23,100.00
Baseball	\$ 21,000.00	\$ 24,700.00
Soccer	\$ 2,600.00	\$ 9,000.00
Tennis	\$ 7,800.00	\$ 8,800.00
Camps	\$ 15,600.00	\$ 12,100.00
Totals	\$ 114,000.00	\$ 126,900.00

Expenditures Comparison

Youth Sports		
Sport	2009	2010
Football	\$ 17,200.00	\$ 18,500.00
Basketball	\$ 19,400.00	\$ 23,500.00
Volleyball	\$ 17,500.00	\$ 17,500.00
Baseball	\$ 21,000.00	\$ 16,500.00
Soccer	\$ 1,000.00	\$ 5,200.00
Tennis	\$ 7,800.00	\$ 6,500.00
Camps	\$ 12,500.00	\$ 8,300.00
Totals	\$ 96,400.00	\$ 96,000.00

Participation Comparison

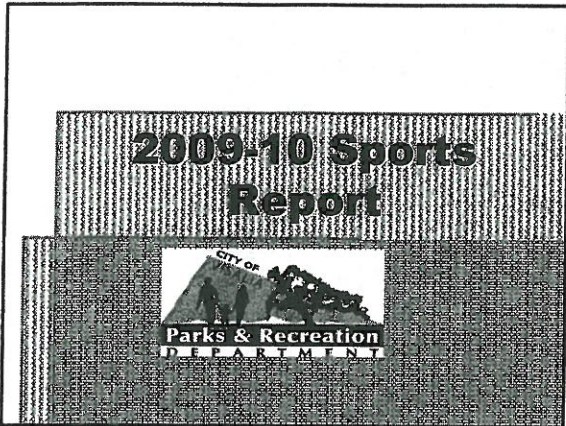
Adult Sports		
Sport	2009	2010
Softball	362	366
Tournaments	34	32
Concessions		
Volleyball	28	50
Basketball	45	58
Soccer	60	62
Runs	290	495
Totals	819	1063

Revenue Comparison

Adult Sports		
Sport	2009	2010
Softball	\$ 147,000.00	\$ 150,000.00
Tournaments	\$ 7,900.00	\$ 7,000.00
Concessions	\$ 10,000.00	\$ 10,400.00
Volleyball	\$ 4,200.00	\$ 8,800.00
Basketball	\$ 6,800.00	\$ 10,600.00
Soccer	\$ 23,800.00	\$ 24,000.00
Runs	\$ 4,400.00	\$ 6,600.00
Totals	\$ 204,100.00	\$ 217,400.00

Expenditures Comparison

Adult Sports		
Sport	2009	2010
Softball	\$ 146,500.00	\$ 147,000.00
Tournaments	\$ 6,400.00	\$ 5,600.00
Concessions	\$ 6,600.00	\$ 4,200.00
Volleyball	\$ 4,200.00	\$ 8,400.00
Basketball	\$ 6,800.00	\$ 9,600.00
Soccer	\$ 23,800.00	\$ 23,000.00
Runs	\$ 4,400.00	\$ 4,800.00
Totals	\$ 196,700.00	\$ 202,600.00



Programming / Staffing Changes in 2010

- Youth Sports
- Adult Sports
- Aquatics
- Senior Center
- Adult Classes
- Special Events
- Facility Management
- Contract Management
- Project Management


Sports Staff

- Recreation Supervisor
Jason Glick
- Recreation Coordinator
Hugo Felix
- Part Time Coordinator
Hector Tirado

Youth Sports


- NFL Flag Football
- Volleyball
- Basketball
- Baseball
- Soccer
- Tennis
- Summer Camps
- Scholarship Program

NFL Flag Football



- League sanctioned by the National Football League
- 352 Participants
- 3 Divisions
- Replica NFL Uniforms
- Games played at Whitendale Park
- Ages 9-12

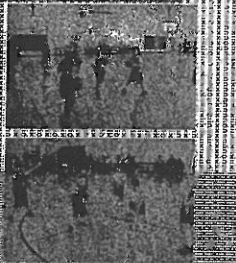
Youth Volleyball



- 2 Seasons Fall & Spring
- 358 children registered
- 4 Divisions
- Games played at the ACC & MHCC
- Ages 7-14

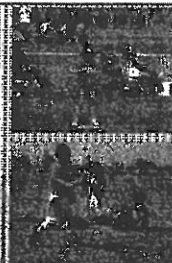
Youth Basketball

- 610 Participants
- 8 divisions
- Games played at ACC Gym, GWHS, MVHS
- Practices @ MVHS & ACC gyms
- Ages 3-14



