

City of  
*Wooster*  
**RECREATION**



**2022**  
Annual Report



# City of **Wooster** RECREATION

## Core Functions

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

## Mission

- 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

- Participation in youth and adult programming is increasing and headed back to pre-pandemic numbers.
- Formed new partnerships or collaborated with existing partners on the following:
  - American Red Cross – Blood Drive at Community Center
  - Direction Home – working with the organization and senior ombudsman Ella Kick on improving, expanding senior programming.
  - Includeability – hosted fundraiser at Freedlander Pool
  - Meals on Wheels – 900+ meals were served (almost all new client touch points) through the new monthly drive-thru service provided in the Community Center parking lot and other locations around the Wayne County area.
  - Women in Business – holding weekly meetings at the Community Center
- Hosted 144 event rentals at the Chalet at Freedlander Park to community members and visitors. This facility also provided a meeting space to internal and partner groups.

## Major Projects Completed

- Repairs to Christmas Run Pool & Freedlander Baby Pool.

## Goals Achieved in 2022

- Online registrations account for 20% of our total transactions.
- Added new programming and events through community partnerships. (See Major Accomplishments Above)
- Provided more options for Drop-In registration which has proved successful for adding new class members.
- Utilized community resources, email, social media and website to educate and market programs to the public.
  - a. Wooster Recreation Facebook page followers totaled 3300. That's up from 2900 (2021), 2404 (2020), 2166 (2019), 1820 (2018), 1273 (2017) and 807 (2016).



# City of **Wooster** **RECREATION**

- b. Woo For You - Every Wednesday we focus on one community organization by sharing their mission, upcoming events, ways the public can join & more on the city's website and social media platforms! It's Woo... for you!
  - This initiative kicked off August 17, 2022 and promoted 20 community organizations. This initiative will continue through 2023.
- c. Utilized electronic signage at the Community Center, Downtown Square and Buehler's Milltown and Towne Market for program marketing and city wide announcements.
- d. Created and distributed monthly e-Newsletter to a growing database of citizens and program participants.
- Partnerships & contracts with community agencies/organizations.
  - a. Transportation contract with Community Action of Wayne/Medina Counties.
  - b. AARP provides free tax aide for local citizens regardless of age or income level.
  - c. Wayne County Humane Society holds "Paws in the Park Pawty" at Freedlander Park to promote pet safety and awareness.
  - d. Wooster Healthy Living partnership with community agencies and businesses to promote health and wellness opportunities in our community.
  - e. 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. City pass holders may use the Natatorium from Memorial weekend through December 31<sup>st</sup>.
  - f. 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.

## **Goals & Objectives for 2023**

- Christmas Run Pool Renovation – Community Outreach, Planning & Design
- Services
  - Promote public access to online membership.
  - Provide and promote facility usage for our community and visitors.
  - Expand program and event offerings to all age groups.
- 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.



# City of **Wooster** RECREATION

- 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. – seasonal staff, volunteers.
    - Finance – aligning procedures and staff training.
    - Police – pool walk-throughs, monitor programs.
- 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.

## Economic Impact

By calculating the 2022 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 (1<sup>st</sup> – 6<sup>th</sup> Grade)**

Participants = 1133  
Estimated Spectators per Participant = 4  
*Visitors = 4532 per day*  
Est \$spent = \$10/person; \$50/family  
Days of Participation = 9  
**Total Estimated Impact = \$509,850**

### **Soccer (High School Summer)**

Participants = 735  
Estimated Spectators per Participant = 4  
*Visitors = 2,940 per day*  
Est \$spent = \$10/person; \$50/family  
Days of Participation = 6  
**Total Estimated Impact = \$220,500**

### **Soccer (Rec/Travel – Fall & Spring Seasons)**

Participants = 2875  
Estimated Spectators per Participant = 4  
*Visitors = 11,500 per day*  
Est \$spent = \$10/person; \$50/family  
Days of Participation = 8  
**Total Estimated Impact = \$1,150,000**

### **Soccer (Winter Futsal & Indoor Training)**

Participants = 152  
Estimated Spectators per Participant = 4  
*Visitors = 608 per day*  
Est \$spent = \$10/person; \$50/family  
Days of Participation = 7  
**Total Estimated Impact = \$53,200**

