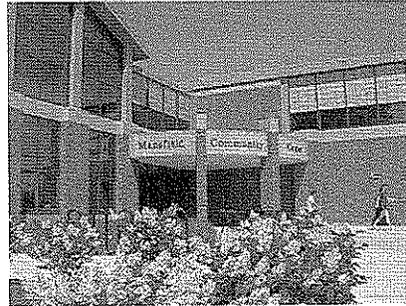


Mansfield Town Council Parks & Recreation Dept. Update

~~March 23, 2015~~ April 13, 2015

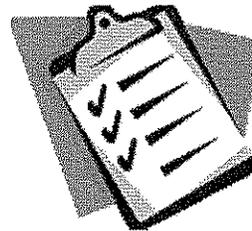
Mansfield Community Center



1

PRESENTATION OUTLINE

- Mission**
- Department Divisions**
- Services**
- Program Highlights**
- Community Center Memberships and Attendance**
- Parks**
- Technology Updates**
- Opportunities and Challenges**



2

**MANSFIELD PARKS &
RECREATION DEPARTMENT
MISSION**

Enhance the quality of life for the total community by providing a variety of leisure opportunities, promoting health and wellness, increasing cultural awareness, protecting natural resources, and developing the recreational needs and interests of area residents.



3

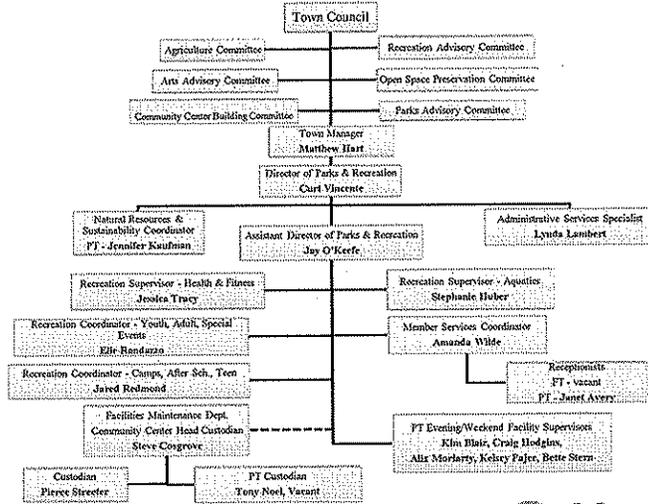
**MANSFIELD COMMUNITY
CENTER MISSION**

Provide area residents with a friendly and vibrant recreational facility, while promoting health and wellness, encouraging family activity, strengthening sense of community, and stimulating active living.



4

Town of Mansfield – Parks & Recreation Dept. – Organizational Chart (rev. 3/15)
 (All positions Full Time unless specified with PT, chart includes FT and permanent PT staff, but does not include PT and seasonal staff)



***Some
 Opportunities
 Mansfield
 Parks &
 Recreation
 Provides....***



Education, play, lifetime skills and care for children...

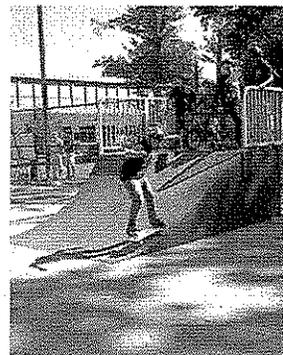
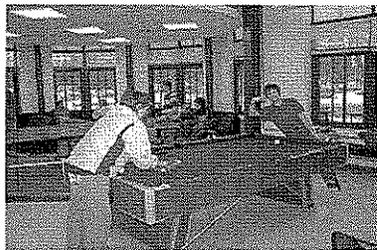
- ◆ Before and After School Friends
- ◆ Recreation Rescues and vacation camps
- ◆ Drop-in child care at the Community Center
- ◆ Summer Camps
- ◆ Pre-school and youth programs (art, drama, nature, science, fitness, social).
- ◆ Youth Sports



7

Safe areas for independent play and socialization for tweens & teens...

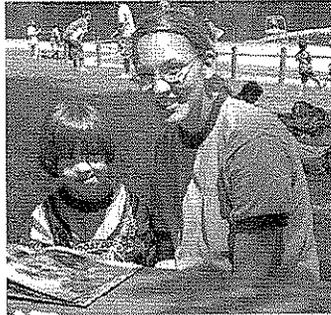
- ◆ Teen Center
- ◆ Community Center
- ◆ Skate Park
- ◆ Playgrounds



8

Opportunities for children and adults with disabilities...

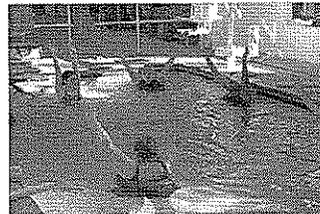
- ◆ Inclusive year round programming
- ◆ Ability Fitness
- ◆ Camp Mansfield
- ◆ Weekend Social Club
- ◆ Respite for:
 - ◆ Parents
 - ◆ Grandparents
 - ◆ Guardians



9

Opportunities for improving mental & physical health for all ages...

