

wooster recreation & community center

2014

Annual Report



Economic Impact

By calculating the 2014 Estimated Economic Impact of Wooster Recreation and Community Services Basketball and Soccer programs, we are able to approximate total visitor spending at establishments in the City of Wooster. **Estimated Economic Impact = Non-Resident participants x \$ spent per family x days of participation** ***Formula Reference – 2011 Ohio Economic Impact Study by the Tourism Ohio Day and Overnight Spending

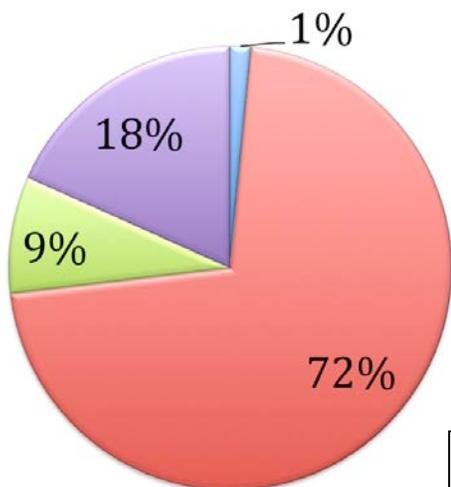
- **Basketball (Preschool – 6th Grade)**
 - Non-Resident Participants = 1,210
 - Estimated Spectators per Participant = 4
 - *Non-Resident Visitors = 4,950*
 - Estimated amount spent = \$10/per person; \$50/per family
 - Days of Participation = 14
 - Total Estimated Impact = \$852,500**

- **Soccer (Rec/Travel/Club)**
 - Non-Resident Participants = 1,302
 - Estimated Spectators per Participant = 4
 - *Non-Resident Visitors = 4,916*
 - Estimated amount spent = \$10/per person; \$50/per family
 - Days of Participation = 16
 - Total Estimated Impact = \$986,000**

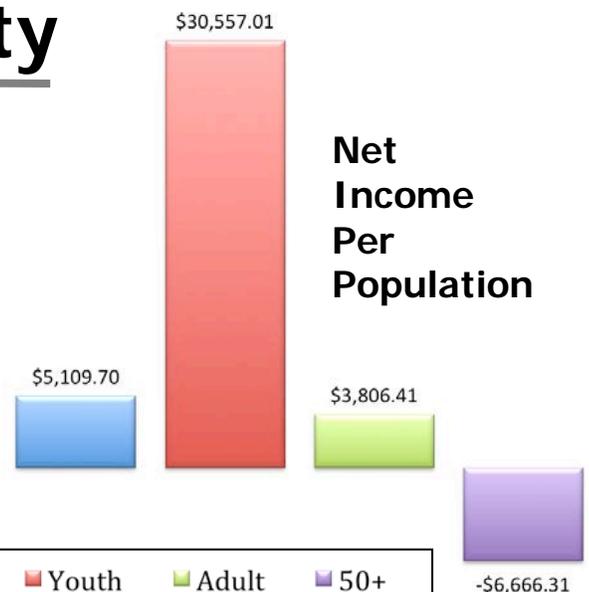
- **Soccer (High School)**
 - Non-Resident Participants = 673
 - Estimated Spectators per Participant = 4
 - *Non-Resident Visitors = 2,865*
 - Estimated amount spent = \$10/per person; \$50/per family
 - Days of Participation = 7
 - Total Estimated Impact = \$265,000**

Estimated Total Visitor Spending
\$2,103,500

Serving Our Community



Populations Served In 2014 (% of total)



■ Preschool/Kindergarten ■ Youth ■ Adult ■ 50+

First Employment Opportunities

The Wooster Recreation and Community Services Division provides many first employment opportunities for Middle School, High School and College-aged students. These opportunities provide employees with experience, training and tools for the workplace.

