

City of
Wooster
RECREATION



2018
Annual Report



City of **Wooster** RECREATION

Core Functions

- Quality of Life
- Health and Wellness
- Information Resource
- Accessibility for All

Missions

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

Major Accomplishments

- Bike Committee – A Bike Trail dedication and ride was held in May at the Soccer Complex. The goal of this celebration was to bring community awareness to the City Bike Trail System.
- Internal Marketing - This past summer an effort to market recreation programs and events was realized with the help of the Recreation Intern. Locations included the Community Center, Knights Field Sprayground, Gault Recreation Center and social media.
- Transportation – partnership with Community Action Wayne/Medina has significantly improved the transportation options for Wooster citizens. We now have seven local providers offering subsidized transportation services to our community. We began 2017 with 534 citizens on the program and by the end of 2018, we were serving over 1026 citizens.

Major Projects Completed

- The Community Room at the Community Center was remodeled including electrical upgrades, ceiling, flooring, wall coverings and audio/visual upgrades.
- Refurbished all out buildings at Knights Field Sprayground, including new metal roofs and paint.
- Purchased and installed a ADA lift at Christmas Run Pool.
- Building Branding – added building signage to the exterior of the Community Center.
- Fitness Center – added: pull-up/dip assist machine, spin bike-w/My Ride, kettle bells and body bars.

Goals Achieved in 2018

- Online registrations account for 20% of our total transactions.
- Provided more options for Drop-In registration which has proved successful for adding new class members.
- Wooster Recreation Facebook page likes reached 1820. That's up from 807(2016) and 1273 (2017).
- Utilized electronic sign for program marketing and city wide announcements.



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- Provided Youth Sports and Activities Guide contact page on our website for parents looking for contact information for sports organizations in and around Wooster.
- Transportation contract with Community Action of Wayne/Medina Counties.
- AARP provides free tax aide for local citizens regardless of age or income level.
- Wayne County Humane Society holds "Paws in the Park Pawty" at Freedlander Park to promote pet safety and awareness.
- Wooster Healthy Living partnership with community agencies and businesses to promote health and wellness opportunities in our community.
- Partner with Wooster YMCA to staff our aquatic facilities and make the Natatorium available for City of Wooster pool pass holders during the Summer months.
- Contract with Wooster Soccer Association, Wooster Summer Baseball and Wooster Girls Fastpitch, just to name a few, to provide recreational opportunities for our community youth.

Goal & Objectives for 2019

- Services
 - Promote public access to online membership.
- Data Driven Decision Making
 - Provide innovative and flexible programming to meet the changing needs of the community.
- Public Education/Informational Outreach
 - Social Media- Continue to use social media (Facebook, Twitter and Instagram) to educate and market programs to the general public.
 - Educate the public about availability of online registration and reservations.
 - 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 website and databases.
 - Collaborate with area organizations on an all-encompassing community guide/activity brochure.
- Promotion of Internal Cooperation
 - Continue to work with other departments to help conserve resources:
 - PPM – pavilion reservations, maintaining facilities.
 - IT – membership card scanner for fitness center, office computers.
 - H.R. – background checks, seasonal staff, volunteers.
 - Finance –aligning procedures and staff training.
 - Police – pool walk-throughs, monitor programs.
 - All Departments – loan equipment, tables, chairs for special functions.
- Promotion of Efficiency and Cost-Effectiveness
 - Partnerships with community agencies/organizations.
 - Contract with community agencies/organizations.
- Measurable and Attainable Initiatives
 - Provide quality recreational opportunities in the most cost-effective manner.



City of **Wooster** RECREATION

Economic Impact

By calculating the 2018 Estimated Economic Impact of Wooster Recreation Basketball and Soccer programs, we are able to approximate total visitor spending in the City of Wooster. Estimated Economic Impact = 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 (1st – 6th Grade)

Participants = 1,317
Estimated Spectators per Participant = 4
Visitors = 5,268 per day
Est \$spent = \$10/person; \$50/family
Days of Participation = 10
Total Estimated Impact = \$658,500

Soccer (High School Summer)

Participants = 825
Estimated Spectators per Participant = 4
Visitors = 3,300 per day
Est \$spent = \$10/person; \$50/family
Days of Participation = 6
Total Estimated Impact = \$247,500

Soccer (Rec/Travel – Fall & Spring Seasons)

Participants = 2,692
Estimated Spectators per Participant = 4
Visitors = 10,768 per day
Est \$spent = \$10/person; \$50/family
Days of Participation = 8
Total Estimated Impact = \$1,076,800

Soccer (Winter Futsal & Indoor Training)

Participants = 336
Estimated Spectators per Participant = 4
Visitors = 1,344 per day
Est \$spent = \$10/person; \$50/family
Days of Participation = 7
Total Estimated Impact = \$117,600

Estimated Total Visitor Spending

\$2,100,400

Employment Opportunities

The Wooster Recreation and Community Center provides many employment opportunities for Middle School, High School, College-aged students and instructors of all ages. These opportunities provide employees with experience, training and tools for the workplace.

