



Parks and Recreation Department

Strategic Business Plan

Effective Date: July 1, 2022

Oklahoma City Vision

Oklahoma City seeks to further progress as a vibrant, diverse, safe, unified and welcoming community.

Oklahoma City Mission

The mission of the City of Oklahoma City is to provide exceptional service to residents and visitors. We do this by ensuring the safety of the public, delivering quality services, and maintaining infrastructure to support the growth of the city.

Department Mission

The mission of OKC Parks is to provide cultural, social and recreational experiences to our community so they can have the opportunity to cultivate wellness and enjoy a healthy lifestyle.

Department Vision

OKC Parks inspires our community to explore, learn, grow and play.

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Issues, Strategies, and Results

Issue 1: Public Expectations for Quality Programs and Levels of Service

The Parks and Recreation Department is continually challenged with understanding and meeting public expectations and needs for diverse parks and recreation programs, facilities and amenities due to the rapidly changing growth patterns, leisure trends and demographics of the community. If not adequately addressed, this challenge will result in decreased satisfaction, use and support of the Parks and Recreation system and services.

Strategy

- Conduct annual resident surveys to identify parks and recreation needs and potential areas of improvement.
- Align capital resources with community expectations in the areas of greatest need for parks and recreation investments.
- Utilize innovative practices to provide quality and diverse programming.
- Seek partners to support programs customized to the needs of the community.
- Increase public awareness of parks and recreation programs, events and facilities.
- Establishing best practice program standards
- Increase contractual services

Strategic Results

By 2025, Parks and Recreation Department will meet expectations and needs of the community as evidenced by:

- 80% of residents surveyed have visited a park and/or participating in a park program.
- 90% or more of users surveyed are satisfied with the quality of parks and recreation programs and facilities.
- 2% annual increase in the number of program participants and event attendees.

Issue 2: Safe Parks and Facilities

Failure to address concerns and perceptions about personal safety in parks will result in lower public participation and support.

Strategy

- Survey residents' perceptions and feelings of safety in City parks and along trails. Obtain specific information about what physical attributes, such as lighting and visibility affect these perceptions and where.
- Implement an improved system to mitigate safety concerns and perceptions that includes the following practices:
 - Addressed reported safety concerns within one business day.
 - Ensure that Crime Prevention through Environmental Design (CPTED) strategies are applied in the development and design of new parks, trails and park assets.
 - Evaluate best practices and operational policies to enhance personal safety while utilizing facilities and programs
- Allocate funding and staff resources to improve park safety based on public feedback and staff inventories of park and trail facilities

Strategic Results

By 2025, Parks and Recreation Department will improve public safety and perceptions of safety in City parks as evidenced by:

- 5% increase of residents surveyed who feel safe in City parks.
- 100% of safety concerns will be addressed within one business day in accordance with City standards.

Issue 3: Parks Asset Maintenance

The need for increased capital investment and maintenance of new and existing park assets if not addressed will result in reduced public confidence and program participation.

Strategies

The department will increase maintenance efficiency through effective use of resources by:

- Securing adequate funding for maintaining new and existing assets.
- Partner with Civic foundations, neighborhood groups, school districts, universities, and businesses to leverage their expertise, skills, and resources to improve the care and maintenance of our parkland and facilities.
- Establish and apply design and maintenance standards that will reduce maintenance costs for new and existing park assets.
- Proactive maintenance of Parks assets and amenities.

Strategic Results

By 2025, the Parks and Recreation Department will maintain park assets to a standard that ensures public confidence and promotes participation, as evidenced by increase satisfaction ratings:

- The percent of residents surveyed who say they are satisfied with the maintenance of parks and facilities will increase by at least 5%.
- The percent of residents surveyed who say they are satisfied with the maintenance of trails will increase by at least 10%.

Issue 4: Improving - Access to Recreational Opportunities

Providing quality recreational opportunities that are inclusive, diverse, and accessible will strengthen our community and make our city a more attractive place to live, work and play. Failing to provide park spaces, amenities and programs that are inclusive, diverse and accessible to all residents will result in reduced health coefficients, lower quality of life, reduced property values, decreased economic growth and higher crime rates where recreational opportunities are deficient.