### **Estimated Total Visitor Spending**

**\$1,933,550**



# City of *Wooster* RECREATION

## 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 and Program Instructors
- Sports Instructors

### **Volunteer Positions include:**

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

## 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
- American Red Cross
- Boys & Girls Club of Wooster
- College of Wooster
- Community Action of Wayne/Medina Counties
- Direction Home Area Agency on Aging
- Flex Yoga
- Friends of Christmas Run
- Friends of Wooster Memorial Park
- Health Point
- Includeability
- Isaak Walton League
- Kiwanis Club of Wooster
- Main Street Wooster
- Meals on Wheels
- Ohio Strikers United Soccer Club
- OSU CFAES
- Rotary Club of Wooster
- United Way of Wayne & Holmes Counties
- Vantage Aging
- Wayne County Humane Society
- Wayne Trails
- Westview Healthy Living
- Wooster Area Chamber of Commerce
- Wooster City Schools
- Wooster Community Health Systems
- Wooster Fastpitch Softball
- Wooster Healthy Living
- Wooster Soccer Association
- Wooster Summer Baseball
- Wooster Swim Boosters
- YMCA of Wayne County



City of  
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**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
  - Chalet at Freedlander Park
- Christmas Run Park
  - Swimming Pool
  - Tennis Courts (4)
  - Basketball Courts (2)
  - Pickle Ball Courts (6)
- Knights Field Park
  - Aquatic Sprayground Facility
  - Competition Horseshoe Pits
- Schellin Park
  - Dog Park
  - Skate Park
  - Softball Fields (2)
  - Basketball Courts (2)
- 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 2022

	Participants	Volunteer Hrs.	Attendance	Net Gain/Loss
<b>ADULT SPORTS, FITNESS &amp; PROGRAMS</b>				
<u>Swimming</u>				
Masters	12	0	167	\$1,000.00
<u>Yoga</u>				
	143	0	980	\$2,190.84
<u>Sports</u>				
Pickleball Clinics	47	20	47	\$151.62
Volleyball, Coed Indoor 6's	64	0	576	\$745.46
Volleyball, Coed Sand	72	0	432	\$34.46
<u>Fitness</u>				
Pound	6	0	184	\$121.41
<u>Community Center Programs</u>				
American Sign Language	58	0	464	\$1,132.63
<b>COMMUNITY SPECIAL EVENTS</b>				
Daddy Daughter Dance	185	4	185	\$772.29
Mom & Me Event	63	0	63	\$181.57
Wooster Healthy Living Kids Day	500	68	500	(\$41.55)
Farmers' Market	43	5	43	\$75.16
Santa's Mailbox	322	0	322	(\$52.00)
Trout Derby	65	20	65	(\$50.00)
Run Rock Roll	22	30	22	(\$83.40)
<b>SENIOR DROP-IN ACTIVITIES</b>				
Billiards	4	0	45	\$0.00
Bingo	12	110	610	\$0.00
Friday Cards	7	0	285	\$0.00
Ping-Pong	8	0	867	\$0.00
Duplicate Bridge	12	0	557	\$0.00
Mahjong	6	0	243	\$0.00
Canasta	4	0	57	\$0.00
Misc. Game Group	6	0	43	\$0.00
<u>Euchre</u>				
Euchre Daytime	32	208	1709	\$0.00
Euchre Tournament	96	20	378	\$0.00
<b>SENIOR &amp; 50+ EDUCATIONAL CLASSES</b>				
Driver Safety- <b>On hold due to COVID</b>				
<b>SENIOR &amp; 50+ FITNESS</b>				
Aquaerobics	19	0	535	\$367.25
Fitness Center	89	25	4984	\$3,726.00
Senior Hiking	26	20	122	\$0.00
Senior Stroll	7	12	30	\$0.00
<b>SENIOR &amp; 50+ SERVICES</b>				
Tax Aide	500	200	500	(\$300.00)
<b>YOUTH PROGRAMS</b>				
<u>Basketball</u>				
1st & 2nd Gr. Basketball League	73	294	511	(\$676.79)
3rd-6th Basketball League	1060	8,000	39600	(\$1,568.31)
<u>Preschool</u>				
Art	10	0	50	\$121.04
Tball	83	140	332	\$571.70