Youth Baseball

- 585 participants
- Games played at Riverway Sports Park
- Ages 3-8



Tennis Lessons

- Lessons sanctioned by the United States Tennis Association
- 244 Tennis Lessons
- Lessons are taught at Plaza Park & Redwood High School
- Fall, Spring, Summer Lessons
- Ages 5-Adult



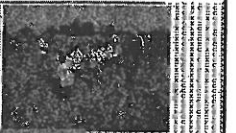
Sports Camps

- Dorothy Collins Volleyball Camps
 - 110 registered
- Tennis Camp
 - 37 registered



Youth Soccer

- Games played at RWSP
- 194 Children registered
- Ages 3-8



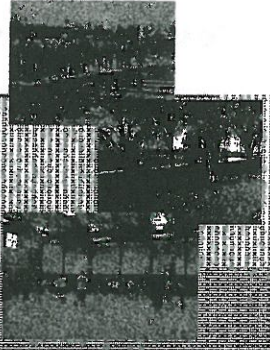
Scholarship Program

- New Guidelines
- Fiscal 08-09: 47k
- Fiscal Year 09-10: 4k



Adult Sports

- ASA Softball Tournaments
- Adult Basketball
- Coed Volleyball
- Coed & Women's Soccer
- Tule Hog
- Spooky Sprint
- V-TN



ASA Softball

- Spring - 122 Teams
- Summer - 142 Teams
- Fall - 102 Teams
- Fall Spring Summer
- Men's Women Coed



Softball Tournaments

- 88 scheduled Tournaments
- Extravaganza 64 teams
- Tournament directors average between 12 - 35 teams per weekend



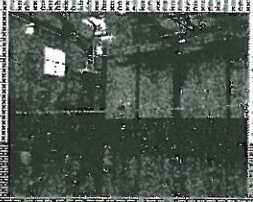
Adult Basketball

- Games played @ ACC Gym
- 58 Teams
- 2 Divisions
- Fall & Spring League



Adult Coed Volleyball

- Games played @ ACC gym
- 50 Teams
- 2 Divisions
- Fall & Spring League

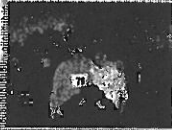
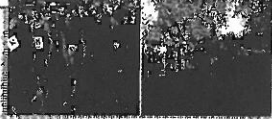


Adult Coed Soccer

- Games played @ Hawk Park
- Fall & Spring League
- 4 Divisions
- 62 Teams

Inaugural Tule Fog Run

- 5K Run / Walk
- 98 registrants
- Free Children's Fun Run
- Run was held @ St. Johns Parkway



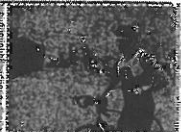
Spooky Sprint

- 5K Run / Walk
- 201 registrants
- Free Children's Fun Run
- Run was held @ Plaza Park



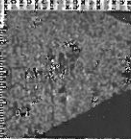
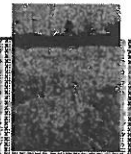
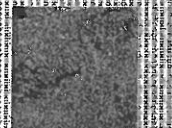
3rd Annual Vi-Tri

- 1/2 Course
- 198 registrants
- held @ El Diamante Pool
- Full Course 2014



Provident Skate Park

- Graffiti
- Vandalism
- Fencing Project



Facility Management

- Phase 2 Dedication
- Summer Tournaments
- 2011 World Series
- Soccer Usage/El Niño
- Turf Repairs
- Plaza Park
- Whitendale Park
- Jefferson Park
- Lakeview Park

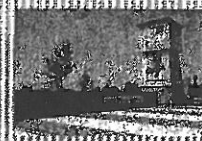


Contract Management

- Baseball / Softball
 - Visalia Youth Baseball
 - Visalia Little League Seasonal
 - Visalia Little League American
 - Visalia Youth Softball Association

- Other
 - Visalia BMX
 - Peza Raceway

- Soccer
 - Tecos Academy
 - YMCA
 - San Joaquin Valley Soccer League
 - Visalia Youth Soccer
 - Odyssey
 - Soccer Lifestyle



2010- 2011 Sports Forecast

- VYB World Series
- Skate Park Fence Project
- New City Sports Programming
- RWSP Facility Usage

**Attachment H:
Annual Facilities Report**

Date: November 16, 2010
To: Visalia Park and Recreation Commission
From: John Bradley, Recreation Supervisor
Subject: Annual Special Events, Park Rental & Facility Management Report

Community Wide Special Events:

Community Wide Special Events consist of various commercial, private and non-profit organizations planning events throughout the City. Events take place on a City street, sidewalk, alley, parking lot or other street right-of-way, City park or City facility. Examples of such events include: farmer's markets, concerts, car shows, carnivals, block parties, parades and other social events. See **Exhibit A** for listing of 2010 Special Events.

