



# RECREATION SNAPSHOT 2018

City of Sharonville Recreation Department Annual Report



# Message from The Director

I am proud to present the City of Sharonville Parks & Recreation Department's 2018 Annual Report. This report includes many of the great things that our department was able to accomplish in the past year.

The department went through major transformation in 2018 with the retirement of long-time director Sue Koetz after 36+ years of exemplary service. This change in leadership was a perfect time to refocus the department on its mission to serve our residents and members through recreational opportunities. The heart of our operation is to build a community that exists within our facilities by offering something for everyone to participate in. My hope as director is to increase our participation and attendance with everything that we do. We want our programs to sell out. We want our parks and pools to be crowded. We want our Community Center to be bursting at the seams. We want people to meet new friends and neighbors, get healthy, have fun, and build lasting memories.

There are many things that we are working on to achieve this. We are decreasing the barrier to entry by making programs easier to afford and attend. We are adding more program options at different days & times to accommodate more people. We are offering new ways to use our facilities with added amenities and expanding from within by reimagining spaces. We are working to make our memberships more valuable; in the sense that people would be silly to not belong here because of everything that comes with being a member.

We will continue to work hard to make this place what everyone believes it can be. Our Recreation Department is unlike any other. We are unique in what we offer, what we provide, and most importantly how we make people's lives better. I am excited for what we have already accomplished as a team and look forward to the future.

Michael Blomer | Recreation Director | Office: 513.563.2895 | Mobile/Text: 513.543.2963



# Department Overview

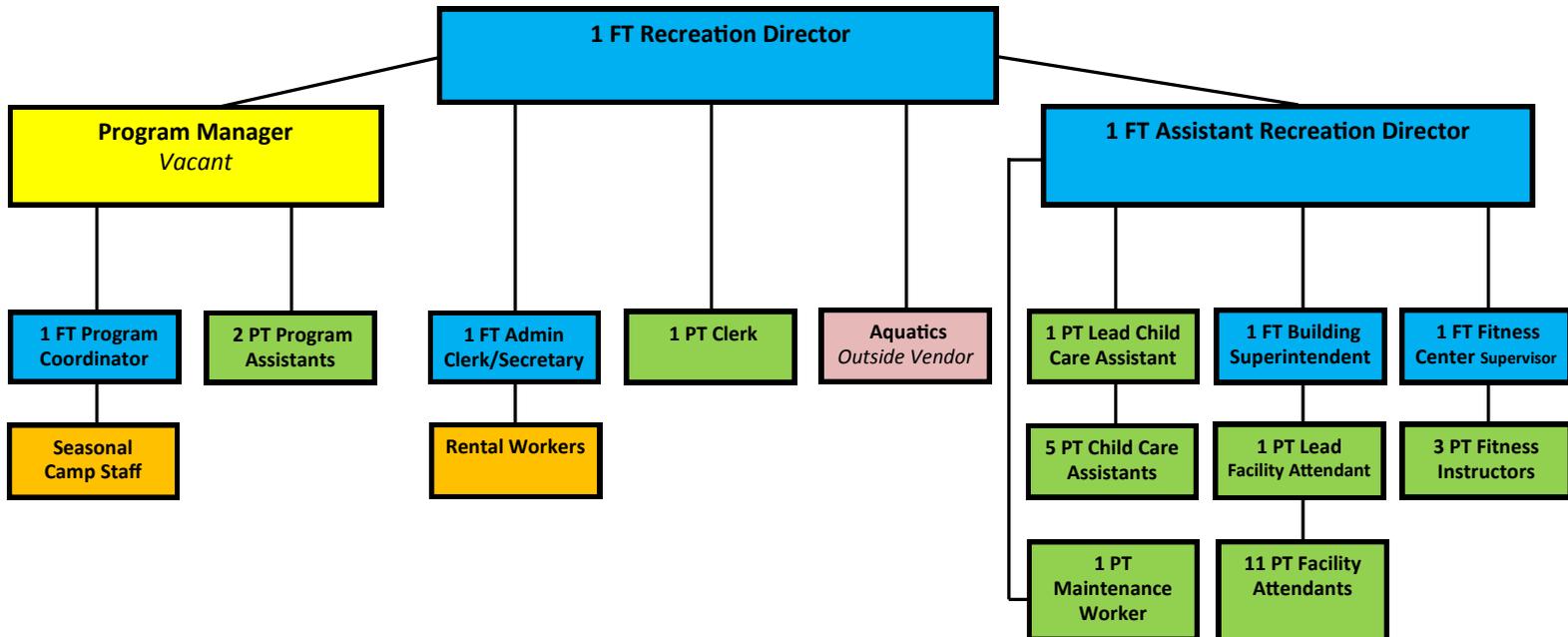
The Sharonville Parks & Recreation Department team currently consists of 6 full time employees, 25 part time employees, and 12-18 seasonal staff. Our responsibilities are broken down in to several broad categories including administration, programming, fitness, facility operations, and child care. The organizational chart below outlines the internal structure of our department.

