

Springettsbury Township Parks & Recreation Department 2013 Annual Report

*Creating A Lifetime
Of Memories*



Springettsbury Township Recreation



OUR MISSION

The Springettsbury Township Parks and Recreation Department is committed to providing quality programs that promote active, healthy lifestyles; cultural experiences and lifelong learning opportunities for residents of Springettsbury Township.

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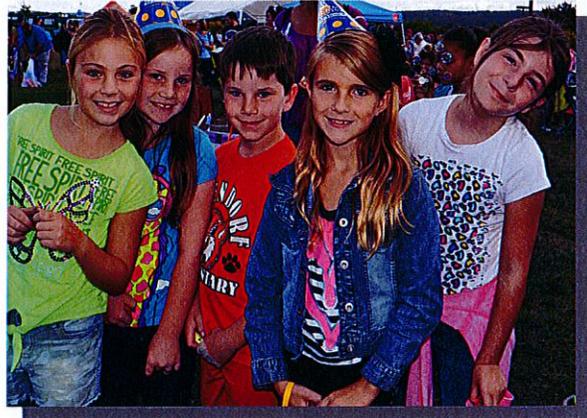
Dear Supervisors,

As the Director of Parks and Recreation, I am pleased to present the 2013 Parks and Recreation Department Annual Report.

During this reporting period, over 45,000 members of our community and beyond participated in a Township sponsored program. Our community-based services totaled over 130 programs and attracted nearly 6,000 participants. Our annual community events, such as Sounds of Summer, Saturday in the Park and Holiday Tree Lighting, attracted over 40,000 visitors to Springettsbury Township Park. Below you will find a summary of our service levels and Department milestones and achievements from the past year.

Core Services:

- Health & Fitness: 1,386
 - Adult Enrichment: 205
 - S.T.A.R.S (Senior Programs): 450
 - Youth Programs: 2,986
 - Trips: 297
 - Discount Ticket Sales: 529
 - Pavilion Rentals: 141
- Customers Served.....5,994**



Fun at Saturday in the Park!

Community Events:

- **Sounds of Summer:** 16 concerts including a fireworks display attracted over 30,000 visitors to Springettsbury Park.
- **Saturday in the Park:** Nearly 10,000 visitors to Springettsbury Park participated in a fun-filled day of activities to promote community pride.
- **Holiday Tree Lighting:** A combination of choral groups and bands from the Central York School District and York Suburban School District provided holiday music. Additionally, we partnered with the Marine Corps Reserve to collect new toys and monetary donations for Toys for Tots which serves families in York County. An appearance by Santa Claus with his bag of goodies and the lighting of the tree closed out the event.

Summer Playground:

1105 youth registered for Summer Playground, the fourth consecutive year we have served 1000 or more youth in the program. On a daily basis, over 400 youth could be found participating in a variety of structured leisure activities at 9 park locations. Overall, the program served approximately 40% of the children in the Township between the ages of 6 and 14.

Cost Recovery:

In 2012, the Department generated \$217,793 in revenue which helped recover 48% of our operating budget. We anticipate similar revenue returns in 2013. Over the past 5 years, we have recovered, on an annual basis, nearly 50% of our operating costs.

We will continue to seek partnership opportunities with local businesses and organizations not only to augment revenues and decrease operating expenses but to enhance services. We will explore grant opportunities to reduce costs and pursue projects related to the goals outlined in the Comprehensive Recreation, Parks and Open Space Plan.

Revenue Opportunities:

- **Pavilion Rentals:** 11 pavilions at 10 park locations.
- **Tree & Bench Dedication Program:** Provides residents with the opportunity to dedicate trees and benches at various park locations.
- **Discount Tickets:** Ski & summer amusement park tickets sales.
- **Concessionaire Permits & Commission Fees:** Fees collected from concessionaires that use our concession stand and operate vending units at events such as Sounds of Summer and Saturday in the Park.
- **Partnership Development:** Partnerships established with local businesses and organizations help in the recovery of costs associated with community events such as Saturday in the Park, Sounds of Summer and Holiday Tree Lighting.
- **Program Fees:** Registration fees from our community-based services including the following core program areas: Health & Fitness, S.T.A.R.S, Adult Enrichment, Kids Stuff and Trips.

Planning Initiatives:

During this reporting period, future parks projects were assessed and prioritized based on the recreation needs of our community; goals and recommendations outlined in the Comprehensive Recreation, Parks and Open Space Plan, and through an analysis of the trends in parks and recreation. Projects proposed by the Parks and Recreation Board include the development of a new playground at Springettsbury Park. This is a critical need based on the age of the current playground, new standards and guidelines related to playground safety and accessibility and the amount of use. Additionally, the current state of both Pleasureville Park and Augustus Schaefer Park needs to be addressed to determine the park needs of the neighborhoods they serve and safety and accessibility concerns.