Paid Positions include:

- Swim Team Coach
- Basketball Scorekeeper
- Basketball Referee
- Soccer Referee
- Preschool Indoor Soccer Instructor
- Internships
- Fitness Instructors
- Sports Instructors

Volunteer Positions include:

- Swim Meet Time & Scorekeeping
- Youth Sports Coaches
- Special Events
- AARP Tax Preparation



City of *Wooster* RECREATION

Partnerships with Groups

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

These partnerships include (but are not limited to):

- AARP
- Boys & Girls Club of Wooster
- College of Wooster
- Community Action Wayne/Medina Counties
- Edgewood Middle School
- Friends of Christmas Run
- Cleveland Clinic
- Friends of Wooster Memorial
- Gault Recreation Center
- Health Point
- Isaac Walton League
- Kiwanis Club of Wooster
- Leadership Wooster
- Main Street Wooster
- Meals on Wheels of Stark & Wayne Counties
- OARDC
- Ohio Strikers United Soccer Club
- Rotary Club of Wooster
- Southern Care Hospice
- Sprenger Health Care Systems
- The Ohio State University ATI
- Triway Local Schools
- United Way of Wayne & Holmes Counties
- Wayne County Care Center
- Wayne County Humane Society
- Wayne Trails
- Wooster Area Chamber of Commerce
- Wooster Booster Club
- Wooster Church of the Nazarene
- Wooster City Elementary Schools
- Wooster Community Health Systems
- Wooster Fastpitch Softball
- Wooster High School
- Wooster Soccer Association
- Wooster Summer Baseball
- Wooster Swim Boosters
- Wooster YMCA



City of *Wooster* RECREATION

Recreation & Sports Facilities

The Wooster Recreation and Community Center operates and utilizes a wide variety of recreation and sports facilities in collaboration with other City of Wooster divisions and organizations.

These facilities include:

- 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 (4)
 - Basketball Courts (2)
 - Pickle Ball Courts (6)
- 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)
- UNDER CONSTRUCTION!! Wooster Bike Path
 - Some phases complete
 - At completion, the path will cover over 13 miles through and around the City.



City of Wooster RECREATION

ANNUAL REPORT 2018

	Participants	Volunteer Hrs.	Attendance	Net Gain/Loss
ADULT SPORTS & FITNESS				
<u>Martial Arts</u>				
Self Defense	12	0	0	\$116.91
Tai Chi & Qigong	37	0	289	\$445.08
<u>Swimming</u>				
Masters	12	0.0	420	\$1,000.00
<u>Yoga</u>				
Monday Evening	108	0	585	\$1,187.97
Thursday Morning	78	0	411	\$140.30
Volleyball, Coed Beach	36	0	216	\$34.29
Volleyball, Coed Indoor	24	18	168	\$167.94
Zumba	818	0	998	\$1,401.05
<u>Dance</u>				
Wedding Dance	10	0	100	\$142.92
COMMUNITY SPECIAL EVENTS				
Daddy-Daughter Dance	238	24	238	\$70.86
Mom-Me Ninja Warrior	61	24	61	\$117.80
Farmers' Market	105	5	105	\$501.14
Santa's Mailbox	354	8.0	354	(\$88.00)
Trout Derby	100	20	100	(\$273.75)
SENIOR DROP-IN ACTIVITIES				
Billiards	5	0.0	934	
Bingo	23	150.0	961	
Friday Cards	10	0.0	179	
Duplicate Bridge	14	0.0	719	
Mahjong	4	0.0	199	
Ping Pong	6	0.0	851	
<u>Euchre</u>				
Euchre Daytime	29	0.0	1,570	
Euchre Tournament	98	0.0	401	
SENIOR & 50+ EDUCATIONAL CLASSES				
Driver Safety	19	0	19	(\$34.85)
SENIOR & 50+ FITNESS				
Aquaerobics	26	0	754	\$937.93
Fitness Room	82	104	82	(\$3,430.94)
Fun Fitness	47	0	1225	(\$1,540.83)
Line Dance-Intermediate	8	0	67	(\$162.68)
Strength & Tone	43	0	1092	(\$1,522.66)
SENIOR & 50+ SERVICES				
Sprenger Community Lunch	30	12.0	180	
WCCC/Hospice Community Lunch	20	12.0	120	
Tax Aide	2,000	200.0	2,000	
Rotary Holiday Dinner	274	0.0	274	
YOUTH PROGRAMS				
<u>Basketball</u>				
1st & 2nd Gr. Basketball League	77	0	770	(\$241.05)
3rd-6th Basketball League	1240	8,000	9250	\$544.72

