



RECREATION SNAPSHOT 2019

City of Sharonville Recreation Department Annual Report



Message from The Director

I am proud to present the City of Sharonville Parks & Recreation Department's 2019 Annual Report. This report includes many of the great things that our department was able to accomplish in the past year.

Our department's primary focus in 2019 was to be accommodating in everything we do. The way people feel when they walk in and walk out of our facility is very important to us. Our members and guests come to us for many different reasons; some come for physical fitness while others come for fellowship; some come for exciting events while others come to swim in the pool; some come for enrichment and learning while others come just for social interaction. Above all, our members come to us because recreation is important in their daily lives. This is the reason that our staff works very hard to ensure that everyone that walks in our doors has an excellent experience. Focusing on being accommodating to their recreation needs helps us to build trust, confidence, and deeper relationships with our community.

While providing excellent customer service is important, our facilities, amenities, and programs must be excellent as well. With this idea in mind, the Recreation Department worked very hard in 2019 to successfully complete many projects that have positively impacted the way we serve our community. Our staff has begun to take an in-depth look at our many indoor and outdoor spaces to evaluate usage and compare them with needs. The first successful result of this process was the renovation of our lobby, customer service desk, and fitness center. We are excited to continue to re-evaluate our facilities and make improvements to the way that our community can utilize them.

I believe that this report will give you a snapshot at the wave of exciting momentum that the Recreation Department has created and how eager our staff is to be serving our Community during this time.



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Department Overview

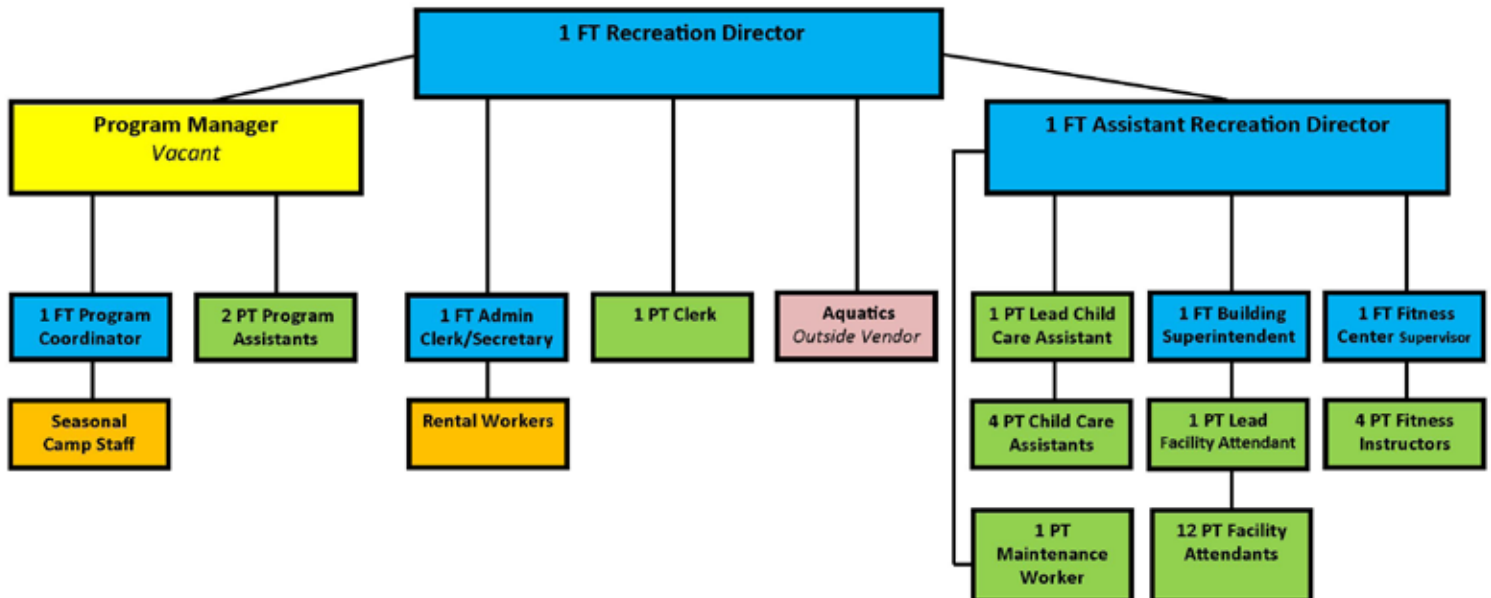
The Sharonville Parks & Recreation Department team currently consists of 6 full time employees, 25 part time employees, and 12-18 seasonal staff. Our responsibilities are broken down in to several broad categories including administration, programming, fitness, facility operations, and child care. The 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 an outdoor aquatic facility including some of the nicest pools in the city.