Paid Positions include:

- Assistant Swim Team Coach
- Basketball Scorekeeper
- Basketball Referee
- Soccer Referee
- Preschool Indoor Soccer Instructor
- Internships

Volunteer Positions include:

- Swim Meet Timekeeping & Scorekeepers
- Special Events
- Soccer Association Concessions
- Swim Boosters Concessions
- Baseball Concessions
- AARP Tax Preparation

Partnerships with Groups

The Wooster Recreation and Community Services Division partners with many groups within the Wooster community to provide quality events and programming.

These partnerships include:

- Urban Adventure
- OARDC
- Gault Recreation Center
- Wooster High School
- Edgewood Middle School
- Wooster City Elementary Schools
- Triway Local Schools
- Wooster YMCA
- InfoLink
- Sprenger Health Care Systems
- Meals on Wheels of Stark and Wayne Counties
- Wooster Soccer Association
- Wooster Fastpitch Softball
- Wooster Summer Baseball
- Wooster Swim Boosters
- Ohio Strikers United Soccer Club
- Leadership Wooster
- Rotary Club
- College of Wooster
- The Ohio State University ATI
- United Way of Wayne and Holmes Counties
- Wooster Church of the Nazarene
- Health Point
- Kohl's Department Store
- Kiwanis Club of Wooster
- Isaac Walton League
- Friends of Wooster Memorial
- Friends of Christmas Run
- Wayne County Humane Society
- AARP
- Wayne County Hospice
- Glendora
- Wooster Booster Club

Recreation & Sports Facilities

The Wooster Recreation and Community Services Division operates and utilizes a wide variety of recreation and sports facilities.

These facilities include:

- Layton Elementary
 - Indoor Gymnasium

- Freedlander Park
 - 18-Hole Disc Golf Course
 - Sand Volleyball Court
 - Olympic-Size Swimming Pool
 - Fastpitch Softball Complex
 - Basketball Court
 - Competition Horseshoe Pits

- Christmas Run Park
 - Swimming Pool
 - Tennis Courts (6)
 - Pickle Ball Courts(4)

- Knights Field Park
 - Kiddie City
 - Aquatic Sprayground Facility
 - Competition Horseshoe Pits

- Schellin Park
 - Dog Park
 - Skate Park
 - Softball Fields (2)
 - Basketball Courts (2)

- Walnut Street Park
 - Basketball Court

- Gertenslager Park
 - Baseball Fields (2)

- Wooster Soccer Complex
 - Soccer Fields (17)

- Wooster Community Center
 - 50+ Fitness Center
 - Billiards
 - Multi-Purpose Rooms (2)

**City of Wooster
Recreation/Community Center Division
2014 ANNUAL REPORT**

	Participants	Volunteer Hrs.	Attendance	Net Gain/Loss
ADULT SPORTS & FITNESS				
<u>Martial Arts</u>				
Kung Fu	33		257	\$232.69
Tai Chi & Qigong	32		301	\$47.31
<u>Swimming</u>				
Masters	Contracted			
Evening Outdoor Aquaerobics	Cancelled			\$294.30
Adult Outdoor Soccer(spring)	100		1,000	\$235.25
<u>Volleyball</u>				
Beach	81	15.0	405	\$246.33
Soccer - Adult Outdoor	10		100	\$235.25
<u>Yoga</u>				
Monday Evening	92		920	\$1,492.10
Thursday Evening	19		190	\$171.56
Thursday Morning	75		675	\$1,187.79
Zumba	60		5,820	\$1,052.33
COMMUNITY SPECIAL EVENTS				
Daddy-Daughter Dance	256	10.0	256	\$117.49
Farmers' Market	26	10.0	71	\$371.23
Holiday Basketball Tournament	160	40.0	480	\$645.16
Santa's Mailbox	297	20.0	297	
EDUCATIONAL CLASSES				
Hunter Safety	Room Usage Group			
Health and Wellness Seminars	Room Usage Group			
SENIOR DROP-IN ACTIVITIES				
Billiards	5		1,263	
Bingo	26		1,267	
Bridge	5		10	
Drop-In Cards	3		282	
Duplicate Bridge	18		787	
<u>Euchre</u>				
Daytime	30		1,496	
Tournament	100		400	