	Participants	Volunteer Hrs.	Attendance	Net Gain/Loss
<b><u>Soccer</u></b>				
Futsal	152	133	912	\$3,827.82
HS Summer League	735	180	4410	\$10,484.39
Micro Fall	74	0	888	\$592.84
Micro Spring	109	0	1090	\$1,036.91
Wayne Regional League Fall	390	400	2340	\$2,269.12
Wayne Regional League Spring	240	400	1200	\$823.49
WSA Team-Fall	830	1100	4980	\$10,276.89
WSA Fall	111	1100	1998	\$1,434.14
WSA Spring	121	1100	1070	\$1,885.07
WSA Team-Spring	1000	1100	5000	\$9,781.25
<b><u>Swimming</u></b>				
Swim Team	148	360	5920	\$5,582.69
Pre Season Swim	35	0	560	(\$1,257.48)
Tennis Camp	53	10	220	\$484.60
Track Camp	35	14	175	\$215.63
Volleyball Leagues	93	10	976	\$164.94
<b>TOTALS</b>	<b>7782</b>	<b>15083</b>	<b>87247</b>	<b>\$56,021.69</b>
	<b>Participants</b>	<b>Volunteer Hrs.</b>	<b>Attendance</b>	<b>Net Gain/Loss</b>



<b>FREEDLANDER POOL</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUGUST</b>	<b>TOTALS</b>
Season Passes	93	1909	1597	297	3896
Adult Admissions	95	846	770	105	1816
Sr. Admissions	0	74	72	8	154
Child Admissions	112	1203	869	151	2335
Under 3 Years	8	144	122	21	295
Swim Meet	0	3212	2500	0	5712
Rentals/Other/Noon Lap	0	0	88	666	754
Masters	0	70	97	0	167
Sr. Aquaerobics	0	0	0	18	18
Alice Noble	0	357	527	48	932
Kids and Giggles	0	91	213	0	304
Boys & Girls Club	0	311	255	0	566
YMCA Membership	161	1654	1470	290	3575
Swim Team	0	3212	2336	0	5548
YMCA Camp	0	766	531	177	1474
<b>TOTAL Unique Entries</b>					27546
<b>Total Camp Entries</b>					1474
<b>Total YMCA Membership Entries</b>					3575

<b>CHRISTMAS RUN POOL</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUGUST</b>	<b>TOTALS</b>
Season Passes	0	1108	1445	528	3081
Adult Admissions	0	394	493	152	1039
Sr. Admissions	0	37	41	12	90
Child Admissions	0	575	535	181	1291
Under 3 Years	0	71	84	26	181
Rentals/Other	0	6	51	0	57
Sr. Aquaerobics	0	162	234	54	450
Alice Noble	0	0	0	0	0
Kids and Giggles	0	226	213	155	594
Boys & Girls Club	0	0	0	0	0
YMCA Membership	0	853	1187	432	2472
YMCA Camp	0	695	919	235	1849
<b>TOTAL Unique Entries</b>					11104
<b>Total Camp Entries</b>					1849
<b>Total YMCA Membership Entries</b>					2472

