

# 2024 ANNUAL REPORT



## 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

- Youth and adult program participation is increasing, approaching pre-pandemic levels.
- Established or expanded partnerships, including:
  - American Red Cross
  - Alzheimer's Association
  - AARP
  - The Children's Advocacy Center
  - United Way of Wayne & Holmes Counties
  - Wayne County Family & Children's First Council
- Hosted 209 event rentals at the Chalet at Freedlander Park, serving community members, businesses, and nonprofits.

## Major Projects Completed

- Replaced the HVAC unit at the Community Center.
- Replaced ADA entry buttons at front entrance of Community Center.
- Replaced Flooring in the Community Center lower level.
- Painting and repairs made to Freedlander Pool.

## Goals Achieved in 2024

- Christmas Run Pool Renovation – Planning, design underway
- Implemented Employee Engagement Committee events and challenges.
- Online registrations make up 20% of total transactions.
- Expanded programs and events through community partnerships.
- Increased drop-in registration options, boosting class participation.
- Enhanced public outreach via email, social media, and the website:
- Leveraged electronic signage at key locations for program marketing.
- Distributed a monthly e-newsletter to a growing audience.
- Strengthened partnerships, including:
  - AARP – Free tax assistance for citizens.
  - Wayne County Humane Society – Hosted Paws in the Park Pawty event.
  - Wooster Summer Baseball & Wooster Girls Fastpitch – Expanded youth recreational opportunities.

## Goals & Objectives for 2025

- Facility Improvements:
  - Christmas Run Pool Renovation – bid & construction
  - Freedlander Pool
  - Community Center
- Community Services & Engagement:
  - Promote public access to online memberships & facility reservations.
  - Expand program offerings for all age groups.
  - Grow Employee Engagement Committee events and challenges.
- Data-Driven Decision Making:
  - Adapt programs to meet evolving community needs.
- Public Education & Outreach:
  - Continue leveraging Facebook & Instagram
  - Increase awareness of online registration & reservations.
  - Utilize local media and free advertising for promotion.
  - Collaborate with community organizations on a comprehensive activity guide.
- Internal Collaboration & Efficiency:
  - Strengthen cooperation with other City departments, including:
    - PPM – Pavilion reservations & facility maintenance.
    - IT – Membership card scanners & office tech support.
    - HR – Seasonal staffing & volunteer coordination.
    - Finance – Staff training & procedural alignment.
    - Police – Pool walk and drive-throughs & program monitoring.
  - Enhance cost-effectiveness through community partnerships & contracts.
  - Maintain a commitment to quality recreational opportunities at an affordable cost.

## Economic Impact

By calculating the 2024 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

Participants = 2428  
 Estimated Spectators per Participant = 4  
 Visitors = 9712 per day  
 Est \$spent = \$10/person; \$50/family  
 Days of Participation = 9  
**Total Estimated Impact = \$874,080**

### Soccer

Participants = 4050  
 Estimated Spectators per Participant = 4  
 Visitors = 16,200 per day  
 Est \$spent = \$10/person; \$50/family  
 Days of Participation = 8  
**Total Estimated Impact = \$1,296,000**

**Estimated Total Visitor Spending**

**\$2,170,000**



## 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
- Lions Club of Wooster
- Main Street Wooster
- Meals on Wheels
- Northeast Ohio Tennis Association
- Ohio Strikers United Soccer Club
- OSU CFAES
- Rotary Club of Wooster
- United Way of Wayne & Holmes Counties
- Vantage Aging
- Wayne County FCFC
- Wayne County Humane Society
- Wayne County Public Library
- Wayne Trails
- Westview Healthy Living
- Wooster Area Chamber of Commerce
- Wooster City Schools
- Wooster Community Health Systems
- Wooster Fastpitch Softball
- Wooster Futbol Club
- Wooster Healthy Living
- Wooster Soccer Association
- Wooster Summer Baseball
- Wooster Swim Boosters
- YMCA of Wayne County

## 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)
  - Pickleball Courts (12)
- Knights Field Park
  - Aquatic Sprayground Facility
  - Competition Horseshoe Pits
- Schellin Park
  - Dog Park
  - Skate Park
  - Soccer Fields
  - 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
  - Most phases complete
  - At completion, the path will cover over 13 miles through and around the City.