- ◆ Land and water fitness classes
- ◆ Creative fitness programs for children
- ◆ Mansfield Marlins:
 - Youth Recreational Swim Club
- ◆ Personal Training
- ◆ Open space, trails and parks
- ◆ Seminars
- ◆ Community gathering places (parks, events, playgrounds, Community Center)
- ◆ General programs



10

Opportunities to build family and community unity

- ◆ MCC Family Fun Night events
- ◆ Summer concert series
- ◆ Parks, trails, open spaces, playgrounds
- ◆ Community Center facilities
- ◆ Special events, fairs and festivals



11

PROGRAMMING HIGHLIGHTS ***FY 2013-14***

- Planned, implemented, supervised and evaluated programs for ages birth – seniors.
- **16,180** registered program participants in 2,459 programs
 - 66% General family, adult and youth programs, events
 - 22% Fitness Programs
 - 12% Aquatic Programs
- **\$727,478** in program revenue generated OR approximately \$45 per participant
- **12** programs in conjunction with regional area Parks & Recreation Departments



12

PROGRAMMING HIGHLIGHTS

FY 2013-14 (cont'd)

- **64** page program brochure produced and mailed to residents 4 times per year
- **75-100+ (28.64 FTE)** part-time facility and/or seasonal programming staff, varies by season
- **314** players and **52** coaches participated in basketball and new lacrosse program
- **Over 1,500** participants in Camp Mansfield and specialty camps (drama, science, art and sports)
- **150+** Volunteers recruited, trained, supervised



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Award Winning Program

CT Recreation and Parks Assoc. (CRPA)
Program of Merit Award 2014

Mansfield Mustangs - youth community care giving group working with animals, trails and the environment.

- ◆ Volunteer work skills
- ◆ Care for environment
- ◆ Teen Center connection
- ◆ Community awareness and support



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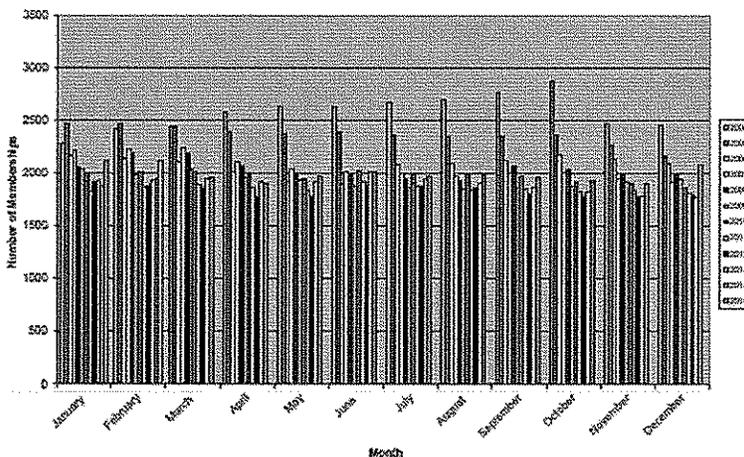
COMMUNITY CENTER MEMBERSHIP

(as of February 28, 2015)

- 2,126 Memberships
 - ◆ 51% Mansfield Residents, 49% Non-residents
- 4,405 Members
 - ◆ 60% Mansfield Residents, 40% Non-residents
 - ◆ 45% Males, 55% Females
- By Membership Type
 - ◆ 39% Family
 - ◆ 7% Adult/Child
 - ◆ 54% Individual
- By Duration
 - ◆ 89% Full year, 9% 3-month, 2% 1-month
- 224 Silver Sneakers Memberships
- 93 Teen Center Memberships
 - ◆ 48% High School, 52% Middle School



Mansfield Community Center Membership Trends May 2003-Current Total Memberships



COMMUNITY CENTER ATTENDANCE

Year 11 - Nov. 1, 2013-Oct. 31, 2014

- 211,596
- Monthly average 17,633
- High month – March (22,847)
- Low month – August (11,685)
- Facility visits made up of
 - ◆ 74.55% member swipes
 - ◆ 11.15% non-member program visits
 - ◆ 2.88% daily admissions
 - ◆ 1.23% party rentals
 - ◆ 0.99% miscellaneous meetings
 - ◆ 9.19% other (child care, personal training, private swim lessons, drop-in programs, Mansfield Days, guest passes, special events)



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COMMUNITY CENTER - COMMUNITY USE

- *Over 1,950 hours reserved yearly by town functions or groups providing some town service*
- *\$10,540 estimated costs for town events (ie. elections, employee health fair, Veteran's Day luncheon, etc.*
- *60% program participation by non-members*
- *Teen Center use averages 12-15 daily*
- *Sitting Room use free to public*
- *Free Mansfield days monthly*



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PARKS

- *Management Plans*
- *Over 2,070 Acres owned by Town*
- *14 Publicly Accessible Properties*
- *Community Gardens*
- *My Trails Town App*
- *Playgrounds*
- *Parks Master Plan*



TECHNOLOGY UPDATES

- ***Facebook Page***
 - ◆ Launched in 2011
 - ◆ 1,096 current likes
 - ◆ Used to promote programs, activities, membership offers
 - ◆ Links to Community Center Newsletters, surveys and website

■ ***Constant Contact***

- ◆ Online marketing service
- ◆ Have 4,686 active email readers
- ◆ No longer print hard copies of newsletters
- ◆ Used to publish monthly newsletter, membership updates, registration reminders and starting to be used by individual programs (ex. Mansfield Marlin's Swim Club, CSA) to communicate with participants and parents
- ◆ Survey function also included



■ ***Other Technology Based Updates***

- ◆ Working with the IT and EM Departments on use of the Code Red System
- ◆ Program attendance scanners
- ◆ New payroll system in the works
- ◆ My Trails Town App
- ◆ Use of QR codes



OPPORTUNITIES and CHALLENGES

- *Improve the quality of life for community*
- *Improve physical health and well being of residents*
- *Provide positive youth development*
- *Provide programming and activity that addresses the obesity epidemic*
- *Encourage environmental stewardship*
- *Increase community connectedness through facilities and programs*
- **CSA**
- *Facility maintenance and improvements*
- *Fee waivers*



Mansfield Town Council

March 23, 2015 April 13, 2015

**Parks & Recreation Dept. Update
Questions???**

**Mansfield
Community
Center**



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