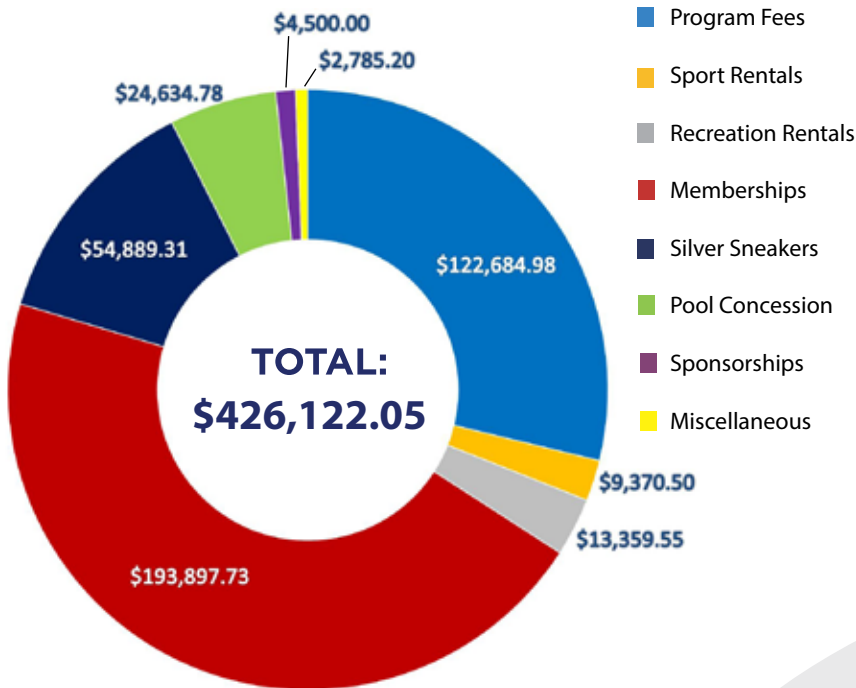
The Recreation Department staff works diligently to fill these facilities with top notch amenities, programs and events for residents and members of all ages and abilities. Additionally, we pay close attention to our spaces to ensure safety, security and cleanliness.



Budget Recap

The department continued its focus on savings and revenue in 2019. We worked hard to find cost effective solutions to programming and maintenance needs by comparing pricing resulting in over \$50,000.00 in savings over last year. Through well timed marketing promotions and discounts our revenue was able to exceed its goal by over \$3,600.00.

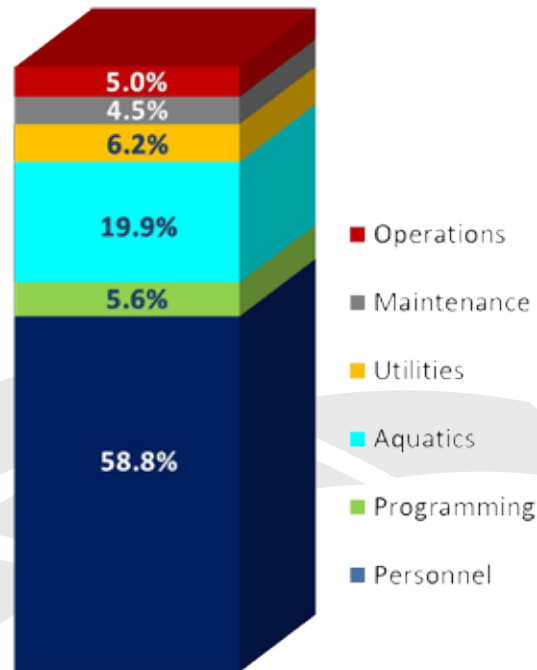
2019 Revenue



COST RECOVERY **24.7%**

2019 Expenses

TOTAL: \$1,720,747.09



Project Success



FRONT DESK & FITNESS CENTER

The Community Center underwent the largest renovation project since the expansion of the center in 1997. As the importance of lifelong fitness and wellness continues, it was important for our facility to match the needs of our community. The original desk and lobby were renovated and reconfigured to allow for an almost 25% of our fitness center's square footage. This additional space allows us to increase the amount of equipment we can provide, offer more area for stretching and functional fitness, and provide a safer experience with large walkways and better ADA accessibility. The result of the project was an instant success.