Finally, with the acquisition of open space totaling over 160 acres (Camp Security site) and land dedicated specifically for parks including (2) two mini-parks in the Orchard Hills subdivision and a natural area forthcoming in the Pleasant Trees subdivision, the need exists to explore funding options for ongoing park maintenance and the future development of our open space areas for recreation purposes.

Final Comments:

It should be recognized that the proven benefits of organized recreation programs and parks services are essential for a healthy and vibrant community and are a vital component to the infrastructure of Springettsbury. I would like to thank the Parks and Recreation Board for its ongoing support and willingness to involve themselves in the process of helping to establish a premiere system of parks and recreation services for the residents of Springettsbury Township.

Respectfully Submitted,
David A. Wendel
Director of Parks & Recreation
9 December 2013

Health & Fitness

Our Health and Fitness programs provide residents with accessible and affordable activities to help reduce sedentary lifestyles and improve overall health. These activities are conducted in an environment that promotes social interaction; a key element in making exercise fun. Participation in these programs can also provide the following benefits:

- Improve cardiovascular health
- Counter anxiety, stress and depression
- Increase self-esteem and confidence
- Help maintain a healthy body weight

Our diverse menu of programs is tailored to the specific needs and interests of our customers. We offer beginner to advanced exercise classes, and programs to meet the specialized needs of seniors. We offer morning, evening and weekend classes to meet the varied work schedules and lifestyles of our customers. Overall, 70 classes, leagues and clinics were offered. Many of programs were held seasonally or over 4 cycles, totaling 1,386 participants.

<u>Class</u>	<u>Participants</u>	<u>Class</u>	<u>Participants</u>
Revmaster Cycle	11	Adult Flag Football (Spring/Fall)	528
Aqua Zumba	20	Yogalates	73
Bodypump	23	RPM	12
Beginner Belly Dancing	3	Zumba Sentao	9
BodyCombat	5	Silver & Fit	14
BodyStep	6	Strictly Bootcamp	16
Hearts of Gold Mini	25	Tennis Clinics	7
Cycle to Wake Up	6	Zumba with Heather	166
Empowerment Yoga	30	Zumba with Kelley	141
Gentle Stretch Yoga	10	Zumba Gold	37
Golf Clinics (Fall&Spring)	14	Women's Kickboxing	1
Hearts of Gold	127	Adult Open Gym Basketball	101
Total			1386

Adult Enrichment

A wide range of programs were offered including computer classes and dance lessons. These types of classes will continue to be provided as our adult populations desire to enrich their lives through lifelong learning opportunities grows. Overall, 35 classes were offered serving 205 participants. We will continue to examine programming trends, and most importantly, solicit feedback from our residents to identify their interests when developing future programs.

<u>Class</u>	<u>Participants</u>	<u>Class</u>	<u>Participants</u>
Basket Making	27	Open Water Certification	2
CPR Heart Save	5	Legal Seminars	29
Digital Photography Basics	13	Learn Genealogy	3
Discover Scuba	6	Passport to Retirement	5
Home Buyer Workshop	33	Raise Financial Responsible Kids	16
Into to Computing	7	Ballroom Dance	25
Intro to Excel	5	Understanding Financial Aid	4
Ebay 101	11	First Aid	2
ABC'S of the Internet	4	Rustic Angels	4
Total			205

TRIPS

A variety of trips were offered to meet the travel interests of our community. Cultural and family oriented destinations as well as sporting events were scheduled to attract a broader segment of the population. Overall, 8 trips were scheduled totaling 297 participants.

<u>Trip</u>	<u>Participants</u>
Broadway - Annie	9
New York City Tall Sail	22
Christmas in NYC	93
Radio City Christmas Spectacular	46
Phillies Vs Red Sox	17
Spring in NYC	53
OC Maryland Escape	4
Discover Pittsburgh	53
Total	297

S.T.A.R.S (Senior Time Activities for Residents of Springettsbury)

The 2000 census reports that approximately a third of the Springettsbury Township population, over 8,000 residents, is over the age of 50. In an effort to provide activities geared to the specific needs of the older adult population, specifically those 50 years of age and older, the Springettsbury Township Parks and Recreation Department partnered with the White Rose Senior Center and the York County Area Agency on Aging to create a satellite senior center in Springettsbury Township. Many of the programs offered are similar to those provided at various senior centers throughout York County. The fee for most classes is \$10 for residents and \$15 for non-residents, however, some are free.