The Recreation Division currently serves as the Chair for the Special Events Committee. This involves assisting event organizers with completing the Special Event Application and directing them to the proper permits for their event. Once their completed application is received, it is scanned and distributed with monthly agendas to Special Events Committee members. The applicant is then invited to attend a monthly City of Visalia Special Event Committee Meeting where they are able to provide information and receive comments and questions from the various committee members. Recreation division staff serves as a liaison between Committee members and the event planner and facilitate this process.

The Special Event Committee is comprised of City representatives from various City departments including Police, Fire, Risk Management, Traffic Safety, Solid Waste and Planning. Committee members have the opportunity to ask questions for clarification and discuss permit requirements and/or conditions to be placed upon each event.

Each event is unique. Some events are fairly simple and do not require a lot of conditions and permits. Other events can involve large numbers of people, street closures and many layers of conditions and permits. This can be a time consuming task making several follow up calls per application.

The number of community wide special events varies from year to year. 2010 has reviewed fewer events than the previous year; however, multiple new events have required extensive planning and coordination from City staff.

- 2010 71 Special Events were processed (As of November 2010)
- 2009 85 Special Events were processed
- 2008 57 Special Events were processed

Challenges:

Based upon the diverse nature of special events, there are several challenges associated with processing and monitoring special events. Below are areas of concern related to the current Special Event Application process as identified by the Special Events Committee:

1. **Definition of a Special Event** – specifically, what constitutes a Special Event and which events need to go through the Special Events Process? Application requirements for events on private property also need to be addressed.
 - a. Consistency – members expressed the need for consistency in the Special Event permit process related to the following permits:
 - i. Street Closure Permit and Good Neighborhood Policy
 - ii. Parade/Assembly Permit
 - iii. Temporary Conditional Use Permit (TCUP)
 - iv. Alcohol Permit
 - v. Amplified Noise
 - vi. Dance Permit
 - vii. Non-City permit requirements
 1. Alcohol Beverage Control (ABC)
 2. Tulare County Health Department
 - viii. Other requirements not attached to a permit:
 1. Portable restroom requirements
 2. Handicap access
 3. Business Tax
 4. Security
 5. Insurance requirements
 6. Refuse needs
2. **City Resources** – Special Events require a significant amount of City staff time. In addition to the Recreation Supervisor's time, members from other City departments must review applications, issue and track permits and often provide City services at events. These services vary by event but can include the following:
 - a. Police – traffic control and security
 - b. Fire – standby staff, fire inspections
 - c. Solid Waste/Refuse – providing containers for events, street sweeping
 - d. Streets – barricades and signage for street closures
 - e. Parks – marking irrigation system at City parks, parade cleanup
 - f. Transit – review street closures and alter bus routes
3. **Special Event Fees** – City staff is reviewing the feasibility of a Special Event Application Fee as well as standard and consistent charges for City services. At this time, some events are charged for City services and others are not. A fair and consistent policy needs to be established as to events that are charged for services and those (if any) that are not.
4. **Update Permit Applications and Processes** - Many permits are outdated and in some cases, not relevant to current events
5. **Event Compliance** – there is currently no method to monitor events for compliance with City permits and conditions. As most events take place outside of a normal City workday, no staff are scheduled to attend the events and ensure that the event is safe to the public and that all requirements have been put into place.

Next Step:

The Special Event Committee has discussed challenges and areas of improvement at length and has expressed the need to address the challenges listed above to City Administration. The process to make changes will include the development of a Special Event Ordinance to define a Special Event and to establish criteria, required permits and processes. This is currently being reviewed by the City Attorney. Once his review and recommendations are complete, the Special Events Committee will engage in the following implementation process:

- a. Discussion with City Administration
- b. Meeting with stakeholders/event organizers
- c. Citizens Advisory Committee review
- d. City Council Approval

Parks/Picnic Reservations:

Parks are the perfect setting for a variety of activities and events. Please see **Exhibit B** for a list of 2010 park rentals (January-October). Park reservations are accepted at the Parks and Recreation business office located in the Anthony Community Center. It is the responsibility of business office staff to review park space availability, enter customer information in a paperless reservation process and communicate park rental reservations to the Parks Division each week. Additionally, the Facilities Supervisor communicates with the Park Ranger to clarify any park rental issue that may arise.

The City of Visalia Parks & Recreation Department currently has 10 parks that are available as rentals with 25 available areas.

Park Rentals - January 1–October 31

Year	# Reservations	Revenue
2010	843	\$67,568.00
2009	789	\$53,674.35
2008	795	\$53,706.00
2007	689	\$39,251.45

This year we saw a significant increase in the number of rentals in City parks.