**City of Wooster
Recreation/Community Center Division
2014 ANNUAL REPORT**

Mahjong		4			189	
Ping Pong		3			430	
SENIOR EDUCATIONAL CLASSES						
Driver Safety			Room Usage Group		47	
SENIOR FITNESS						
<u>Aquaerobics</u>						
Outdoor		28			1,848	\$269.95
Indoor		13			1,353	\$4,283.73
<u>Fitness Room Passes Sold</u>						
Monthly		39				
Yearly		81		364.0		
<u>Fitness Room Monthly Attendance</u>						
January					235	
February					194	
March					481	
April					415	
May					402	
June					330	
July					344	
August					352	
September					350	
October					431	
November					349	
December					375	
Fun Fitness		22			3,115	\$1,294.01
Line Dance-Intermediate		37			630	\$106.34
Slow Rollers		16		10.5	28	\$261.16
Strength & Tone		20			2,920	\$991.02
SENIOR SERVICES						
Sprenger Community Lunch			Room Usage Group			
Tax Aide			Room Usage Group			
SENIOR SPECIAL EVENTS						
Rotary Holiday Dinner		361		4.0	361	
YOUTH PROGRAMS						
Baseball-Wooster Summer			Contracted			
Volleyball Clinic		28		8.0	112	\$473.25
Basketball						

**City of Wooster
Recreation/Community Center Division
2014 ANNUAL REPORT**

1st & 2nd Gr. Basketball League	63	24.0	504	\$106.87
3rd-6th Basketball League-Wooster	160	w/below	1,600	w/below
3rd-6th Basketball League-Team	1,130	7,146.0	11,300	\$4,991.76
<u>Preschool</u>				
Preschool Phys. Ed.	36	432.0	432	\$553.32
Soccer, Lydia's Fall	27	108.0	108	\$357.99
Soccer, Preschool Indoor	74	296.0	296	\$1,061.17
Soccer, Lydia's Spring	74	296.0	296	\$1,101.17
Soccer, Lydia's Summer	53	212.0	212	\$752.73
<u>Soccer</u>				
Camp Coach Les	20		80	\$570.00
Futsal I	310		2,480	\$1,003.51
Futsal II	240	24.0	1,780	\$2,732.22
HS Summer League	460	550.0	3,220	\$2,859.92
Micro Fall	37	10.0	370	\$432.58
Micro Spring	53	10.0	530	\$490.72
Wayne Regional League Fall	276	200.0	7,728	\$1,707.96
Wayne Regional League Spring	228	200.0	6,384	\$1,410.92
WSA Team-Fall	590	1,100.0	14,160	\$4,658.44
WSA Fall	131	1,100.0	3,144	\$1,603.09
WSA Spring	122	1,100.0	2,928	\$1,383.76
WSA Team-Spring	580	1,100.0	13,920	\$4,584.18
Softball-Girls Fastpitch	Contracted Group			
<u>Swimming</u>				
Pre-Season	31		372	\$405.03
Swim Team	124	360.0	7,812	\$839.12
<u>T-Ball</u>				
Lydia's Preschool Spring	46	184.0	184	\$679.92
Lydia's Preschool Summer	44	176.0	176	\$603.40
Lydia's Preschool Fall				
Tennis	32		160	\$129.64
Track	49	45.0	1,274	\$936.69
TOTALS	7,070	15,154.5	113,018	\$32,571.56

City of Wooster
Recreation/Community Center Division
2014 POOL STATISTICS

FREEDLANDER POOL	MAY	JUNE	JULY	AUGUST	TOTALS
Season Passes	269	1282	1314	345	3210
Adult Admissions	129	331	365	74	899
Child Admissions	181	514	539	118	1352
Under 2 Years	9	61	30	13	113
Ida Sue	0	0	0	0	0
Swim Meet	0	1200	9000	0	10200
Rentals/Other	0	207	105	14	326
Masters	0	195	180	105	480
Sr. Aquaerobics	0	0	0	0	0
Morning Aquaerobics	0	0	0	0	0
Eve. Aquasize	0	38	22	0	60
Preschool Swim	0	0	0	0	0
Noon Lap Swim	0	0	7	0	7
Kids and Giggles	0	212	31	0	243
Boys & Girls Club	0	296	548	95	939
YMCA Swim Lessons	0	0	23	0	23
YMCA membership	71	499	442	140	1152
Swim Team	880	2310	2650	0	5840
YMCA Camp	0	733	866	213	1812
TOTAL	1539	7878	16122	1117	26656