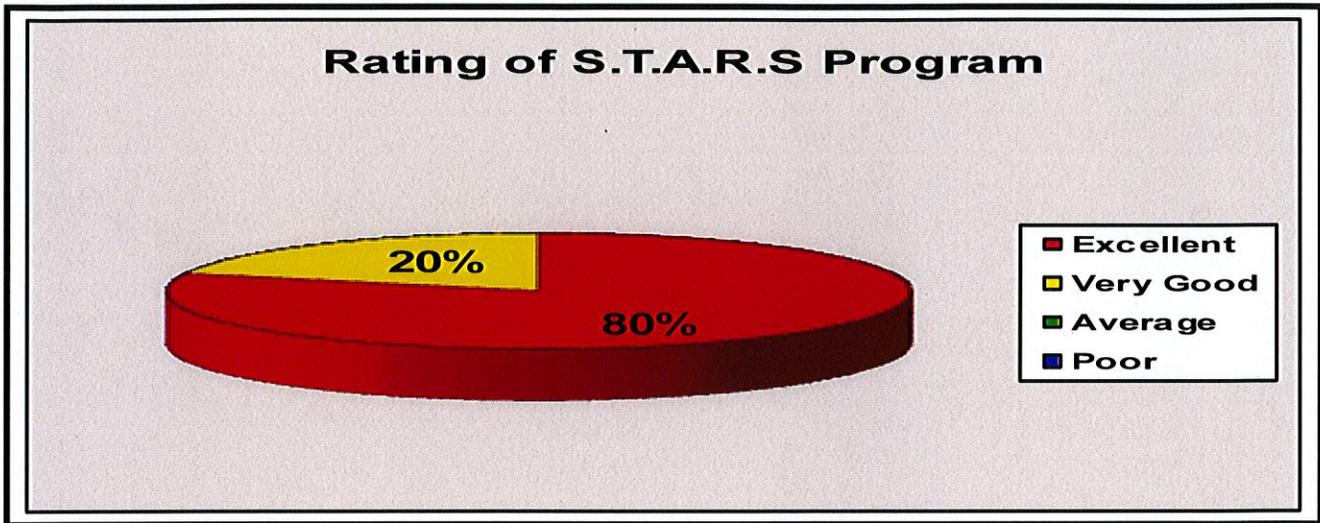
The S.T.A.R.S program provides lifelong learning opportunities geared specifically toward the interests of our older adult population. Classes are as much a social gathering as they are educational. Cooking classes and crafts activities have been the most popular programs. Several informational sessions aimed at seniors who are unaware of the services provided by the York County Area Agency on Aging were also provided. In addition to our seasonal brochure, the S.T.A.R.S programs are promoted in New Horizons (York County Area Agency on Aging publication) at no cost. Since the inception of the program, the response has been positive, and the level of participation continues to increase.

Overall, 33 classes/seminars were held totaling 450 participants.

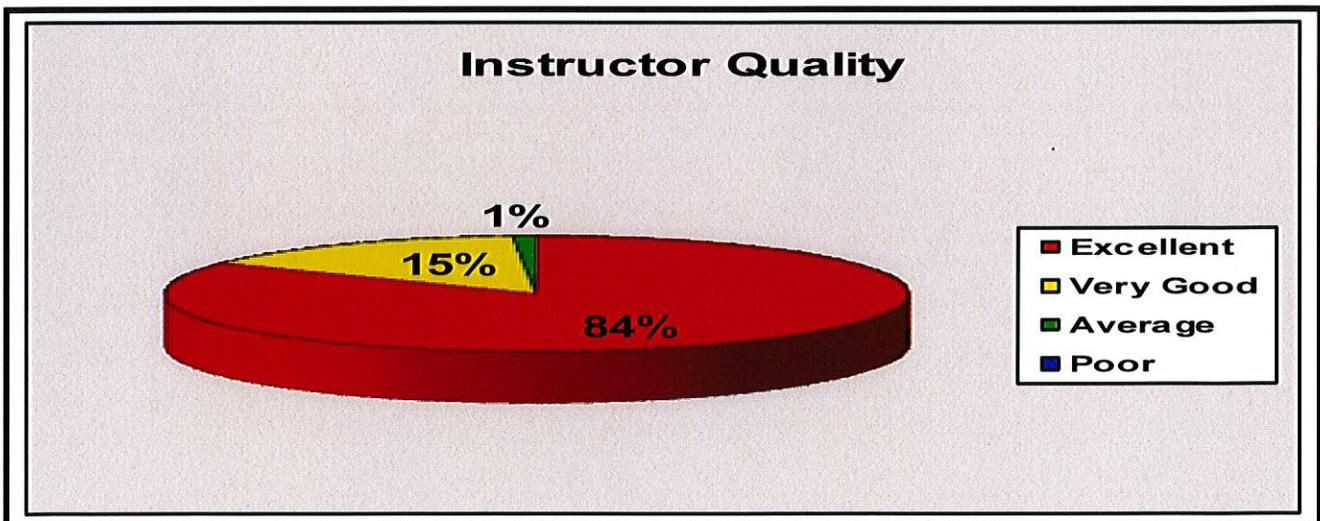
<u>Class</u>	<u>Participants</u>	<u>Class</u>	<u>Participants</u>
Health Insurance Assistance (9x)	173	Sterling Silver Earrings	5
Bingo at Aroma Buffet (4x)	56	Sterling Silver Bracelet	12
Christmas Cards Galore	7	Wrapped Bracelet	6
Bountiful Harvest	8	Assortment Cards	2
Chocoholic Dream Come True	19	Nuts About Gluten Free	14
Cooking with Herbs	13	Pizza & Peanut Butter	9
Cooking for Two	16	Play with Your Food	17
Duck Tape Mania	5	Soup and Pumpkins	13
Entertaining the Easy Way	11	St. Patty's Day Meal	10
Fun T-shirt Scarves	9	Summer Salad Solutions	18
Let's Wrap it Up!	22	Yo Yo Spring Crafts	5
Total			450