Additional Park Revenues:

July, 2009, we added new fees for alcohol, bounce house and water slide permits resulting in the following additional revenues:

	Alcohol Permits	Bounce House Permits	Water Slide Permits
2010	\$4,910.00	\$1,778.50	\$1,290.00
2009	\$1,125.00	\$ 580.00	\$ 380.00

Double Rental Weekends:

In 2010, staff experimented on a pilot program that would allow double reservations on Saturdays and Sundays at Plaza Park and Riverway Sports Park during the month of September and the first weekend

of October. This allowed a split rental day with two time options, 6am-2pm and 4pm-10pm. This schedule allowed for a 2 hour break between rentals to clean the arbor for the next rental. The results were eight (8) half day rentals (the second half day did not sell) and six (6) full day rentals where we either had two separate rentals or where a customer reserved both time options for their event.

Though the revenue was increased during the six days that experienced double rentals, the complaints made by facility users were consistent. Most picnic users wanted to have the pavilion during lunchtime hours and were not interested in the extremes of early day or later evening. Recreation staff does not plan to implement the double weekend option in 2011 but will continue to look at revenue increasing options.

Response to the new fee structure:

Looking at a few key parks to evaluate our new fee structure from 2009 to 2010, we see the following:

Plaza Park	Increased 55 Rentals
Riverway Sports Park	Decreased 26 Rentals
Blain Park	Increased 11 Rentals

Riverway Sports Park saw the highest change in park rental fee increase. Since the change in fees, Lions Arbor (the larger of the three), has seen a decrease in rentals from 49 in 2009 to 25 in 2010, nearly a 50% decrease in rentals. The two smaller arbors at Riverway Sports Park were not affected in such a high degree. Recreation staff recommends that the Parks and Recreation Commission sub-committee on fees and charges meet with City staff to evaluate the current fee structure and its impact on park rentals related to the Lions Arbor.

Recreation staff has strived to improve customer service with existing users as well as increase promotion to potential customers. Recreation staff will continue to distribute Parks Brochures and newly the printed Trail Brochure. The Parks Brochure displays all City parks and amenities on one convenient map. Park photos have been upgraded on the department website making it easier for customers to view each park. Additionally, renovated park playground equipment entices renters to parks for their events.

2011 Projects:

- Implement and market rental opportunities for the two new picnic areas that will come online during Riverway Sports Park Phase 3.
- Addition of promenade and amphitheatre for special programs and events at Riverway Sports Park at the completion of Phase 3
- Evaluate the elimination of one arbor space at Blaine Park – this is being reviewed due to a lack of parking, park overcrowding and complaints by neighbors surrounding the park.
- Develop specialized packages for events in Riverway Sports Park and Plaza Park.

Facility Management:

Many outside organizations utilize recreation centers as a place to hold meetings, activities and other functions. The centers operated by the Parks and Recreation Department include the Visalia Senior Center, Manuel F. Hernandez Community Center, Anthony Community Center, Whitendale Community Center and Fairview Community Center.

For the second straight year, facility rental revenue is up over \$10,000 during the same period of time last year. This increase in facility revenue is evidence of increased promotion during non-peak hours and rental of facilities to non-typical rental groups. Sunday rentals at the Whitendale Community Center and the newly organized Philipino Basketball League are examples of this. Gym rentals have increased by soliciting private sport groups with multiple date commitments. Private groups include Sequoia Crush Volleyball, TNT Volleyball, miscellaneous basketball travel teams and rentals to NJB Basketball.

To increase facility occupancy in 2010, Recreation staff has added Lunchtime Fit Pass classes and additional fitness classes during non-peak rental and program times. See **EXHIBIT C** for the number of reservations and revenues by facility.

Facility Rental Revenue – January 1 thru October 31

Year	Revenue
2010	\$51,856.50
2009	\$39,809.81
2008	\$28,425.99
2007	\$15,074.75

Facility Improvement Projects:

- Door Replacements - multiple single and double doors were replaced at the Manuel F. Hernandez and Anthony Community Center.
- Manuel F. Hernandez Community Center Improvements - Staff worked with donors to secure funding and products to enhance the community center. Improvements include painting, stage installation, classroom renovation and furniture/equipment. The improvements have brought great pride to the youth who use the facility.
- Anthony Center CDBG-R (Recovery Act) Project: This funding allowed an upgrade to the restroom facilities to bring them into compliance with the Americans with Disabilities Act (ADA). The project included adding a handicap stall in the ladies room, removing a commode in the men's room and expanding the existing stall to make it ADA compliant, widening of the ladies room door and relocating the men's room door. In addition to the restrooms, the project allowed the upgrade of the flooring in the Anthony Community Center main room to new vinyl composite tile (VCT). In conjunction with the project, the main room ceiling and walls were painted and a local church group assisted with the painting of the facility.
- Improved Security - re-keying of the MHCC was completed and re-keying at the Anthony Center will be completed in 2010.
- Window Replacement - Senior Pride Bingo donated funds to replace a large window in the dining room with a new, dual pane tinted window. Not only will this improvement cut down the glare from the sun coming in the window, it will allow for energy savings. Senior Pride Bingo has expressed an interest in phasing the replacement of all window at the Senior Center to assist with energy conservation efforts