Strategies

- Invest in new parks and facilities to provide park access to under-served and developing areas of the city
- Identify areas where park services and amenities are deficient within marginalized communities to improve equitable access
- Identify and evaluate barriers which limit access to recreational opportunities
- Expand and cultivate public-private partnerships to increase recreational opportunities where needed throughout the park system.

Strategic Results

The Parks and Recreation Department will further improve access to recreational opportunities as evidenced by:

- By 2027, 50% of residents will live within a 10-minute walk of a park
- By 2023, present to City Council a recreational facility assessment study and develop and identify strategies to improve access
- By 2025, complete a study on barriers to recreational opportunities
- By 2027, develop a capital plan to invest in new athletic fields as identified in the 2019 Athletic Field Master Plan
- By 2025, implement recommendations from the Recreation Program and Facility Needs Assessment Study



Accomplishments

- In February of 2022, the Parks & Recreation Department rolled out a Strategic Plan focused on identifying and overcoming the internal challenges identified by employees. The annually evolving plan focuses on improving departmental culture, enhancing professional development of staff, increasing customer service excellence, understanding the communities we serve, and finding better operational practices for efficient and effective use of funding. The Strategic Plan is now a part of the everyday mission and vision of the department.
- In the last three years Parks has completed capital projects in 48 parks totaling \$18.5 million from General Obligation Bonds.
- Acquisition of Swisher Park funded from Park Development Impact Fees.
- Parks began installing solar LED lights in city parks and trails in 2021 to improve the feeling of safety and security in parks and trails.
- Parks was able to hire enough lifeguards and aquatic facility staff in 2022 to open our family aquatic centers and pools six days a week. This resulted in an 89% increase to the visits to our pools.
- Parks Athletics Division partnered with the OKC Convention and Visitors Bureau to host sports tournaments which brought over 2,500 athletes to OKC in 2021.
- Fisheries Management Division changed the stocking location for trout fishing season from Dolese Youth Park to Edwards Park and Route 66 Park. This allowed for more residents to partake in the trout season and resulted in a satisfaction rate of over 95%.
- Grounds Management completed the implementation of over 800 poly carts in parks and along city trails to expedite the removal of trash from city property and improve the work safety of staff.
- In the General Recreation division, the number of classes held at community centers increased by 51% in 2022.
- In 2022, the Grounds Management Division was able to return to a two-week mowing schedule in parks.
- Fisheries Management Division implemented a fish sampling schedule that will allow staff to develop a report on the fish population health and numbers in the city's fishable waters.
- The Parks Department began implementing a new internet-based reservation/rental system in 2022 to allow more of our users to register for classes and reserve park pavilions online.
- Grounds Management contracted with NAPA to manage a parts store at the Grounds Management Mower Shop, thereby improving efficiency in obtaining parts, reducing the overhead cost of maintaining shelf stock, and lessening the amount of time equipment is down for repair.
- Martin Park Nature Center staff provided interpretive programming for over 1,000 visitors during the week of Spring Break 2022.
- In 2022, Fisheries completed a 5-year program and management plan.



- The Department awarded third-party mowing maintenance contracts for all center medians and rights-of-way locations, allowing Parks staff to prioritize the maintenance of park properties and trails.
- Completed a project to redesign the irrigation system at the Lake Hefner Golf Course; a new clubhouse is currently in construction at Earlywine Golf Course, and a new clubhouse is in design for Hefner Golf Course.
- The Civic Center Music Hall is undergoing a renovation project for a new box office, lobby, and guest functions for the Little Freede Theater.
- The 30-acres of the lower Scissortail Park was opened in 2022 to complete the 70-acre park.
- The Crystal Bridge Conservatory at Myriad Botanical Gardens is scheduled to reopen on November 18 after being redesigned with new plant collections, overlook terraces, and a waterfall feature.
- RIVERSPORT hosted international and national rowing events at the Boathouse District which garnered international attention for Oklahoma City.