Survey Results

Surveys were conducted at the conclusion of each class to determine customer satisfaction. 227 surveys were completed and returned. The findings show that the overwhelming majority of respondents rated the program highly and wanted it to continue. Other areas evaluated included instructor and facility satisfaction. Overall, these areas were rated highly as well. Many of the respondents took the time to add comments regarding their S.T.A.R.S experience. A sample of these comments is listed below.

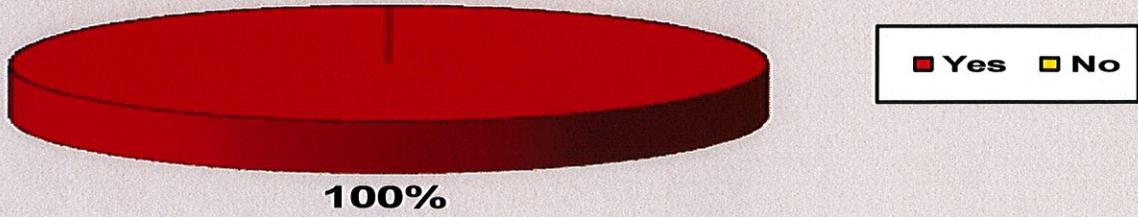


Of the 227 respondents, the majority (80%) rated S.T.A.R.S programs as excellent while 20% rated the program as very good.



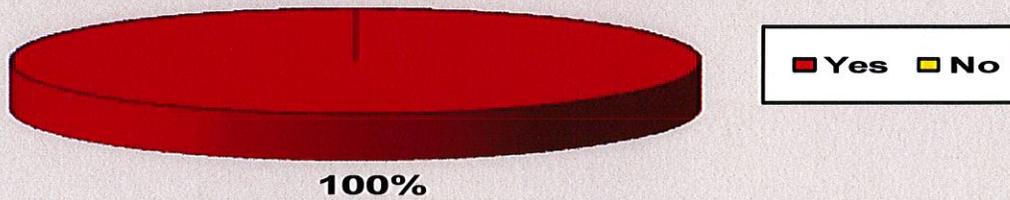
The majority of participants (84%) rated S.T.A.R.S instructors as excellent while 15% rated the instructors as very good and 1% as average.

Would you attend another S.T.A.R.S program?



All respondents (100%) indicated they would attend another S.T.A.R.S program.

Do you want the S.T.A.R.S programs to continue?



100% of the survey respondents want the S.T.A.R.S program to continue.

Our S.T.A.R.S in Action



Christmas cards for the holidays



Students learn how to make T-shirt scarves



Bingo and lunch – What Fun!



Cooking with Deb

Participant Comments

(Sample comments taken directly from surveys)

“Thank you for offering these classes, I really look forward to them. I love them.”

“Deb’s classes are fabulous!”

“Enjoyed it, would come again.”

“Please keep S.T.A.R.S in the program.”

“Everything is fun.”

“This was my first S.T.A.R.S. class and enjoyed it very much – would like to take other jewelry classes.”

“Terrific program!”

“Great fun.”

Youth Programs

A variety of youth programs were provided, particularly during the summer months, when the availability of structured, leisure activities are vital to help prevent youth from engaging in delinquent or potentially harmful activities. We again partnered with Ck8sports to provide a spring flag football league and a summer basketball league for youth. The response to both programs was overwhelmingly positive with nearly 1000 youth registered. We will continue to partner with Ck8sports to provide these services while exploring other opportunities based on the needs and interests of our community.