- Skate Park Fencing – Community Development Block Grant (CDBG) funds will be used to fence the skate park located at Recreation Park. This will provide a 6 foot wrought iron fence around the perimeter of the skate park. The project will also include a cement walkway between the skate park fence and the parking lot. This will allow pedestrian and wheelchair connectivity from the community center through the parking lot. Fencing will better control access into the park requiring entrance from the north end of the skate park and restricting access along the connecting fence to Rawhide Stadium. Fencing will also allow the ability to program and supervise skate competitions, classes and special events at the skate park. The project budget is \$89,000 and is expected to be completed by December 1, 2010.
- Parking lot improvements at Manuel F. Hernandez and Fairview Community Centers

2011 Projects:

- Anthony Center Plumbing Project – restroom plumbing at the Anthony Community Center is very old and in need of replacement. Old cast iron pipes have begun to deteriorate and are causing significant issues in the men's restroom facility. This general fund project will remove and replace underground plumbing and replace the two existing urinal fixtures with water saving wall mounted units. A new floor drain will be installed in both restrooms which will require removal of the existing flooring. To finish the project, both restrooms will receive new wall and floor tile, painting and the ladies room will get two new sinks. To continue on our environmentally friendly path, had dryers will replace existing paper towel dispensers. This project is schedule to begin January, 2011.
- Gymnasium backboard motor project - This \$50,000 project will install electricity and motors to 12 gymnasium backboards at the Anthony and Manuel F. Hernandez Community Centers allowing for an automated key switch to raise and lower the backboards. Currently, staff must stand on a ladder with a manual drill to raise and lower causing a safety hazard to employees. This project should be completed in 2011.

Contract Management:

The facility manager for the Recreation Division manages the following contracts:

- Proteus - Wittman Community Center
- Tulare Office of Education – childcare programs at Manuel F. Hernandez & Fairview Community Centers
- YMCA – YMCA owned childcare facility located at Whitendale Park and the UCYC after school program at the Anthony Community Center

Wittman Community Center Improvements 2010:

Improvements included painting the gym walls, new basketball backboards, improvements to the kitchen (new plumbing, sink and countertops), new drinking fountain, new interior lighting, new tile flooring and replacement of the old swamp coolers. Exterior facility and Village Park improvements included resurfacing the basketball court, replacing basketball posts/backboards, a new park irrigation system, expanded outdoor lighting, new perimeter fencing, new playground equipment, landscaping, soccer goals, new park signage, a new entrance awning, new security fencing and drive through gate for the staff parking area and new picnic tables and benches. These improvements, totaling \$236,568.13,

were financed using a State Bond Act/Proposition 40 Grant and City Community Development Block Grant (CDBG) funds.

The City also utilized \$4,950 in General Fund money to replace worn carpeting and tile in four rooms in the facility. In fall 2010, building maintenance staff replaced the roof at the Wittman Center and replaced the air conditioning units.

Manuel F. Hernandez & Fairview Improvements 2010:

Rotted plumbing was replaced in the Manuel F. Hernandez Center that went underneath the kitchen. The tile floor was replaced and new shelving was constructed. Tulare County Office of Education utilizes the kitchen from 7am-3pm each day to provide meals for their childcare programs. The Fairview Center had drainage added behind the facility and is in line for sidewalk replacement and root barriers or tree removal.

YMCA improvements 2010:

Tree trimming and tree removal around the YMCA facility at Whitendale Park were completed to improve site security.


2011 Projects:

- Ongoing Maintenance
- Update YMCA Contracts

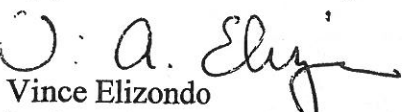
RECOMMENDATION

Department staff recommends that the Parks and Recreation Commission accept the staff report and provide comments as appropriate.

Respectfully submitted,


John Bradley
Recreation Supervisor

Approved for Submittal by:


Vince Elizondo
Parks and Recreation Director

City of Visalia Parks and Recreation Department

Special Events
Park Rentals
Facility Management
Annual Report

John Bradley, Recreation Supervisor

Areas of Focus:

- Special Events Committee
- Park Reservations
- Facility Management & Rentals
- Contract Management

Facility Management Resources

FRONT OFFICE

- (1-2) FT Office Staff
- (1-2) Hourly Office Assistant

BUILDING ATTENDANTS

- (6) Hourly Attendants
 - Cover 4 Community Centers
 - Typically work nights and weekends

Special Events Committee



Special Events Committee

- Recreation Division chairs the Committee.
- The Committee is comprised of members of each City Department.
- These members assure that events follow city policies and are safe for public use.