SWIMSAFE AQUATICS

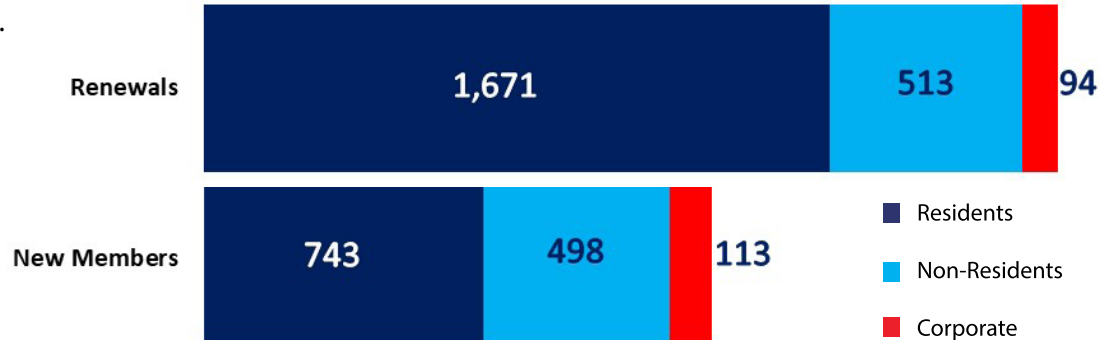
Our 2019 pool season was the first summer of completely using SwimSafe to manage all of our aquatic facilities. The season was an incredible success all around. Swimmers enjoyed a fun and relaxed atmosphere with a detailed attention to safety and fun; the Sharonville Sharks completed one of their best swim team seasons in recent memory; aquatic events and classes were plentiful and well attended; and everyone enjoyed the small upgrades to operating hours, furniture, and the concessions menu.

Facilities & Memberships

Our facility offers members and guests of all ages an ability to participate in multiple ways. In 2019, we had 1,354 new memberships purchased to the Community Center facilities. New members is defined as a household that has never owned a membership prior. Of those new memberships sold, 113 (8.3%) of them were business members that joined through our corporate or chamber membership discounts. Renewed memberships last year were 2,278; 94 (4.1%) of which were corporate members.

From active to passive recreation and everything in between, we have thousands of visitors each year. Our active members are required to scan their membership upon entering each of our facilities. In 2019, we had

86,248 membership swipes at our facility entrances including 18,507 swipes at the pool alone. In addition to member daily visits, guests visit us daily for anything from participating in free classes to spectating or playing at practices & games in the gymnasium. Through hourly room counting, we estimate that an additional 69,692 guests visited the Community Center. All total our facility was visited an estimated 155,940 times; an average of 440 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.



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 2019:

22,245

SILVER SNEAKERS

Daily participation in classes, fitness, swimming, and all things active at the Community Center was extremely high. We are excited to partner with Silver Sneakers & Optum Active.

70+ NINJAS completed the crazy obstacle courses with Sensei Aaron.

24 TEAMS played in the Winter Women's Volleyball leagues.

80 TEA DRINKERS accompanied by their dolls attended the Doll & Me Tea.

200+ TRUNK OR TREATERS

attended our first ever Trunk or Treat in the Community Center parking lot. We almost ran out of popcorn...twice.

480 DADDY'S, DAUGHTERS, MOMS, & SONS DANCED THE NIGHT AWAY

75

FREE HOT DOGS FOR DADS

Father's Day at the Sharonville Pool was celebrated with free hot dogs for all the Dads that attended.

4

PICKLEBALL TOURNAMENTS

Attended after hours at the Community Center by over 100 pickleballers.

Looking Ahead

Our department is committed to continue the excitement and momentum into this year with great projects, programs, and a deepening of relationships with our community. The services that we provide are essential to the health, happiness, and physical & mental well-being of the public. We look forward to continuing to meet the many different needs of each person that walks through the Community Center's doors.

We are thrilled to be planning some fantastic projects that will continue to add to the positive experience of our members and guests. The Community Center interior upgrades have continued with a new paint scheme and flooring; additional upgrades will include modern and multifunctional furniture throughout the building. We are anticipating the replacement of the 22+ year old indoor walking/running track with a more durable and functional product that will make one of our most used amenities even better.

Gower Park will be receiving a brand new installment of playground equipment to complement Gower Tower that was installed in 2018. A portion of the equipment is the result of grant dollars awarded to the Recreation Department in 2017 by the Cincinnati Development Business Grant program. This equipment will be inclusive in nature and will offer outdoor recreational opportunities for folks of different abilities. The improvement of Gorman Park will continue with the addition of beautiful new playground structures for ages 0-12.



The City of Sharonville, State of Ohio & United States has faced many challenges so far in early 2020. Many people in our community have had their lives immediately impacted by the COVID-19 pandemic and many will continue to feel those impacts for many months to come. We believe that our department is in a unique



position to continue to engage our community digitally as well as find opportunities to safely provide recreational opportunities for folks to feel a sense of normalcy. Current plans for some of our biggest and most popular offerings including Aquatics, Camp Sharonville, and the 4th of July are being reviewed and researched regularly.