<u>Youth Programs</u>	<u>Participation</u>
Junior Tennis Clinics	11
Tiny Tots/Pee Wee Tennis	19
Karate (5-8 Yr. Olds)	12
Karate (3-4 Yr. Olds)	27
Tennis for Kids	122
Gymboree Play & Learn/Music/Art	5
Youth Flag Football League (16 Teams)	145
Summer Youth Basketball League (82 Teams)	820
Summer Playground Registration (9 Sites)	1,105
Playground Trips	
• Mini Golf (2 Trips)	170
• Bowling	91
• Roller Skating	77
• Pool Party (3 Trips)	382
Total	2,986

Summer Playground

Programs: Summer Playground staff provides safe and high interest activities that help stimulate the cognitive, social, emotional and physical development of participants while enhancing self-esteem and boosting confidence. Furthermore, the program provides opportunities for youth to engage in activities that promote an active rather than a sedentary lifestyle, therefore, developing more positive ways to use their leisure time.

This year, 9 park sites were open to conduct activities for over 1000 youth. A wide variety of activities were offered to meet the recreation and leisure time interests of our youth. Athletic tournaments and leagues, daily arts and crafts activities, trips, and special events kept youth busy.

Registration (Refer to Chart #1): In 2013, 1105 youth registered for Summer Playground, the fourth consecutive year of serving 1000 or more children. The 2000 U.S. Census Data reports there are 2,585 children in our programs targeted age range of 6 to 14. With 1105 youth registered, Summer Playground services reached approximately 40% of these children in the Township.

Attendance (Refer to chart #2): In 2013, 425 youth could be found at our 9 park sites on a daily basis. Average daily attendance at each park exceeded 50.

Summer Playground Activities

Athletic Tournaments/Leagues

- Street Hockey League: 536
- Kickball League: 528
- Basketball League: 446
- Flag Football League: 434
- Batball Tournament: 113
- Soccer Tournament: 171
- Doctor Dodgeball Tournament: 196
- Capture the Flag Tournament: 219
- Matball Tournament: 134
- Speedball Tournament: 103

Total.....2,880

Field Trips/Special Events

- Roller Skating: 77
- Mini Golf (2): 170
- Glow Bowling: 91
- Pool Party (3): 382
- Galleria Mall & Art Institute of York Arts/Crafts Exhibit: 1000
- Arts/Crafts Specials: 667
- Collaborative Crafts: 622