Special Events Processed

2010 has reviewed less events, however multiple new events have required extensive planning and coordinating.

- 2010 71 Events (As of November 2010)
- 2009 85 Events (Full year)
- 2008 57 Events (Full year)
- 2007 86 Events (Full year)

Challenges

- Defining a special event (public vs. private property)
- City Resources – staff & services
- Inconsistency with event planner requirements
- Need for permit revisions/ growing city
- Need to charge event planners for City services
- Following up on conditions placed upon event planners when events are on weekends, etc...

Next Steps:

- Development of Special Event Ordinance
- Review by City Attorney, Department Heads, CAC and City Council
 - Impose application fee/ deposit
 - Charge for additional City services
 - Compliance & follow up

Park Reservations

Parks are perfect setting for a variety of activities



33 City Parks - 239.15 developed park acres

Parks/Picnic Reservations Annual Comparison

January 1 thru October 31

	# Reservations	Revenue
▪ 2010	843	\$67,568.00
▪ 2009	789	\$53,674.35
▪ 2008	795	\$53,706.00
▪ 2007	689	\$39,251.45

Large Events/ Rentals in City Parks Plaza Park

- Fishing Derby (March)
- SPCA Fundraiser (March)
- Renaissance Festival (April)
- Motorcycle Poker Run (October)
- Company Picnics: Cigna, Best Buy, Jostens

Large Events/ Rentals in City Parks Riverway Sports Park

- Eggstravaganza
- Día del Niño
- Let's Get Healthy Visalia
- Company Picnics
- Movies in the Parks

Large Park Events/ Rentals in City Parks

- Oval Park
 - North Visalians Concert Series (Sept-Oct)
- Recreation Park
 - Dog Daze of Summer (September)
- Garden St. Plaza
 - Blues Brews & BBQ (1st & 3rd Fridays of month: March-September)
 - Cinco de Mayo (May)

Additional Revenue-New Fees July 2009, new fee structure implemented

January 1 – October 31

	Alcohol	Bounce house	Water Slide
■ 2010	\$4190	\$1778	\$1290
■ 2009	\$1125	\$580	\$380

Double Rentals – Sept/ Oct

- Allowed double rentals on weekends at select parks
- Time options were 6am-2pm and 4pm-10pm
- 2-4pm allowed for arbor clearing and cleaning
- Results included: 8 half day and 6 double rentals
- Customers were unhappy not having the "middle" lunch hour for their events.

New Fee Structure for Park Rentals

January 1- October 31

Name of Pavilion	# or Rentals		
	2008	2009	2010
Food 4 Less	73	81	73
Oak Liquidators	67	62	54
Lions Shelter	49	35	25
Total:	189	178	152

2011 Projects

- Addition of 2 smaller arbors at Riverway Sports Park
- Addition of promenade and amphitheatre at Riverway Sports Park
- Potential decrease of 1 arbor at Blain Park
- Develop specialized "special event" packets for Riverway Sports Park and Plaza Park

Facility Rentals



- Manuel F. Hernandez Community Center
- Anthony Community Center
- Whitendale Community Center
- Senior Center

Facility Rentals ANNUAL COMPARISON

January 1 thru October 31

	Rentals	Revenue
■ 2010	220	\$51,856.50
■ 2009	181	\$39,809.81
■ 2008	181	\$28,425.99
■ 2007	182	\$15,074.75

Increase in Facility Revenue

Increased revenue has occurred due to the following:

- New Church Group rentals at the Whitendale Center
- Additional Gym users like Philipino Basketball League
- Private sport league rentals
- Non-traditional rentals

2010 Facility Improvement Projects:

- Door replacement in multiple facilities
- Anthony Center CDBG Project (Paint Ceiling & Walls/Replace Floor)
- MHCC improvements
- Improved security (re-keying at multiple sites)
- Senior Center Window Replacement
- Skate Park Fence
- Ongoing Facility Maintenance

2011 Facility Projects

- Anthony Center Plumbing Project (Early 2011)
- Gymnasium Basket Motor Project (Early 2011)
- Ongoing Facility Maintenance

Contract Management

- Head Start - Manuel F. Hernandez Center
- Head Start - Fairview Center
- UCYC - Anthony Center
- YMCA - Whitendale Center
- Proteus - Wittman Center Lease

Contract Updates

- Wittman Center received new facility upgrades along with the Village Park.
- Wittman Center recently received a new roof
- Proteus has showed interest in purchasing the Wittman Center.
- YMCA at Whitendale is currently not using their facility due to budget cuts. The contract is up for renewal.
- Fairview Center- replace bad sidewalk and add plumbing drain behind the facility.