Lines of Business and Programs

Department Organization

Administrative Line of Business

- Executive Leadership Program

Grounds Management Line of Business

- Grounds Maintenance Program
- Park Events Program
- Parks Amenities and Trails Program
- Parks Athletic Fields Program
- Traffic Hazard Abatement Program
- Urban Forestry Services Program

Natural Resources Line of Business

- Bricktown Canal and Field Horticulture Program
- Fisheries Management Program
- Martin Park Nature Center Program
- Will Rogers Gardens Program

Public – Private Partnership Line of Business

- Community Partnerships Program
- Trust and Foundation Support Program

Recreation, Health and Wellness Line of Business

- Aquatics, Health and Wellness Program
- Athletics Program
- General Recreation Program

Administrative Line of Business

The purpose of the Administrative Line of Business is to provide leadership, support and information to the department so it can achieve its strategic and operational results.

Programs and Key Measures

Executive Leadership Program

 % of key measures and strategic results achieved

Executive Leadership Program

The purpose of the Executive Leadership Program is to provide planning, management, administrative and reporting services to department employees and City leaders so they can achieve strategic goals and key results.

Program Manager: Melinda-McMillian-Miller

Program Budget: \$6,032,089 (FY23)

Program Services:

- Agenda Items / Packets
- Audit Responses
- Boards and Commissions
- Budget Proposals
- Citizen Responses
- Continuity of Operations Plan
- Contract Compliance Reviews
- Contracts, Leases, and Agreements
- Executive Reports
 - Ad Hoc Reports
 - City Manager Reports
 - Performance Reports
 - Special Project Reports
- FMLA Authorizations
- Grant Applications
- Grant Status Reports
- Grievance Resolutions
- Internal Investigation Reports
- Legislative Recommendations
- Marketing & Public Information
- Needs Analyses
- Open Record Responses
- Personnel Transactions
- Plans (i.e. Master, Strategic Business Plans)
- Policies & Procedures
- Presentations
- Project & Financial Impact Analyses
- Union Negotiations & Recommendations

Family of Measures

Results

 % of key measures and strategic results achieved

% of performance evaluations completed by the review

Grounds Management Line of Business

The purpose of the Grounds Management Line of Business is to provide parks, grounds and athletic field maintenance, urban forestry services, multi-use trails, park events and emergency and hazard response services to the public so they can enjoy an improved quality of life while having safe and well maintained parks, amenities, multi-use trails, and other City properties.

Programs and Key Measures

Grounds Maintenance Program

🔑 % of residents surveyed who are satisfied with the maintenance of City parks

🔑 % of parks mowed within two weeks

Park Events Program

🔑 % of Park Event organizers surveyed who are satisfied with event permitting services

Parks Amenities and Trails Program

🔑 % of respondents from the annual resident survey who are satisfied with the City's trails

🔑 % of identified safety concerns addressed within one business day

Parks Athletic Fields Program

🔑 % of league/tournament participants who are satisfied with outdoor athletic facilities

🔑 % of athletic fields meeting competition standards

Traffic Hazard Abatement Program

🔑 % of identified traffic hazards abated within 3 working days

Urban Forestry Services Program

🔑 % change of trees in the park inventory

Grounds Maintenance Program



The purpose of the Grounds Maintenance Program is to provide turf management and amenity maintenance services to City parks, medians, and the public property and rights-of-way so the community can enjoy well-maintained recreational areas and streetscapes.

| | |
|-------------------|------------------------------|
| Program Managers: | Jacob Webb and Daniel Damico |
|-------------------|------------------------------|

| | |
|-----------------|--------------------|
| Program Budget: | \$9,343,003 (FY23) |
|-----------------|--------------------|

Program Services:

- | | |
|---|---|
| <ul style="list-style-type: none"> ▪ Amenity Maintenance Services ▪ Equipment Inventories ▪ Fire Breaks ▪ Homeless Abatement ▪ Litter and refuse collections ▪ Maintenance Equipment Repairs and Replacements | <ul style="list-style-type: none"> ▪ Manage Contract Mowing Services ▪ Park Event Support Services ▪ Parts and Materials Inventories ▪ Restroom Cleanings ▪ Turf Management Services |
|---|---|

| Family of Measures | |
|--------------------|--|
| Results |  % of residents surveyed who are satisfied with maintenance of City parks |
| |  % of parks mowed within two weeks |
| | % of equipment in service |
| Outputs | # of public grounds acres mowed |
| | # of equipment repairs completed |
| Demands | # of requests received for mowing |

Park Events Program

The purpose of the Park Events Program is to plan for and facilitate the use of public parks and facilities for public and private events and encourage partnerships that benefit the park system and community so the Park Event attendees can enjoy safe, quality cultural and recreational events.


Program Manager: Vacant

Program Budget: \$181,628 (FY23)

Program Services:

- Events Support Services
- Facility Rentals
- Park Event Permitting

Family of Measures

| | |
|---------|---|
| Results |  % of Park Event organizers surveyed who are satisfied with event permitting services |
| | % of customers surveyed who are satisfied with park event center facilities |
| Output | # of permitted events hosted |
| | # of repeat special event customer |
| | # of new special event customers |
| | # of event center rentals issued |
| Demands | # of event center rentals requested |
| | # of permitted events requested |

Parks Amenities and Trails Program

The purpose of the Parks Amenities and Trails Program is to provide well-maintained multi-use trails, recreational areas and enhanced and improved park amenities to the public so they can have safe, and well-maintained park amenities and multi-use trails.

Program Manager: Brian Parker

Program Budget: \$ (FY23)

Program Services:

- Athletic Courts, Equipment and Skate Parks Inspection and Maintenance Services
- General Maintenance and Construction Services
- Graffiti Abatements
- Park Event Support Services
- Playground Maintenance/Replacement/Safety Inspections
- Slope and Dam Mowing Services
- Trail Inspection and Maintenance Services

Family of Measures

| | |
|---------|---|
| Results | 🔑 % of respondents from the annual resident survey who are satisfied with the City's trails |
| | 🔑 % of identified safety concerns addressed within one business day |
| Outputs | # of identified safety concerns addressed |
| | # of playground inspections |
| | # of trail miles inspected and maintained |
| | # of hours inspecting and maintaining trails |
| Demands | # of potential safety concerns reported |

Parks Athletic Fields Program

The purpose of the Parks Athletic Field Program is to provide well-maintained recreational and tournament level athletic fields for participants and spectators so they can have a positive sporting experience.

Program Manager: Brian Parker

Program Budget: \$401,542 (FY23)

Program Services:

- Athletic Field Construction/Maintenance Services
- Irrigation Maintenance and Installation Services
- Tournament and League Sports Field Support Services

Family of Measures

| | |
|---------|--|
| Results | 🔑 % of league/tournament participants who are satisfied with outdoor athletic facilities |
| | 🔑 % of athletic fields meeting competition standards |
| Outputs | # of athletic fields renovated |
| | # of city maintained athletic fields |
| | # of hours maintaining athletic fields |
| Demands | # of new outdoor athletic fields needed to meet population demands |
| | # of athletic fields that need improvement |

Traffic Hazard Abatement Program

The purpose of the Traffic Hazard Abatement Program is to abate nuisances and traffic hazards caused by vegetation along City streets so the public can travel safely throughout Oklahoma City.

Program Manager: Angela Hamlin

Program Budget: \$160,120 (FY23)

Program Services:

- Complaint Site Inspections
- Public Nuisance Mitigation, Shrubbery & Tree Removals
- Traffic Hazard Mitigations

Family of Measures

| | |
|---------|--|
| Results | 🔑 % of identified traffic hazards abated within 3 working days |
| Outputs | # of identified traffic hazards abated |
| Demands | # of potential traffic hazard inspections requested |

Urban Forestry Services Program

The purpose of the Urban Forestry Services Program is to manage and maintain a healthy diverse tree population in City parks and public areas so the community can enjoy the environmental and beautification benefits that trees provide.