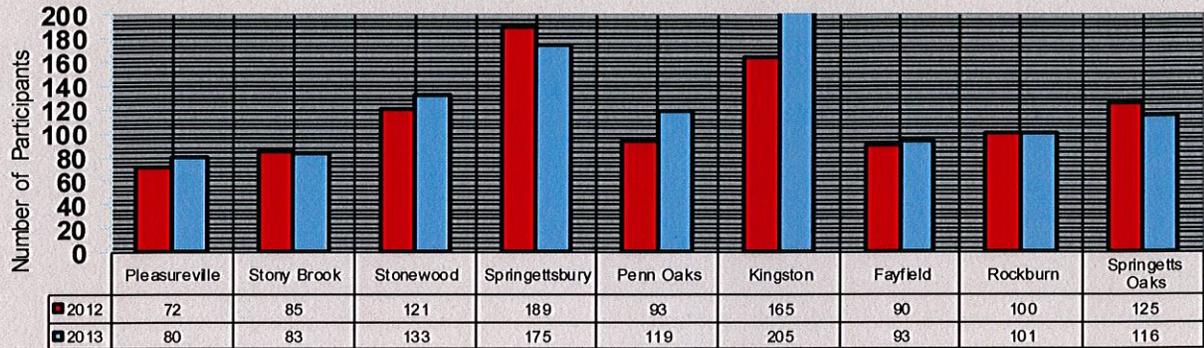
Total.....3,009



Everyone enjoys Summer Playground crafts

Registration & Attendance Figures

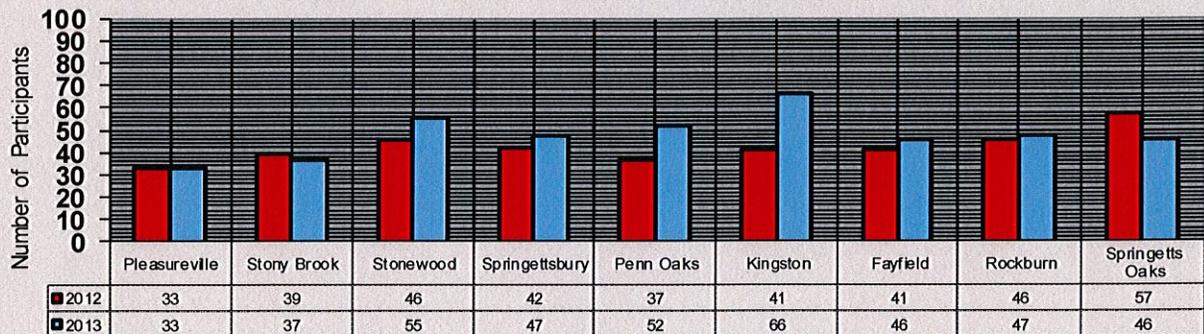
Chart 1 - Park Registration



Park Locations

2012 2013

Chart 2 - Average Daily Attendance



Park Locations

2012 2013

Sounds of Summer

The 2013 Sounds of Summer featured 16 concerts held on Wednesday and Sunday evenings that attracted over 30,000 visitors to Springettsbury Park. The diversity of the performers helped attract a broad segment of the population. Various genres of music were offered including Rock, Jazz, Blues, Swing, Motown and Zydeco to name a few. And, the crowd favorite, our Independence Day (June 30) celebration which included fireworks attracted approximately 10,000 visitors to Springettsbury Park.

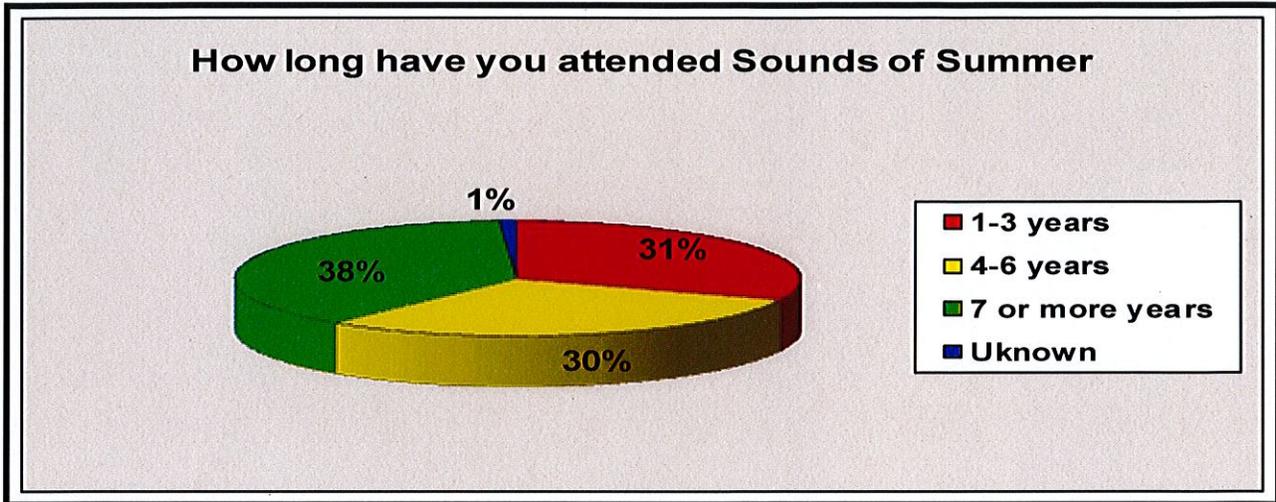
Our media partner Cumulus Media, promoted our concerts on their 4 stations including WSBA 910, 96.1 SOX, WARM 103.3 and Sports Radio 1440. In addition to promoting our concerts, the stations provided an on-site presence at each concert. Our 10 year partnership with Cumulus Media has contributed significantly to the growth of Sounds of Summer. Crowd size has increased annually as well as partnership opportunities to support the event. A variety of food vendors added to the festive environment. The vendors not only helped meet the food and beverage needs of our park visitors but also provided revenue to cover costs associated with the event.