	Participants	Volunteer Hrs.	Attendance	Net Gain/Loss
<u>Preschool</u>				
Art	13	0	71	\$308.62
<u>Soccer</u>				
Futsal	336	133	2352	\$2,191.25
HS Summer League	825	180	4950	\$1,672.81
Micro Fall	45	0	630	\$170.11
Micro Spring	51	0	816	\$25.66
Wayne Regional League Fall	435	400	3045	\$1,660.77
Wayne Regional League Spring	195	200	1365	\$692.63
WSA Team-Fall	790	1100	14220	\$6,555.62
WSA Fall	74	1100	1332	\$783.75
WSA Spring	72	1100	1512	\$294.23
WSA Team-Spring	730	1100	13140	\$6,065.07
<u>Swimming</u>				
Swim Team	145	360	6960	\$404.91
<u>T-Ball</u>				
Preschool Spring	39	80	160	\$490.59
Preschool Summer	40	160	164	\$561.07
<u>Youth (Other)</u>				
Baseball-Wooster Summer	Contracted Group			
Softball-Girls Fastpitch	Contracted Group			
Track	26	50	572	\$236.83
Volleyball League - Fall	40	8	420	\$108.13
Volleyball League - Spring	40	10	430	\$684.89
TOTALS	<u>9,944</u> Participants	<u>14,558</u> Volunteer Hrs.	<u>77,831</u> Attendance	<u>\$22,421.09</u> Net Gain/Loss



POOL STATISTICS 2018

FREEDLANDER POOL	MAY	JUNE	JULY	AUGUST	TOTALS
Season Passes	234	432	671	180	1517
Adult Admissions	234	456	671	180	1541
Sr. Admissions	4	23	31	27	85
Child Admissions	391	712	789	237	2129
Under 3 Years	44	76	125	32	277
Swim Meet	0	6500	8500	0	15000
Rentals/Other/ Noon Lap	14	247	440	164	865
Masters	20	140	140	50	350
Sr. Aquaerobics	0	36	39	110	185
Morning Aquaerobics	0	132	327	166	625
Kids and Giggles	0	0	0	89	89
Boys & Girls Club	0	522	1232	213	1967
YMCA Membership	373	654	1003	353	2383
Swim Team	218	2289	1744	0	4251
YMCA Camp	162	268	399	443	1272

TOTAL unique entries 36351

Total Camp Entries 1272

Total YMCA Membership Entries 2383

CHRISTMAS RUN POOL	MAY	JUNE	JULY	AUGUST	
Season Passes	0	1808	1519	376	3703
Adult Admissions	0	444	475	118	1037
Sr. Admissions	0	20	42	3	65
Child Admissions	0	573	502	119	1194
Under 3 Years	0	73	106	28	207
Rentals/Other	0	148	319	69	1186
Sr. Aquaerobics	0	312	312	26	650
Preschool Swim	0	0	0	0	0
Kids and Giggles	0	288	408	64	760
YMCA Membership	0	687	1062	222	1971
YMCA Camp	0	1702	1465	147	3314

TOTAL unique entries 14087

Total Camp Entries 3314

Total YMCA Memberships Entries 1971

KNIGHT'S FIELD SPRAYGROUND	MAY	JUNE	JULY	AUGUST	TOTALS
Season Passes	20	203	180	139	542
Adult Admissions	36	162	185	113	496
Sr. Admissions	1	7	15	12	35
Child Admissions	54	171	223	162	610
Under 3 Years	21	66	119	90	296
Rentals/Other	0	30	0	50	80
YMCA Camp	0	32	41	102	175
YMCA Membership	49	97	131	120	397