Program Manager: Brian Parker

Program Budget: \$715,572 (FY23)

Program Services:

- Disease Control Services
- New Tree Maintenance
- Nuisance Abatements
- Tree Plantings
- Tree Removals
- Tree Waterings
- Visual Obstructions

Family of Measures

| | |
|---------|---|
| Results |  % change of trees in the park inventory |
| Outputs | # of tree maintenance requests completed |
| | # of new trees planted |
| | # of tree removed |

Natural Resources Line of Business

The purpose of the Natural Resources Line of Business is to provide, sport fishing, landscaping planting beds, turf management and environmental education programming to the public so they can increase their use, appreciation, and knowledge of Oklahoma's natural environment.

Programs and Key Measures

Bricktown Canal and Field Horticulture Program

- 🔑 % of residents satisfied with the condition of landscaping in City parks
- 🔑 % of residents satisfied with the condition of the Bricktown Canal and landscaping

Fisheries Management Program

- 🔑 % of fishing class participants surveyed who are satisfied

Martin Park Nature Center Program

- 🔑 % of customers surveyed who are satisfied with the nature park, trail access and educational opportunities

Will Rogers Gardens Program

- 🔑 % of Will Rogers Gardens' program participants surveyed who were satisfied with their education program
- 🔑 % of Will Rogers Gardens' rental survey respondents who are satisfied with their rental experience

Bricktown Canal and Field Horticulture Program

The purpose of the Bricktown Canal and Field Horticulture Program is to provide maintenance and enhancements of landscaping in public areas, parks, medians, and City street rights-of-way, so the public can enjoy attractive, well-maintained landscapes.

Program Manager: Steve Wright and Taylor Sandell

Program Budget: \$2,249,500 (FY23)

Program Services:

- Bricktown Canal Maintenance Services
- Downtown Campus Maintenance Services
- First Americans Museum Landscaping Maintenance Services
- Irrigation Maintenance Services
- Plant and Maintain Landscaped Areas
- Streetscapes

Family of Measures

| | |
|---------|--|
| Results | 🔑 % of residents satisfied with the condition of landscaping in City parks |
| | 🔑 % of residents satisfied with the condition of the Bricktown Canal and landscaping |
| Outputs | # of square feet of landscaped areas maintained |

Fisheries Management Program

The purpose of the Fisheries Management Program is to manage and provide recreational sport fishing opportunities and education to anglers so they can fish for well-stocked and healthy fish populations within Oklahoma City.


Program Manager: John Rayfield

Program Budget: \$193,456 (FY23)

Program Services:

- Fish Hatchery Operations
- Fish Population Management Services
- Fishing Access Improvements
- Fishing Education Programs
- Fishing Events
- Oklahoma City Fishing Regulations
- Sport Fishing Opportunities

Family of Measures

| | |
|---------|--|
| Results |  % of fishing class participants surveyed who are satisfied |
| | % of sampled fishing waters with fair or better fishing standards |
| Outputs | # of fish stocked |
| | # of fishing education program attendees |
| | # of fishing education programs held |
| | # of fishing permits sold |

Martin Park Nature Center Program

The purpose of the Martin Park Nature Center Program is to provide a variety of nature experiences, environmental education programs and recreational opportunities to the public so they can enjoy a well maintained and accessible nature park within Oklahoma City.

| | |
|---|--|
| Program Manager: | Will Hagenbuck |
| Program Budget: | \$330,341 (FY23) |
| Program Services: | |
| <ul style="list-style-type: none"> Native Animal Exhibits Nature Center Interactive Displays Nature Hikes Nature Park Management Services | <ul style="list-style-type: none"> Nature Programs Nature Trails Pavilion Rentals Private Event Venues |

| Family of Measures | |
|--------------------|--|
| Results | 🔑 % of customers surveyed who are satisfied with the nature park, trail access and educational opportunities |
| | # of nature park visitors per day |
| | % of requested guided hikes completed |
| Outputs | # of nature park visitors |
| | # of nature program participants |
| | # of nature programs conducted |
| | # of guided hikes completed |
| Demands | # of nature programs requested |
| | # of guided hikes requested |