Our Community Center doors are open for operation 7 days a week for a total of 86 hours.

- Monday thru Thursday - 15 hours (per day)
- Friday - 13 hours
- Saturday - 9 hours
- Sunday - 4 hours

Our facilities include a 50,000 square foot Community Center with 3 basketball courts, an indoor track, a fitness center, 5 multipurpose/programming spaces, a nursery, an aerobics room, locker rooms, and a fitness center. We have 4 large parks across the city with multiple outdoor sports fields, playgrounds, and shelters. We have 2 outdoor aquatic facilities including some of the nicest pools in the city.

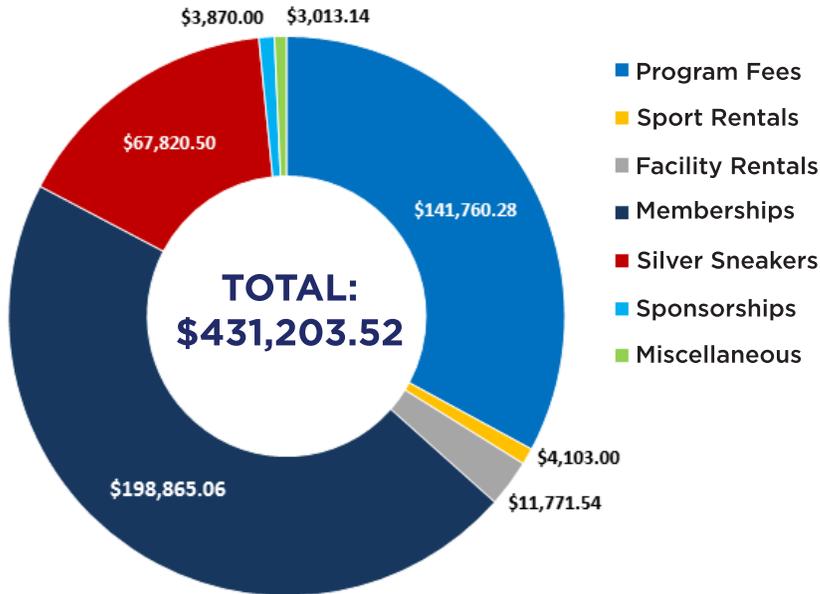
The Recreation Department staff works diligently to fill these facilities with top notch amenities, programs and events for residents and members of all ages and abilities. Additionally, we pay close attention to our spaces to ensure safety, security and cleanliness.



# Budget Recap

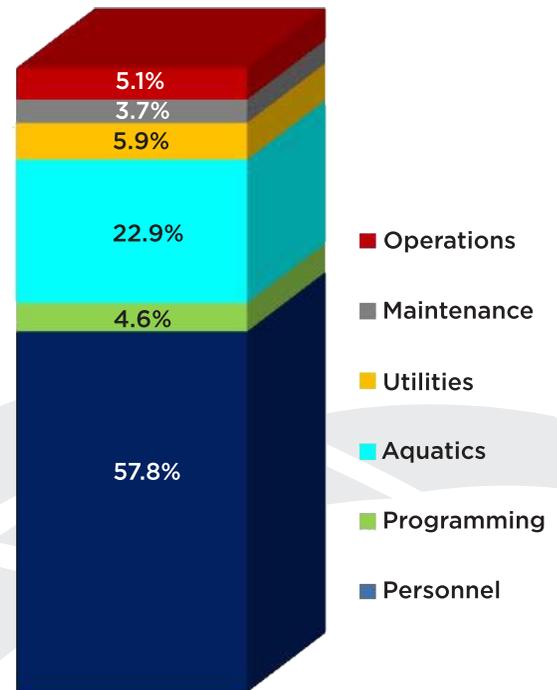
The department continued its focus on savings and revenue in 2018. Our department has a very unique ability to negotiate and find ways to save in almost everything that we do. This paired with well timed promotions and discounts has resulted in one of the top 3 highest revenue totals in our department's history (highest was 2017).