CHRISTMAS RUN POOL	MAY	JUNE	JULY	AUGUST	TOTALS
Season Passes	0	758	966	246	1970
Adult Admissions	0	229	130	66	425
Child Admissions	0	256	206	82	544
Under 2 Years	0	12	28	7	47
Ida Sue	0	0	0	0	0
Swim Meet	0	0	0	0	0
Rentals/Other	0	0	0	0	0
Masters	0	0	0	0	0
Sr. Aquaerobics	0	0	0	0	0
Morning Aquaerobics	0	480	480	260	1220
Eve. Aquasize	0	0	0	0	0
Preschool Swim	0	0	0	0	0
Noon Lap Swim	0	0	0	0	0
Kids and Giggles	0	565	605	345	1515
Boys & Girls Club	0	85	486	27	598
YMCA Swim Lessons	0	290	341	169	800
YMCA membership	0	5	0	0	5
Swim Team	0	0	0	0	0
YMCA Camp	0	1012	1226	632	2870
TOTAL	0	3692	4468	1834	9994

City of Wooster
Recreation/Community Center Division
2014 POOL STATISTICS

KNIGHT'S FIELD SPRAYGROUND	MAY	JUNE	JULY	AUGUST	TOTALS
Season Passes	20	193	134	46	393
Adult Admissions	8	78	51	15	152
Child Admissions	30	179	172	36	417
Under 2 Years	6	38	30	11	85
Ida Sue	0	0	0	0	0
Swim Meet	0	0	0	0	0
Rentals/Other	40	0	0	0	40
Masters	0	0	0	0	0
Sr. Aquaerobics	0	0	0	0	0
Morning Aquaerobics	0	0	0	0	0
Eve. Aquasize	0	0	0	0	0
Preschool Swim	0	0	0	0	0
Noon Lap Swim	0	0	0	0	0
Kids and Giggles	0	0	0	0	0
Boys & Girls Club	0	0	0	0	0
YMCA Swim Lessons	0	45	0	0	45
YMCA membership	29	100	52	10	191
Swim Team	0	0	0	22	22
YMCA Camp	0	0	0	0	0
TOTAL	133	633	439	140	1345

TOTALS BY CLASSIFICATION	MAY	JUNE	JULY	AUGUST	TOTALS
Season Passes	289	2233	2414	637	5573
Adult Admissions	137	638	546	155	1476
Child Admissions	211	949	917	236	2313
Under 2 Years	15	111	88	31	245
Ida Sue	0	0	0	0	0
Swim Meet	0	1200	9000	0	10200
Rentals/Other	40	207	105	14	366
Masters	0	195	180	105	480
Sr. Aquaerobics	0	0	0	0	0
Morning Aquaerobics	0	480	480	260	1220
Eve. Aquasize	0	38	22	0	60
Preschool Swim	0	0	0	0	0
Noon Lap Swim	0	0	7	0	7
Kids and Giggles	0	777	636	345	1758
Boys & Girls Club	0	381	1034	122	1537
YMCA Swim Lessons	0	335	364	169	868
YMCA membership	100	604	494	150	1348
Swim Team	880	2310	2650	22	5862
YMCA Camp	0	1745	2092	845	4682
TOTAL	1672	12203	21029	3091	37995