Will Rogers Gardens Program

The purpose of the Will Rogers Gardens Program is to provide a well maintained and managed horticulture education center and private event rental facility to the public so they can experience decorative landscapes, specialty gardens, conservatory, arboretum and attend educational programs for an enhanced quality of life.

| | |
|-------------------|---|
| Program Manager: | Kenton Peters |
| Program Budget: | \$849,173 (FY23) |
| Program Services: | <ul style="list-style-type: none"> Designed Landscape Areas Garden Events Garden Facility Rentals Horticulture Education Programs |

| Family of Measures | |
|--------------------|---|
| Results | 🔑 % of Will Rogers Gardens’ program participants surveyed who were satisfied with their education program |
| | 🔑 % of Will Rogers Gardens’ rental survey respondents who are satisfied with their rental experience |
| | % of time Will Rogers Gardens is rented |
| Outputs | # of hours rented at Will Rogers Gardens |
| | # of Will Rogers Gardens’ program participants |
| | # of Will Rogers Gardens’ programs offered |
| Demands | # of hours available to rent Will Rogers Gardens |
| | # of Will Rogers Gardens’ rentals hours requested |



Public – Private Partnership Line of Business

The purpose of the Public – Private Partnership Line of Business is to provide support and maintenance oversight to private partners, so they can provide intensely programmed safe and well-maintained parks and facilities for the public.

Community Partnership Program

🔑 % increase in volunteer hours

Trust and Foundation Support Program

🔑 % of Civic Center Music Hall guests satisfied with the overall quality of facilities and services

🔑 % of Myriad Botanical Gardens guests satisfied with the overall quality of garden facilities and services

🔑 % of Scissortail Parks guests satisfied with the overall quality of park facilities and services

🔑 % of Riversport guests satisfied with the overall quality of the Riversport facilities and services

🔑 % of golf participants satisfied with the overall quality and condition of the municipal golf courses

Community Partnership Program

The purpose of the Community Partnership Program is to facilitate public-private partnerships that leverage the expertise, skills, and resources of volunteers, civic foundations, neighborhood groups, school districts, universities, and businesses who wish to contribute to the quality and improvement of the public park system so the community can enjoy an enhanced quality of life.


Program Manager: Melinda McMillan-Miller and Mike Smith

Program Budget: \$63,930 (FY23)

Program Services:

- Capital Replacement Services
- Donation Acceptance Agreements
- Facility Management and Use Agreements
- Landscape Maintenance Agreements
- Volunteer Services

Family of Measures

| | |
|---------|---|
| Results |  % increase in volunteer hours |
| Outputs | # of annual volunteer hours |
| | # of partnerships |
| | \$ of volunteer value |
| | \$ value of donations |

Trust and Foundation Support Program

The purpose of the Trust and Foundation Support Program is to provide support and maintenance oversight of the City-owned facilities and parks managed by various foundations and trusts so the public can enjoy the use of intensely programmed, safe, and well-maintained parks and facilities.

Program Manager: Mike Smith, Scott Copelin, Sean Simpson , and David Burch

Program Budget: \$9,682,690 (FY23)

Program Services:

- Civic Center Foundation
- Myriad Gardens Foundation
- OKC Public Tennis
- Oklahoma City Municipal Golf System
- Riversport Foundation
- Scissortail Park Foundation
- Senior Health and Wellness Centers