## 2018 Revenue



## 2018 Expenses

**TOTAL: \$1,776,131.80**



**COST 24.2% RECOVERY**

# Project Success



The Gower Tower playground officially opened on May 5, 2018 to a large crowd that enjoyed all of the awesome features including 3 different slides ranging in height from 4' to 10' as well as 15 different play panels and a 6' climbing wall. Excited guests also enjoyed free snow cones from Kona Ice.



## GOWER BALLFIELD

The Lower Gower Baseball field was removed in September.



## GORMAN MASTERPLAN

The impressive Gorman Masterplan was adopted by Council on October 30, 2018.



## MULTIPURPOSE ROOM

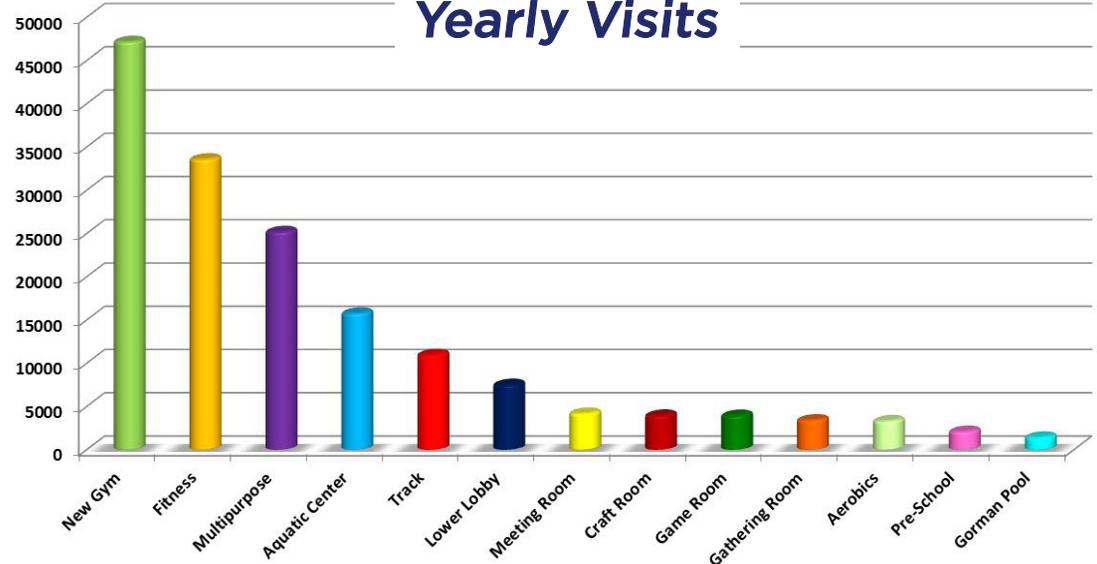
The Old Gym/Multipurpose Room renovation completed in Fall 2018 with the replacement of the floor and wall materials. Recent additions of new accoustical panels, a dividing curtain and basketball hoops give the Community Center a completely new space for many uses.

# Facilities & Memberships

Our facility offers members and guests of all ages an ability to participate in multiple ways. From active to passive recreation and everything in between, we have thousands of visitors each year. In 2018, our most popular spaces were our Gymnasium and Fitness Center.

It is interesting to note that the pools were visited a total of 17,134 times over the course of 81 summer days. All total our facility was visited an estimated 162,221 times; an average of 458 visits per day. We are proud to offer a fun, exciting and clean facility for our community to make part of their daily fitness, social, athletic, or enrichment routine. Our memberships continued to evolve in 2018 with the addition of more senior advantage members through Silver Sneakers & Optum. The folks that take advantage of these types of memberships are highly active and utilize our facility to maintain a healthy and active lifestyle. Our 2018 active membership count was 3,225 with 74.7% of those belonging to Sharonville residents.

**Yearly Visits**



Another improved area for participation within our department was guest passes. A total of 3,138 guest passes were sold in 2018 for a total of \$19,007.00. Of those sold, 66.2% of them were utilized at either the Aquatic Center or Gorman Pool.