CITY OF WOOSTER TRANSPORTATION ASSISTANCE PROGRAM EXPENSE REPORT

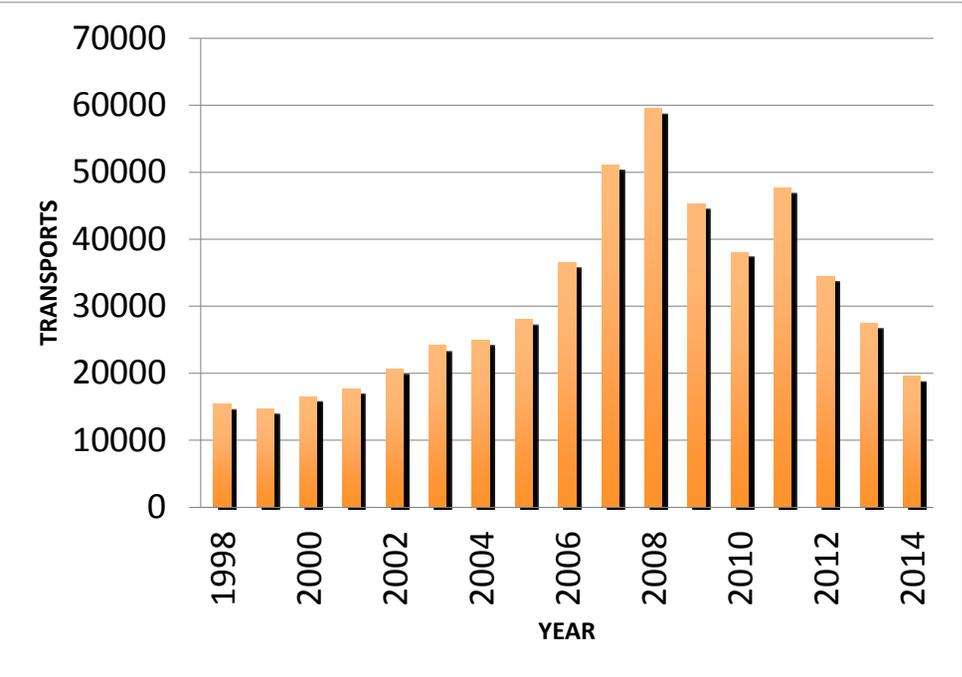
The City of Wooster Transportation Program was established to assist low income residents with transportation within the city. The City pays \$5 per transport to each taxi company and \$1.50 per transport to Wooster Hospitality Transit. Qualified participants purchase taxi passes for \$4 per transport and bus passes for \$1 per transport at the Community Center and City Hall.

	Number of Transports per Company				\$ Per Taxi Transport	\$ Per Bus Transport	MONTHLY FEE	REVENUE
	Thompson's Miller Cab	5 Star	Wooster Express	Wooster Hospitality Transit				
January	978	100	450		\$7,640.00	\$0.00	\$7,640.00	\$6,112.00
February	801	90	669		\$7,800.00	\$0.00	\$7,800.00	\$6,240.00
March	817	120	608	138	\$7,725.00	\$207.00	\$7,932.00	\$6,387.00
April	803	100	489	156	\$6,960.00	\$234.00	\$7,194.00	\$5,802.00
May	934	0	597	185	\$7,655.00	\$277.50	\$7,932.50	\$6,401.50
June	886	85	494	241	\$7,325.00	\$361.50	\$7,686.50	\$6,221.50
July	794	97	660	230	\$7,755.00	\$345.00	\$8,100.00	\$6,549.00
August	72	0	1,321	231	\$6,965.00	\$346.50	\$7,311.50	\$5,918.50
September	0	0	1,161	189	\$5,805.00	\$283.50	\$6,088.50	\$4,927.50
October	0	0	1,523	319	\$7,615.00	\$478.50	\$8,093.50	\$6,570.50
November	0	0	1,289	232	\$6,445.00	\$348.00	\$6,793.00	\$5,504.00
December	0	0	1,413	312	\$7,065.00	\$468.00	\$7,533.00	\$6,120.00
TOTAL	6,085	592	10,674	2,233	\$86,755.00	\$3,349.50	\$90,104.50	\$72,753.50