Family of Measures

| | |
|----------------|---|
| Results | 🔑 % of Civic Center Music Hall guests satisfied with the overall quality of facilities and services |
| | 🔑 % of Myriad Botanical Gardens guests satisfied with the overall quality of garden facilities and services |
| | 🔑 % of Scissortail Park guests satisfied with the overall quality of park facilities and services |
| | 🔑 % of Riversport guests satisfied with the overall quality of the Riversport facilities and services |
| | 🔑 % of golf participants satisfied with the overall quality and condition of municipal golf courses |
| | % of senior participants surveyed who are satisfied with the overall quality of classes and events |
| Outputs | # of guests attending private Civic Center Music Hall events |
| | # of visitors to the Myriad Botanical Gardens Crystal Bridge |
| | # of visitors to Scissortail Park events |
| | # of participants at Riversport |
| | # of rounds played at municipal golf courses |
| | # of guests attending Civic Center Music Hall performances |
| | # of memberships at the Senior Health and Wellness Centers |

Recreation, Health and Wellness Line of Business

The purpose of the Recreation, Health and Wellness Line of Business is to provide quality and safe recreational, health and wellness opportunities to the public so they can socialize, develop skills, and participate in health affirming activities that reflect the public's needs and interests.

Programs and Key Measures

Aquatics, Health and Wellness Program

- 🔑 % of customers surveyed who are satisfied with the City's aquatic facilities and programming opportunities
- 🔑 # of outdoor swimming facility participants per operating day
- 🔑 % of participants surveyed who are satisfied with health and wellness programs

Athletics Program

- 🔑 % of sport participants surveyed who are satisfied with the organization of the sports activity

General Recreation Program

- 🔑 % of customers surveyed who are satisfied with recreation facilities and programming

Aquatics, Health and Wellness Program

The purpose of the Aquatics, Health and Wellness Program is to provide recreational, wellness and educational opportunities to the public so they can participate in aquatic and health affirming activities to build healthier lifestyles.

Program Manager: Mason Williams

Program Budget: \$728,167 (FY23)

Program Services:

- Aquatic Facility Rentals
- Concessions
- Fitness Courts
- Group/Private Swim Lessons
- Health and Wellness Classes
- Health and Wellness Facilities
- Lifeguard Trainings
- Special Events
- Spraygrounds
- Swim Teams
- Swimming Hours

Family of Measures

| | |
|---------|--|
| Results | 🔑 % of customers surveyed who are satisfied with the City's aquatic facilities and programming opportunities |
| | 🔑 # of outdoor swimming facility participants per operating day |
| | 🔑 % of participants surveyed who are satisfied with health and wellness programs |
| Outputs | # of indoor swimming facility participants per operating day |
| | # of visits to indoor aquatic facilities |
| | # of visits to outdoor aquatics facilities |
| | # of swim lesson participants |
| | # of health and wellness program participants |

Athletics Program

The purpose of the Athletics Program is to provide well organized athletic leagues, tournaments, and events to the public so they can socialize and develop skills to have an enhanced quality of life.

Program Manager: Mason Williams


Program Budget: \$376,842 (FY23)

Program Services:

- 405 FC Soccer Club
- Athletic Courts
- Athletic Field Permits
- Concessions
- Endurance Events
- Regional Sporting Events
- Sports Clinics
- Sports Leagues and Tournaments
- Volunteer Coaching Programs

Family of Measures

Results

 % of sport participants surveyed who are satisfied with the organization of the sports activity

% of residents who are satisfied with athletic programs

% of sport participants surveyed who are satisfied

Outputs

of adult league participants

of youth league participants

of volunteer coaches

General Recreation Program

The purpose of the General Recreation Program is to provide a vast array of recreational, cultural, artistic and educational services to the public so they can enjoy a variety of opportunities that reflect the needs and interests of the community.

| | |
|--|--|
| Program Manager: Naisha Morris | |
| Program Budget: \$3,553,335 (FY23) | |
| Program Services: | |
| <ul style="list-style-type: none"> Community Events Cultural, Visual and Performing Arts Day Camps Multi-Generational Recreation Programs Recreation Center Facility Rentals Recreation Center Operations Volunteer Management Programs | |
| Family of Measures | |
| Results | <div> % of customers surveyed who are satisfied with recreation facilities and programming </div> <div>% of resident survey respondents that are satisfied with City recreation centers</div> <div>% of scheduled classes held</div> <div># of recreation center class participants</div> |
| Outputs | # of senior class participants |