# Programs & Participation

Our department prides itself on our unique ability to offer programs for ages 0-99, and beyond. Programs are a great way for our residents, members and guests to get fit, make new friends, learn a new skill, or just have some fun. For many participants, our offerings are a way for them to continue a healthy lifestyle through fitness, exercise, or athletics. For others, it is a way to connect with friends, family and neighbors. Above all, we believe that our programs are a way for people to build memories that will last a lifetime. Here are some program accomplishments for 2018:

**6,187**  
**SILVER SNEAKERS**

*These classes are designed to increase muscle strength, range of movement and improve activities for daily living. We are proud to offer Silver Sneakers fitness classes for older adults.*

**50 MINIS** *moved at Minis on the Move class for ages 3 & under.*

**65 MESSES** *made at Make a Mess with Me class for ages 18 months & up.*

**179 DANCERS** *shined with Tippi Toes dance classes for ages 18 months to 8.*

**1,596 HAPPY CAMPERS**  
*attended Camp Sharonville. One of our longest running programs at the Recreation Department in its 40th year.*

**103 SWIMMERS LEARNED HOW TO SWIM**

**586**

**4th OF POOL-LY PARTIERS**

*Our first ever July 4th party at the pool was one of our highest attendance numbers in recent aquatic history.*

**232 PERSONAL TRAINING SESSIONS**

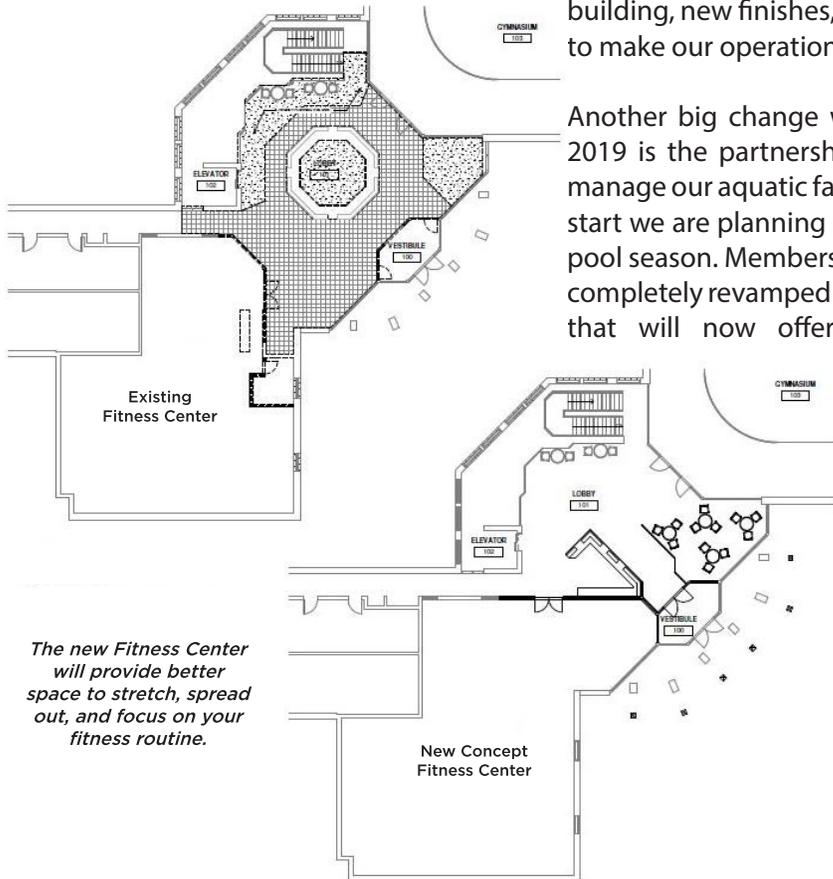
*Offered completely free for our members.*

# Looking Ahead

Our department is excited for some big changes coming in 2019. Our facility will undergo yet another update in the form of a major renovation to the fitness center and main lobby. Our current fitness center ranks 2nd among all facilities in terms of usage and is currently only 2,265 square feet. The approved concept will increase the size of the fitness center 25% by repurposing underutilized space in our large main lobby. The finished product will add much needed area in fitness for better spacing, more adequate fall zones for safety, more accessibility, and more floor space for important stretching and functional exercises. The 1,500 square foot lobby will feature a new set of double doors entering the building, new finishes, and a brand new customer service desk that will help to make our operation more efficient.

Another big change we are excited for in 2019 is the partnership with SwimSafe to manage our aquatic facilities. With this fresh start we are planning major updates to our pool season. Members and guests will see a completely revamped swim lesson program that will now offer Saturday morning sessions. They will also notice new fantastic events at the pool as well as

a new and improved concession menu with exciting cost-friendly options. Most importantly members and guests will have the same friendly, safe, and fun experiences that they have come to expect from our facilities.



*The new Fitness Center will provide better space to stretch, spread out, and focus on your fitness routine.*