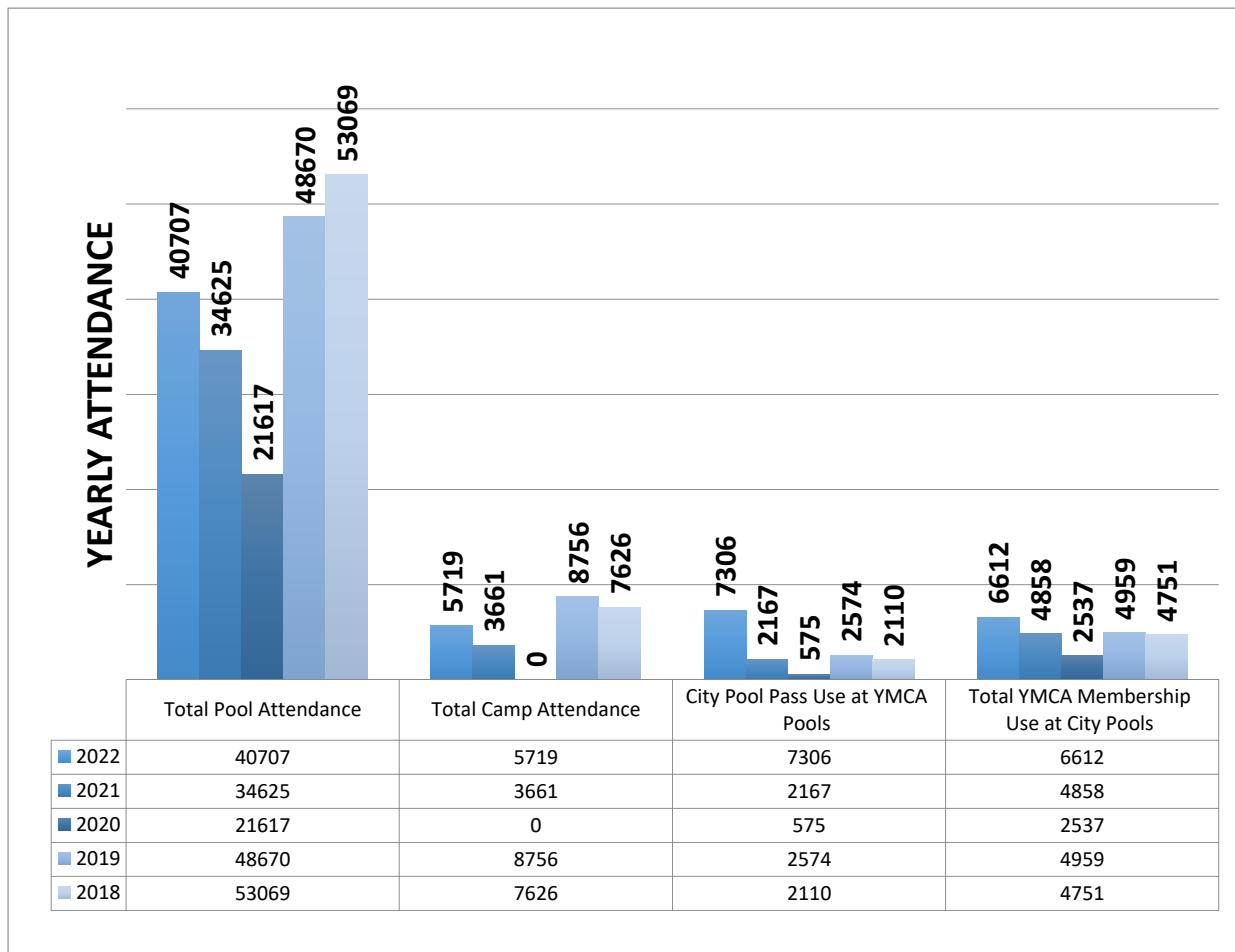
<b>Knight's Field Sprayground</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUGUST</b>	<b>TOTALS</b>
Season Passes	0	86	166	77	329
Adult Admissions	0	131	270	51	452
Sr. Admissions	0	19	25	8	52
Child Admissions	0	121	269	75	465
Under 3 Years	0	88	167	32	287
Rentals/Other	0	0	0	0	0
YMCA Membership	0	243	249	73	565
<b>TOTAL Unique Entries</b>					2150
<b>Total YMCA Membership Entries</b>					565

<b>TOTALS BY CLASSIFICATION</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUGUST</b>	<b>TOTALS</b>
Season Passes	93	3103	3208	902	7306
Adult Admissions	95	1371	1533	308	3307
Sr. Admissions	0	130	45	28	203
Child Admissions	112	1899	1673	407	4091
Under 3 Years	8	303	373	79	763
Swim Meet	0	3212	2500	0	5712
Rentals/Other/Noon Lap	0	6	139	666	811
Masters	0	70	97	0	167
Sr. Aquaerobics	0	162	234	72	468
Alice Noble	0	357	527	48	932
Kids and Giggles	0	317	426	155	898
Boys & Girls Club	0	311	255	0	566
YMCA Membership	161	2750	2906	795	6612
Swim Team	0	3212	2336	0	5548
YMCA Camp	0	1461	1450	412	3323

<b>Total Pool Attendance Summer 2022</b>					40707
<b>Total Camp Attendance Summer 2022</b>					5719
<b>Total Pool Pass Use</b>					7306
<b>Total YMCA Membership Use</b>					6612