TOTAL unique entries 2631

TOTAL camp entires 175

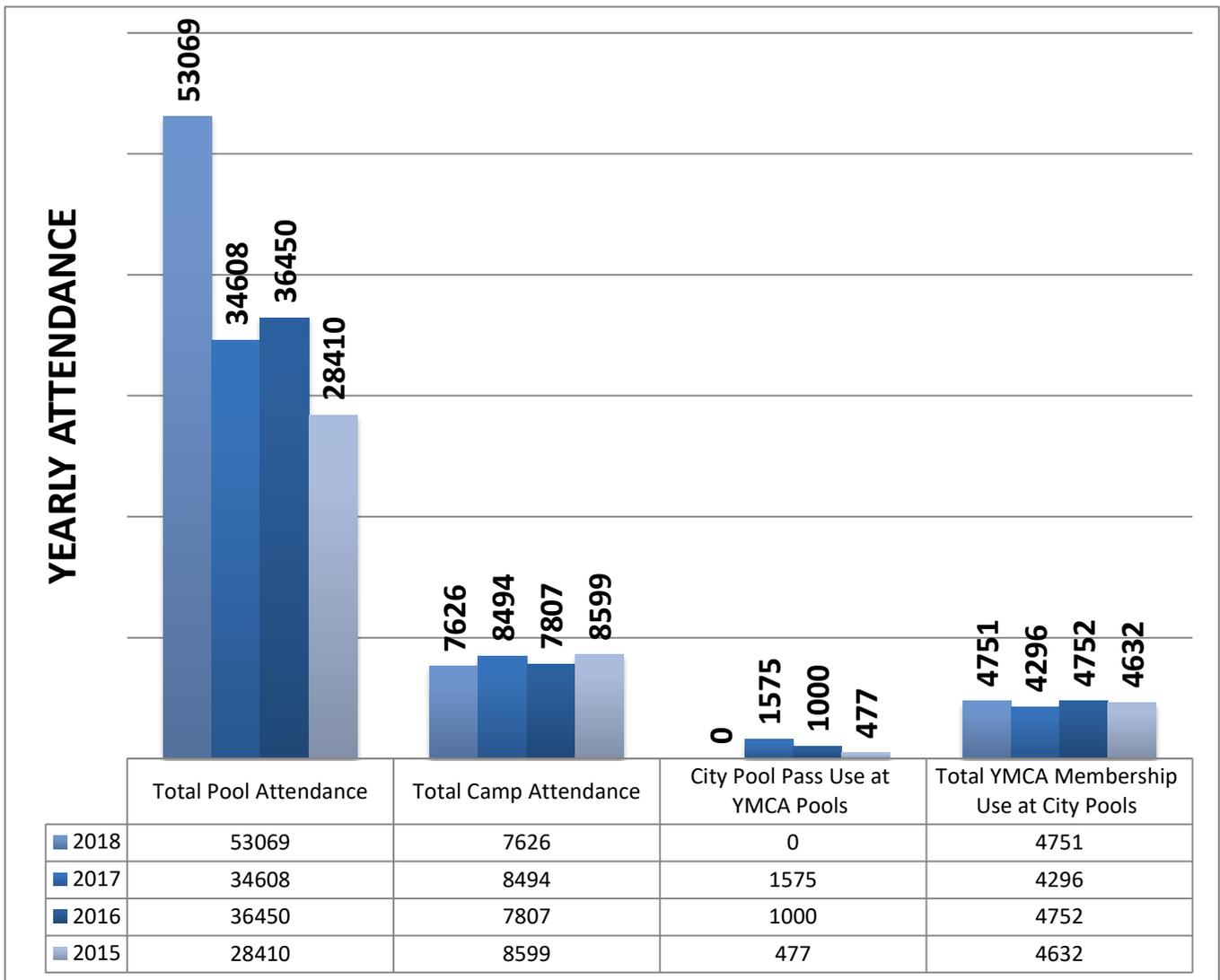
Total YMCA Memberships Entries 397

TOTALS BY CLASSIFICATION	MAY	JUNE	JULY	AUGUST	TOTALS
Season Passes	387	3918	4051	1221	9577
Adult Admissions	270	1062	1331	411	3074
Sr. Admissions	5	50	88	42	185
Child Admissions	445	1456	1514	518	3933
Under 3 Years	65	215	350	150	780
Rentals/Other	14	425	759	283	1481
Masters	20	140	140	50	350
Swim Team	218	2289	1744	0	4251
Sr. Aquaerobics	0	348	312	136	796
Morning Aquaerobics	0	132	327	166	625
Preschool Swim	0	0	0	0	0
Kids and Giggles	0	288	408	153	849
Boys & Girls Club	0	522	1232	213	1967
YMCA Membership	422	1438	2196	695	4751
YMCA Camp	211	2002	1905	692	4810