Sounds of Summer 2013 Schedule

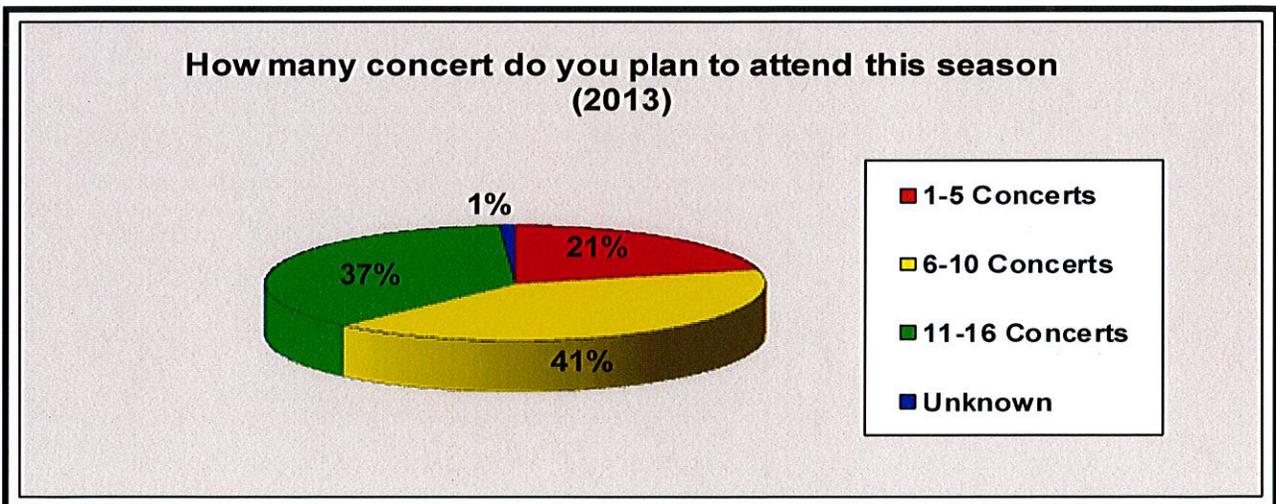
Date	Artist	Type
June 9	DR K'S MOTWON REVUE	Motown/RB
June 12	BEATLEMANIA NOW	Tribute-Beatles
June 16	BLACKTHORN	Irish Rock
June 19	THE SWINGN' SWAMIS	Jazz
June 23	VINYL GROOV	Motown/RB
June 26	THE CRAWDADDIES	Cajun/Funk/Zydeco
June 30	VOCAL TRASH	Show Band/Variety
July 7	UPTOWN BAND	Variety
July 10	7 BRIDGES	Tribute-Eagles
July 14	SIMPLY THE BEST	Tribute-Tina Turner
July 17	FLAMIN DICK & THE HOT RODS	Rock
July 21	PENTAGON	Variety
July 24	RE-CREATION	Variety
July 28	PHILLY BLOCCO	Brazilian
July 31	OCTAGON	Jazz
Aug. 4	URBAN GUERILLA ORCHESTRA	Motown/RB

Concert Survey

As part of our ongoing efforts to improve our events, a survey was conducted to seek feedback from those that attended Sounds of Summer. The survey was attached to the back of the Sounds of Summer event program and distributed at all concerts. The survey was also placed on our website. When the data was collected, we found we had 195 respondents. In summary, the results showed that over two-thirds (68%) of the respondents have been attending Sounds of Summer for at least 6 years with more than three-quarters (78%) attending at least 6 concerts during the season. The overwhelming majority of respondents (84%) attend concerts on both Sundays and Wednesdays. The overall results are listed below.

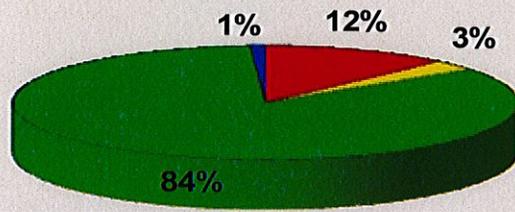


Over one-third (38%) of respondents reported they have been attending Sounds of Summer for 7 or more while 30% reported attending between 4-6 years and 31% between 1-3 years.



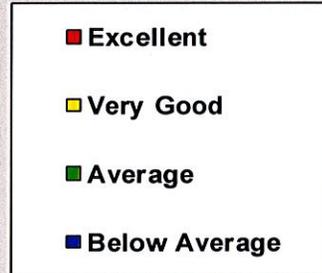
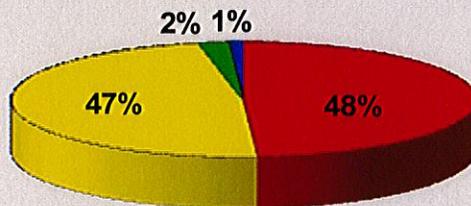
More than one-third (37%) of the respondents reported they expected to attend 11-16 concerts in 2013 while 41% expected to attend 6-10 and 21% 1-5 concerts.

What day(s) do you attend concerts



The overwhelming majority of respondents (84%) reported they attend Sounds of Summer both Sundays and Wednesdays while 12% reported just Sundays and 3% just Wednesdays.

Rate your listening & viewing experience at the amphitheater



Nearly half of the respondents (48%) rated their listening and viewing experience as excellent while 47% rated their experience as very good. The remaining respondents (3%) rated their experience as average to below average.

Participant Comments

(Sample comments taken directly from surveys)

“Thank you for providing affordable (free) quality entertainment geared toward families.”

“You do a great job! Thank you for your investment in the community.”

“Can’t mess with perfection”

“I love the concerts and look forward to them every year. Not many things are really free.”

“Your concerts are the high point of my year. The venue is fabulous.”