EXHIBIT A

SPECIAL EVENTS COMMITTEE			
2010 Running Calendar			(As of 11/10/10)
EVENT:	DATE:	LOCATION:	
Grace Church Luncheon	09-Jan	Outside Fox Theatre	
Martin Luther King Day	18-Jan	Boys and Girls Club	
Trolley Art Tour	06-Feb	Downtown	
Mardi Gras Street Dance	27-Feb	Garden Street Plaza	
Empty Bowl Awareness/Rescue Mission	02-Mar	Visalia Rescue Mission	
Walk for Thought	06-Mar	Kaweah Delta Rehab	
John Paul Memorial Motorcycle Ride	13-Mar	Riverway Sports park	
St. Patrick's Day Parade	13-Mar	Main Street	
Farmer's Market (Every Thursday)	18-Mar	Church & Main	
Walk for Life	20-Mar	Plaza Park	
Cigna-Fill the Diaper event	26-Mar	Standing on street medians	not approved
Blue Ribbon Awareness	27-Mar	Garden St. Plaza	
Eggstravaganza (Egg Hunt)	27-Mar	Riverway Sports Park	
PAL Easter Egg Hunt	27-Mar	Oval Park	
Cesar Chavel Legacy Event	27-Mar	COS to Wittman Village Park	
Blues, Brews & BBQ (1st & 3rd Fridays)		Garden Street Plaza	
Grand Opening of Business		Main Street/ City Parking Lot	removed
Good Friday March	02-Apr	St. Mary's to Fox Theatre	
Bob Wagner Wedding	10-Apr	Residence	
Vi-Tri (Triathlon)	11-Apr	El Diamonte High School	
Art in the Alley (three events)	15-Apr	Garden Street Plaza	
Movies in the Park (Every Saturday)	17-Apr	Riverway Sports Park	
SPCA fundraiser/Walk a Dog A Thon	17-Apr	Plaza Park	
Earth Day	17-Apr	St. John's River Trail	
Parkinson's Walk	24-Apr	Blain Park	
March for Babies-March of Dimes	25-Apr	Cigna Healthcare/Akers	
Dia Del Nino/Kids Festival	25-Apr	Riverway Sports Park	
Renaissance Festival	April 25-26	Plaza Park	
Fan Fest	April 29-May 1		
Coming out for Justice	01-May	Recreation Park	
Amgen Tour of California Pre-ride event	01-May	Walnut & Pinkham & Course	
Cinco de Mayo Parade	01-May	Main Street	
Bicycle Rodeo	08-May	Parking Lot on Conyer	
Miner Foundation Spring Fling	08-May	Giant Chevrolet	
Chamber Appreciation BBQ	13-May	Chamber Building/Parking Lot	
Fishing Derby	15-May	Plaza Park	
Visalia Lions Club Car Show	15-May	Downtown	
Fire Department/Fill the Boot	15-May	Walnut & Mooney	
Amgen Tour of California Bicycle Race	May 19-20	Garden St. & Course	
Tulare County Child Safety Fair	22-May	Adventure Park Parking Lot	
Concerts/ Farmers Market at Oval Park (ongoing)	June 5-Oct	Oval Park	
Riverway Sportspark Phase 3 Dedication	05-Jun	Riverway Sportspark	
Portuguese Parade	13-Jun	Downtown	
Outreach Services	June 14-19	Oval Park	
City Fireworks Show	04-Jul	Mineral King Bowl	
Bike Night Downtown	3rd Thursdays	Garden St. Plaza	declined-permits
Fox Concert (Doobie Brothers/ Run 4 Cover)	02-Sep	Encina	

**Attachment I:
Annual Marketing Report**

Date: November 16, 2010
To: Visalia Park and Recreation Commission
From: John Bradley, Recreation Supervisor
Subject: Annual Marketing Report

Marketing has been identified as an important tool to the Recreation division. Marketing efforts have been improved on a continuous basis to stay up with the latest technological advancements and to reach a wider customer base. The Recreation Division works to utilize traditional marketing tools and has added new marketing tools to promote our programs and events.

Traditional methods include the seasonal publication of our department brochure. This product is still our best source of advertising. Customers are familiar with this booklet and look for its arrival. We have tried some cost-savings measures with this costly publication in the past but had many resident complaints and saw a decrease in registration. We have gone back to our original distribution of mailing out 50,000+ brochures in the spring, summer and a combined issue for fall and winter. Additional brochures are delivered throughout the community.

We also produce fliers for programs and events and distribute to target audiences as well as direct mailings to past customers. Other methods include the distribution of press releases, newspaper advertisements and the distribution of fliers through the schools.