Total pool attendance Summer 2018 53069
Total Camp Attendance Summer 2018 7626
YMCA Pool Closed for Renovations 0
Total YMCA Membership use at City Pools 4751

YEARLY POOL ATTENDANCE COMPARISON

	2018	2017	2016	2015
Season Passes	9577	6758	8505	7237
Adult Admissions	3074	2536	3120	2499
Sr. Admissions	185	n/a	n/a	n/a
Child Admissions	3933	3739	3996	4354
Under 2 Years	780	567	331	192
Swim Meet Spectators & Participants	15000	6300	4590	9915
Rentals/Other	1481	590	627	580
Masters	350	319	330	315
Swim Team	4251	4160	3665	2536
Sr. Aquaerobics	796	510	570	609
Morning Aquaerobics	625	80	155	84
Preschool Swim	0	20	0	20
Kids and Giggles	849	1073	1452	1459
Boys & Girls Club	1967	1540	1414	1194
YMCA Membership	4751	4296	4752	4632
YMCA Camp	4810	5881	4941	5946







**CITY OF WOOSTER
COMMUNITY ACTION WAYNE & MEDINA COUNTIES
TRANSPORTATION PROGRAM REPORT
JANUARY 1, 2018 - DECEMBER 31, 2018**



COMPARISON TO PREVIOUS YEARS

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
# of participants	1101	534	420	388	382	701	462	528	529	575	626	487
elderly	72	49	24									
disabled	65	89	59									
elderly & disabled	14	23	13									
designated assist person	9	18	5									
not elderly or disabled	405	364	324									
veteran	26											
transports	47,956	20,986	14,670	16,688	19,584	27,417	34,478	47,700	38,069	45,301	59,504	51,067

SPENDING BREAKDOWN

REVENUE	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
USER PAYMENT TO CITY FOR PASSES	\$0.00	\$0.00	\$30,890.15	\$68,613.50	\$72,753.50	\$107,505.50	\$131,779.50	\$148,350.32	\$115,300.00	\$127,602.00	\$137,848.50	\$87,170.00

EXPENSE

TAXI COMPANIES/PASSES	\$0.00	\$0.00	\$36,460.00	\$85,301.50	\$90,104.50	\$134,057.50	\$165,709.00	\$238,500.00	\$190,345.00	\$217,694.05	\$258,962.00	\$197,067.00
ADMIN ESTIMATE*	\$0.00	\$0.00	\$24,212.57	\$43,212.00	\$43,212.00	\$43,212.00	\$43,212.00	\$43,212.00	\$43,212.00	\$43,212.00	\$43,212.00	\$43,212.00
SUPPLIES, MATERIALS & SOFTWARE	\$0.00	\$0.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00	\$2,000.00

PASSES/RIDES	\$267,527.22	\$68,790.50	\$41,561.50									
ADMIN	\$51,760.12	\$33,114.96	\$18,999.43									
MINI GRANTS	\$2,342.00	\$1,799.35	\$5,400.00									

TOTAL SUBSIDIZED BY CITY OF WOOSTER \$321,629.34 \$103,704.81 \$97,743.35 \$61,900.00 \$62,563.00 \$71,764.00 \$79,141.50 \$135,361.68 \$120,257.00 \$135,304.05 \$166,325.50 \$155,109.00

PER PERSON SPENDING

	2018	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
\$ per person on program	\$292.12	\$194.20	\$232.72	\$159.54	\$163.78	\$102.37	\$171.30	\$256.37	\$227.33	\$235.31	\$265.70	\$318.50
\$ per program transport	\$6.71	\$4.94	\$6.66	\$3.71	\$3.19	\$2.62	\$2.30	\$2.84	\$3.16	\$2.99	\$2.80	\$3.04

**INCREASE IN SUBSIDY RATE & HANDICAP
ACCESSIBLE TRANSPORTATION**

*CITY OF WOOSTER ADMINISTRATION OF PROGRAM ESTIMATE FOR 2006-2016	
HOURS SPENT ON PROGRAM	1040 (20 HOURS/WK)
RATE WITH BENEFITS	\$41.55 HOUR
	<u>\$43,212.00</u>



City of *Wooster* RECREATION

YEARLY COMPARISONS

<u>YEAR</u>	<u>POOLS</u>	<u>RECREATION</u>	<u>VOLUNTEER</u>	<u>PARTICIPATION</u>
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
2015	28,410	94,984	13,898.0	137,292
2016	36,450	85,864	12,812.0	135,126
2017	34,608	80,024	12,947.0	127,579
2018	53,069	77,831	14,558.0	145,458