“Thank you for continuing a program that many communities have ceased.”

“I had two surgeries with extended hospital stays. Thinking about the past and upcoming Sounds of Summer raised my spirits.”

“Wonderful plus for the community. Thank you!”

“We bring all 5 of our grandchildren. We love it here! Thanks a million.”

Park Use

Formalized Sports: During this reporting period, five of our ten parks were used by 10 sports organizations. Usage varied from five to seven days a week with practices and games primarily scheduled from late afternoon to dusk. The organizations were required to participate in the facility allocation process for the spring/summer and fall sports seasons. Of our ten parks, several are no longer available for formalized sports use including Kingston Park, Stonewood Park and Augustus Schaefer Park. Recommendations from our Comprehensive Recreation, Parks and Open Space Plan as well feedback from residents were the impetus behind the removal of such activity at these park locations. Other parks will be examined as we attempt to minimize the impact of formalized sports on our neighborhoods and parks.

There were over 4000 participants in formalized sports using Township park facilities during this reporting period. Approximately 40% of those were residents of Springettsbury Township. The figures listed below are approximate registration figures provided by each sports organization. The totals represent the fall and spring/summer sports seasons. The chart does not reflect the thousands of casual users who use our park facilities annually.

Organization	Participant Totals	% Residents
P/NH/Springetts Youth Sports (Baseball)	365	50%
York Little League	502	57%
Panthers Soccer	797	44%
United Parrish Soccer	395	23%
Trojans Soccer	282	40%
EYC Football	153	40%
Ck8sports (Basketball/Flag football)	1493	-
Tennis For Kids	122	70%
York Catholic High School (Tennis)	30	27%
York Young Revolution	132	28%
Shooting Irish Lacrosse Club	76	34%
Totals	4347	41%



Youth basketball champs

Cost Recovery

The Parks and Recreation Department makes it a priority to provide quality, high interest, affordable programs and services that are accessible to all residents of Springettsbury Township. Additionally, we make every effort to recover costs associated with these programs and services. We have sought funding from a variety of resources to reduce our overall operating costs.

One form of cost recovery is through the development of partnerships. Partnership development provides long-term financial support for our programs that not only helps in cost recovery but enables local businesses and organizations that have a vested interest in our community to get involved. This year, we continued our partnership with Cumulus Media which provided financial and promotional support for Sounds of Summer and Saturday in the Park. Overall, we secured 44 partners for Sounds of Summer, 103 partners for Saturday in the Park including 48 in-kind and 6 partners for Holiday Tree Lighting including 2 in-kind for a total of 153 partners supporting Township events. To further strengthen our cost recovery efforts, we applied for and received grant funds from the PA Council on the Arts (\$2,000) and the Dawn Foods Foundation (\$5,000) to help support Sounds of Summer. Additional revenue came in the form of donations, commission fees, tickets sales and from various items sold at the events. Overall, \$102,957.86 in revenue was generated which helped recover a majority of our costs associated with these events.

During this reporting period, we were able to secure more partners for our community events than last year. In 2013, we partnered with 153 businesses and organizations compared to 116 in 2012. As a result, overall revenue increased by nearly 10% in 2013. We will continue to seek partnerships within the Springettsbury Township business community to enhance our cost recovery efforts. Furthermore, we will review and adjust, as needed, our partnership packages to reflect the challenging economic conditions our community faces. This action will help us continue to attract more community partners while helping to retain existing, long-term partners of our community events.

The Parks and Recreation Department has had significant success in partnership development over the past 10 years. During that span (2004-2013), approximately \$650,000 in partnership revenue was generated to recover costs associated with our community events.

As reported in the past, we have not been able to fully recover all of our costs associated with many of our community-based services due to rental fees for use of school district facilities and local fire station community halls. Passing the full cost of the rental fees to our customers would limit our ability to provide affordable programs and services. Furthermore, we would lose the large customer base we have established over time. The development of a recreation center however, as recommended in the Comprehensive Recreation, Parks and Open Space Plan, will not only help reduce our rental costs over time but provide greater flexibility for program expansion which is currently limited due to a shortage in available indoor facilities. The development of a recreation center would also provide a much needed facility for residents of Springettsbury to use not only for formalized sports but for a variety of other events as well. Such use would require the development of a facility rental policy to regulate use while generating fees to recover maintenance and other facility costs. It is recommended that this option continue to be explored and considered when future development of the Municipal campus is addressed.

APPENDICES

Appendix A: Seasonal Brochures

Appendix B: Event Program - Sounds of Summer/Survey

Appendix C: Event Program - Saturday in the Park

Appendix D: Event Program - Holiday Tree Lighting

Appendix E: Newspaper Ads

Appendix F: S.T.A.R.S Survey