TOTALS BY CLASSIFICATION	2022	2021	2020	2019	2018
Season Passes	7306	4888	0	7523	9577
Adult Admissions	3307	3109	3437	3615	3074
Senior Admissions	203	139	263	230	185
Child Admissions	4091	3501	3825	4037	3933
Under 3 Years	763	718	639	783	780
Swim Meet Spectators & Participants	5712	6262	4031	10000	15000
Rentals/Other	811	954	0	2589	1481
Masters	167	324	213	330	350
Swim Team	5548	6185	6672	5040	4251
Sr. Aquaerobics	468	26	0	511	796
Morning Aquaerobics	0	0	0	392	625
Preschool Swim	0	0	0	5	0
Day Cares	1830	978	0	920	849
Boys & Girls Club	566	1421	0	2263	1967
YMCA Membership	6612	4858	2537	4959	4751
YMCA Camp	3323	1262	0	5573	4810

TOTALS	2022	2021	2020	2019	2018
Total Pool Attendance	40707	34625	21617	48670	53069
Total Camp Attendance	5719	3661	0	8756	7626
City Pool Pass Use at YMCA Pools	7306	2167	575	2574	2110
Total YMCA Membership Use at City Pools	6612	4858	2537	4959	4751





CITY OF WOOSTER COMMUNITY ACTION WAYNE AND MEDINA COUNTIES  
 TRANSPORTATION PROGRAM REPORT  
 JANUARY 1, 2022 - DECEMBER 31, 2022



USES															
PASS	SUBSIDY	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	TOTAL PASSES	TOTAL \$
Single	\$ 8.00	1606	1753	1765	1766	1794	1874	1389	1639	1197	1388	1578	1515	19264	\$ 154,112.00
Wheelchair														0	\$ -
White Pass Round Organization														0	\$ -
Work Pass - IN	\$ 8.00	282	245	140	128	136	156	100	133	73	78	85	58	1614	\$ 12,912.00
Work Pass - OUT	\$ 10.00	217	258	126	43	25	32	23	30	17	22	26	23	842	\$ 8,420.00
Non WC - Blue Pass	\$ 1.80	1074	1083	1239	1053	1101	1232	1028	1114	692	896	1057	1016	12585	\$ 22,653.00
WC - Blue Pass	\$ 7.20												767	767	\$ 5,522.40
Wheel Chair Work Pass - IN														0	\$ -
Wheel Chair Work Pass - OUT														0	\$ -
SARTA Program														0	\$ -
SARTA Program WC Employment														0	\$ -
SARTA Program WC Employment														0	\$ -
SARTA Program WC Funded Riders														0	\$ -
Old Pass CAW/M														0	\$ -
Old Pass CAW/M														0	\$ -
Old Pass Work CAW/M														0	\$ -
Old Pass WC CAW/M														0	\$ -
Old Pass WC Work CAW/M														0	\$ -
RMS Program														0	\$ -
Transit single	\$ 4.00	2153	2076	2503	2236	2645	3002	2863	3504	3271	1579	4591	2758	33181	\$ 132,724.00
Transit WC - New														0	\$ -
Transit Wheelchair														0	\$ -
Unused/Returned Passes														0	\$ -
<b>Total Usage</b>		<b>5332</b>	<b>5415</b>	<b>5773</b>	<b>5226</b>	<b>5701</b>	<b>6296</b>	<b>5403</b>	<b>6420</b>	<b>5250</b>	<b>3963</b>	<b>7337</b>	<b>6137</b>	<b>68253</b>	<b>\$336,343.40</b>
	2021	5936	5550	6906	6875	6444	6762	6405	7533	5622	7084	6036	6505	<b>65117</b>	
	2020	7435	8152	6188	4696	4346	2993	4932	6322	6007	6772	6381	6603	<b>57843</b>	
	2019	5037	5458	4938	6064	6505	7531	7367	6834	8045	8624	10180	8362	<b>66403</b>	
	\$ 27,819.20	\$ 28,817.40	\$ 28,742.20	\$ 26,421.40	\$ 28,251.80	\$ 30,785.60	\$ 25,444.40	\$ 30,497.20	\$ 24,659.60	\$ 19,876.80	\$ 33,830.60	\$ 31,197.20			

Started 2022 with 716 members, finished with 853 members. Total New = 137				
<b>Elderly</b>	<b>Disabled</b>	<b>Elderly and Disabled</b>	<b>Nondisabled</b>	<b>Veteran / Active Military</b>
35	40	13	762	3





# 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	34,166	80,024	12,947.0	127,137
2018	52,419	77,831	14,558.0	144,808
2019	48,670	82,701	14,608.0	145,979
2020	14,945	22,892	8,680.0	46,517
2021	34,625	56,452	14,569.0	105,646
2022	40,707	87,247	15,083.0	143,037