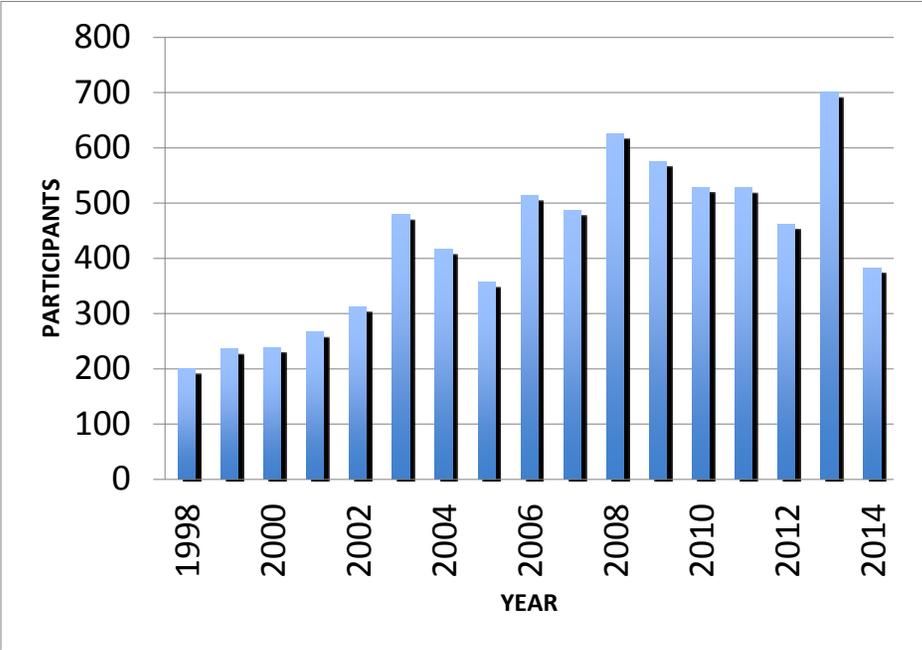
COMPARISON TO PREVIOUS YEARS

YEAR	PARTICIPANTS	TRANSPORTS	REVENUE	TAXI CO EXPENSES	NET EXPENSES
1998	201	15,410	\$28,200.00	\$50,559.50	\$22,359.50
1999	237	14,730	\$31,511.50	\$51,515.50	\$20,004.00
2000	239	16,535	\$32,861.00	\$57,525.00	\$24,664.00
2001	267	17,601	\$39,195.00	\$61,603.00	\$22,408.00
2002	312	20,628	\$41,973.16	\$72,195.50	\$30,222.34
2003	479	24,115	\$48,219.00	\$84,402.00	\$36,183.00
2004	417	24,947	\$51,995.00	\$86,999.00	\$35,004.00
2005	357	28,080	\$53,370.00	\$98,280.00	\$44,910.00
2006	514	36,544	\$63,905.00	\$127,904.00	\$63,999.00
2007	487	51,067	\$87,170.00	\$197,067.00	\$109,897.00
2008	626	59,504	\$137,848.50	\$258,962.00	\$121,113.50
2009	575	45,301	\$127,602.00	\$217,694.05	\$90,092.05
2010	529	38,069	\$115,300.00	\$190,345.00	\$75,045.00
2011	528	47,700	\$148,350.32	\$238,500.00	\$90,149.68
2012	462	34,478	\$131,779.50	\$165,709.00	\$33,929.50
2013	701	27,417	\$107,505.50	\$134,057.50	\$26,552.00
2014	382	19,584	\$72,753.50	\$90,104.50	\$17,351.00