Parks Make Life Better:

We have co-promoted the new "Parks Make Life Better" logo with our Department logo. Promoting this logo increases awareness of parks, nature, the outdoors and Parks and Recreation as a whole.

Facebook:

It is important that the department identify and follow current trends. Our Facebook page allows customers to "be a fan" and receive announcements and updates from our department. Currently, our page has nearly 450 fans. We feel that we have accrued a large following in the first year of this offering.

Email Blast:

A newer marketing tool is a monthly email blast that is sent to customers in our existing database of over 2,500 accounts. This email is a newsletter that promotes upcoming programs and events. It has been a very effective form of communication as we often receive email responses from customers.

Website:

The Parks and Recreation website domain name was changed to www.liveandplayvisalia.com to better promote who we are and what we do. This new domain also allows participants to go directly to the Parks & Recreation page without having to navigate through the City's website.

This website provides upcoming event information, photo galleries and quick links to the following:

- Online registration
- Seasonal brochure information
- Senior Center lunch menu & program schedule
- Sport stats and schedules
- Facebook page
- Health & wellness information
- Email blast archives
- Press release archives

Partnerships:

The Parks and Recreation Department works with other organizations in the community to share marketing resources. Below are a few examples:

1. Visalia Arts Consortium, www.visaliainc.com, allows for shared marketing and event posting in the 24/7 community event website.
2. Healthy Visalia, www.healthyvisalia.com, is a Coalition between the City of Visalia, Tulare County, Kaweah Delta Healthcare District, Family HealthCare Network, Visalia Unified School District and College of Sequoias. This forum focuses on health & wellness and allows direct links to our website.
3. Tulare County Library allows the display of program fliers and brochures.
4. Visalia Unified School District allows the distribution of program fliers through students.

Photography:

The Department has really emphasized capturing “moments” in our programs, parks and facilities. Photo galleries are available for public view on our website and our Facebook page.

After School Activities (ASA) Website:

This new webpage provide a direct link for parents and youth who attend our after school programs at our three elementary school sites.

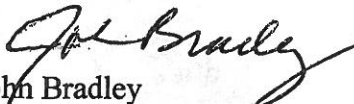
2011 Marketing Goals:

- The Recreation Division is working with other organizations that organize running events in and around Visalia to cross promote events. This will provide shared marketing exposure to existing runners in the valley.
- Continue to develop partnerships with businesses and groups that will allow us to promote our programs through their client or employee base.
- Research the feasibility of installing an electronic marquee sign on the south-east corner of Recreation Park.

RECOMMENDATION

Department staff recommends that the Parks and Recreation Commission accept the staff report and offer comments where appropriate.

Respectfully submitted,


John Bradley
Recreation Supervisor

Approved for submittal:


Vince Elizondo
Parks and Recreation Director

City of Visalia Parks and Recreation Department

Marketing Annual Report

John Bradley, Recreation Supervisor

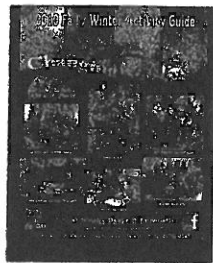
Staff Resources

Hourly web tech
10+ hours per week

Danny Bruza



Activity Guide Still our best source of advertising!



Traditional Marketing

- Quarterly brochure
- Fliers
- Tri-fold brochures
- Direct mailing – past participants
- Newspapers
- Press releases

Activity Guide

50,000 copies mailed to homes

- Spring Guide (March-May)
- Summer Guide (June-Aug)
- Fall/ Winter Issue (Sept-Feb)

Additional copies available around
the City.

Parks Make Life Better

**Parks
Make
Life
Better!**

- Promotion of
new logo
designed by
California Parks
and Recreation
Society

Social Marketing Tools

- Facebook (Close to 450 fans)
- Monthly email blasts (2,500+ people)
- Website www.liveandplayvisalia.com
- Sport stats & schedules online
- Health & wellness specific eblast
- Senior Center menu and calendar
- Archives
 - press releases
 - email blasts
 - photos

Partnerships

- Post community events at 24/7 website
- Direct link to www.healthyvisalia.com
- Display at Tulare County Library
- VUSD distribution of flyers
- Marketing through businesses

Marketing cont...

- After School Activity Program Website
- Photo Galleries
- Historical Photos online

Online Registration

number of registrations per season

	2008	2009	2010
Fall	5	93	150
Winter	7	68	28
Spring	49	124	182
Summer	90	322	536
Total:	151	607	896

Future Marketing:

- 2011-Visalia Runner Series
- Continue developing partnerships with businesses to disperse our email blasts and printed materials.
- Continue marketing to facility users for non-peak hours

Future Marketing cont...

- Research electronic sign for South-east corner of Recreation Park