CITY OF WOOSTER TRANSPORTATION ASSISTANCE PROGRAM EXPENSE REPORT



**Number of
Transports Per
Year
1998 - 2014**



**Number of
Participants Per
Year
1998 - 2014**

**CITY OF WOOSTER RECREATION/COMMUNITY CENTER DIVISION
YEARLY COMPARISONS**

YEAR	POOLS	RECREATION	VOLUNTEER	PARTICIPATION
1991	93,083	129,059	14,638.0	236,780
1992	80,043	148,808	18,521.0	247,372
1993	106,553	153,557	18,576.0	278,686
1994	94,567	102,810	17,110.0	214,487
1995	69,123	152,329	15,165.0	236,617
1996	53,492	124,861	15,164.0	193,517
1997	52,470	186,547	15,131.0	254,148
1998	63,563	163,045	14,763.0	241,371
1999	63,812	176,483	13,474.0	253,769
2000	60,862	124,296	13,222.0	198,380
2001	64,369	136,685	9,768.0	210,822
2002	58,209	126,471	12,525.4	197,205
2003	60,425	105,887	9,313.0	175,625
2004	49,098	106,293	7,029.5	162,421
2005	64,569	159,598	19,018.0	243,185
2006	65,965	169,365	21,337.0	256,667
2007	55,667	163,372	22,211.5	241,251
2008	64,235	126,974	14,926.5	206,136
2009	51,545	170,671	33,914.0	256,130
2010	58,557	138,369	16,367.5	213,294
2011	44,087	127,861	13,465.0	185,413
2012	35,391	120,776	21,037.0	177,204
2013	38,715	97,328	12,568.8	148,612
2014	37,995	113,018	15,145.5	166,159

GOALS AND OBJECTIVES FOR 2015

I. Core Functions

- A. Quality of Life
- B. Health and Wellness
- C. Information Resource
- D. Accessibility for All

II. Mission

- A. The mission of the Wooster Recreation and Community Services Division is to enrich the lives of our community members through parks, programs and play!
- B. Motto: Wooster Recreation . . . for the kid in all of us!

III. Goals and Objectives

- A. Services
 - Promote public access to online membership.
- B. Data Driven Decision Making
 - Provide innovative and flexible programming to meet the changing needs of the community.
- C. Public Education/Informational Outreach
 - Social Media- Continue to use social media (Facebook and Twitter) to educate and market programs to the general public.
 - Educate the public about availability of online registration, reservations and Community Center kiosk.
 - Use creative forms of publicity and take advantage of the many available free advertising resources. These resources include local media (cable, radio and print) along with City databases.
 - Collaborate with area organizations on an all-encompassing community guide/activity brochure. Include this in our 2014 Fall Brochure.
- D. Promotion of Internal Cooperation
 - Continue to work with other departments to help conserve resources:
 - PPM – pavilion reservations, maintaining facilities
 - IT – kiosk, membership card scanner for fitness center
 - H.R. – background checks, seasonal staff, volunteers
 - Finance – sharing staff to help with workload, aligning procedures
 - Police – pool walk-throughs, monitor programs
 - All Departments – loan equipment, tables, chairs for special functions
- E. Promotion of Efficiency and Cost-Effectiveness
 - Partnerships with other agencies/organizations:
 - AARP
 - College of Wooster

- Declaration Crossfit
 - Edgewood Middle School
 - Friends of Wooster Memorial
 - Gault Recreation Center
 - Glendora
 - Health Point
 - InfoLink
 - Isaac Walton League
 - Kiwanis Club of Wooster
 - Kohl's Department Store
 - Meals on Wheels of Wayne and Stark Counties
 - Ohio State University ATI
 - Ohio Strikers United Soccer Club
 - Sprenger Health Care Systems
 - Triway Local Schools
 - United Way of Wayne and Holmes Counties
 - Wayne County Hospice
 - Wayne County Humane Society
 - West View Manor
 - Wooster Church of the Nazarene
 - Wooster City Elementary Schools
 - Wooster Girls Fastpitch
 - Wooster High School
 - Wooster Soccer Association
 - Wooster Summer Baseball
 - Wooster Swim Boosters
 - Wooster YMCA
 - Wayne County Visitors and Convention Bureau
 - Wayne-Holmes Senior Services Coalition
- Contract with other agencies:
 - RoMaster
 - Mobile Lawn Medic

F. Measurable and Attainable Initiatives

- Provide quality recreational opportunities in the most cost-effective manner.