



Recreation 101

DES MOINES PARKS, RECREATION AND SENIOR SERVICES

Des Moines Parks, Recreation and Senior Services

We are the People Professionals



Department Vision:

An Active Engaged Community

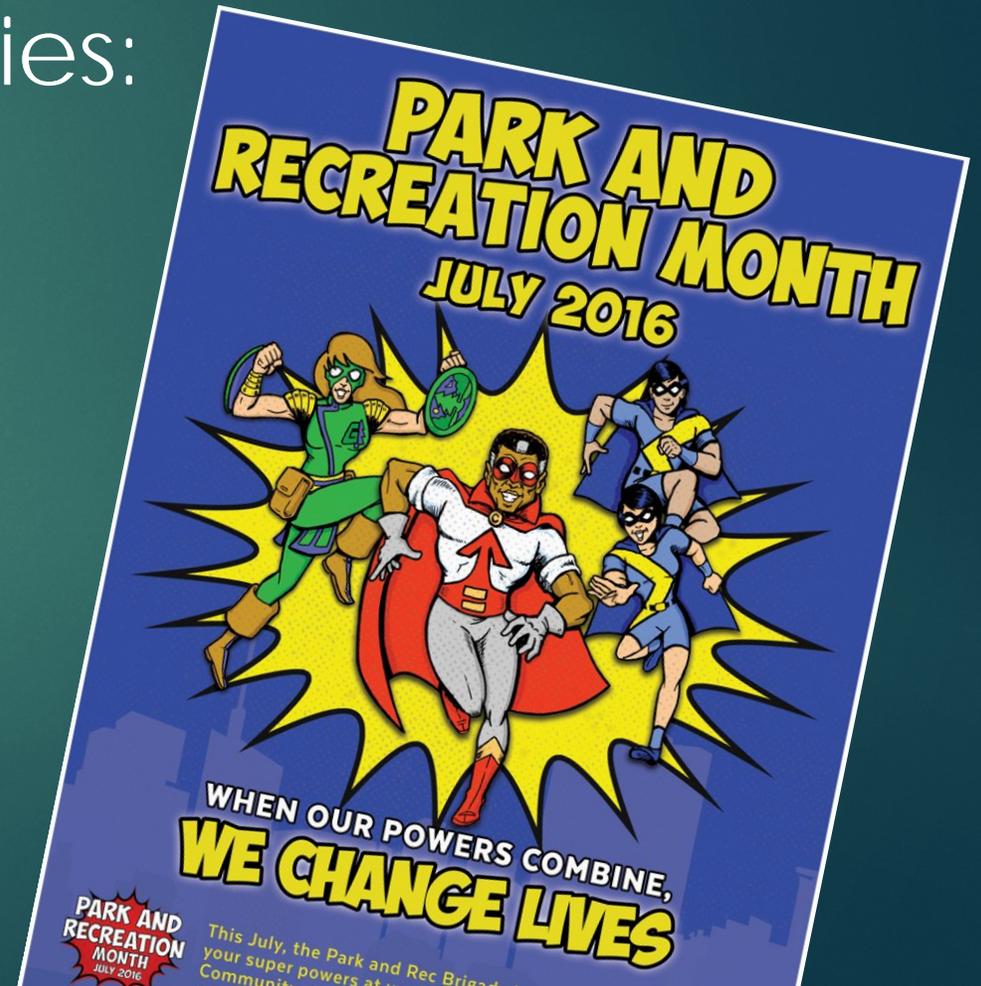
Department Mission:

Provide Life Enriching Programs,
Services and Events at Our Parks,
Beaches and Community Centers

2016 National Data

Three values that make Parks and Recreation Essential Services to Communities:

- ▶ Economic Value
- ▶ Health and Environmental Benefits
- ▶ Social Importance



Economic Value

- ▶ Forbes, BusinessWeek and the Wall Street Journal cite quality park and recreation resources as key criteria in listing the best cities for businesses, jobs and places to live.
- ▶ Outdoor recreation contributes:
 - ▶ \$646 billion to the U.S. economy
 - ▶ 6.1 million direct jobs
 - ▶ Generates \$80 billion in federal, state and local tax revenue, each year
- ▶ Over 30 studies have shown that parks and green space positively affect real property values for adjacent properties by as much as 25 percent.
- ▶ Parks and recreation programs generate revenue from fees and charges and provide significant indirect revenues to local and regional economies from taxes generated by tourism including sports and special events and festivals.

Health and Environmental Benefits

- ▶ Parks and recreation programs are the places that people go to get healthy and stay fit.
- ▶ Creating, improving and promoting places to be physically active can improve individual and community health.
- ▶ Penn State University showed significant correlations to reductions in stress, lowered blood pressure, and physical health to the length of stay in visits to parks.
- ▶ Parks are proven to improve and protect water quality, groundwater, the air we breathe, prevent, provide wildlife habitat and places for children and families to connect with nature and recreate in the outdoors together.



Social Importance and Equity

- ▶ Parks provide identity for citizens and are a major factor in surveys of how livable communities are.
- ▶ Parks provide gathering places for families and social groups, as well as for individuals of all ages, abilities and economic status, regardless of their ability to pay for access.
- ▶ Access to parks and recreation opportunities has been strongly linked to reductions in crime and to reduced juvenile delinquency.



2016 National Survey Data

Support for local parks is widespread, spanning:



83%
of Americans
personally benefit
from local parks



4 in 5
agree that local parks are
worth the tax dollars
spent on them

Americans see NRPA's 3 Pillars as the
chief priorities for local parks



92% of Americans



How We Measure Up!

NRPA FIELD REPORT AT A GLANCE

The National Park and Recreation Median...

Has 9.67 acres of park land
per 1,000 residents

Has operating expenditures
per capita of
\$100.63



Has
8.4
staff members
per 10,000 residents



Recovers
29%
of operating expenditures
through revenue generation



Has 1 Park for every

1,894 residents



80% of agencies
offer summer camps



50% of agencies
offer afterschool programs



Des Moines Parks, Recreation and Senior Services Field Report at a Glance

Has 6.5 acres of park land
per 1,000 residents

Has operating expenditures
per capita of
\$82.98



Has
8.2
staff members
per 10,000 residents



Recovers
53%
of operating expenditures
through revenue generation



Has 1 Park for every

1,765 residents



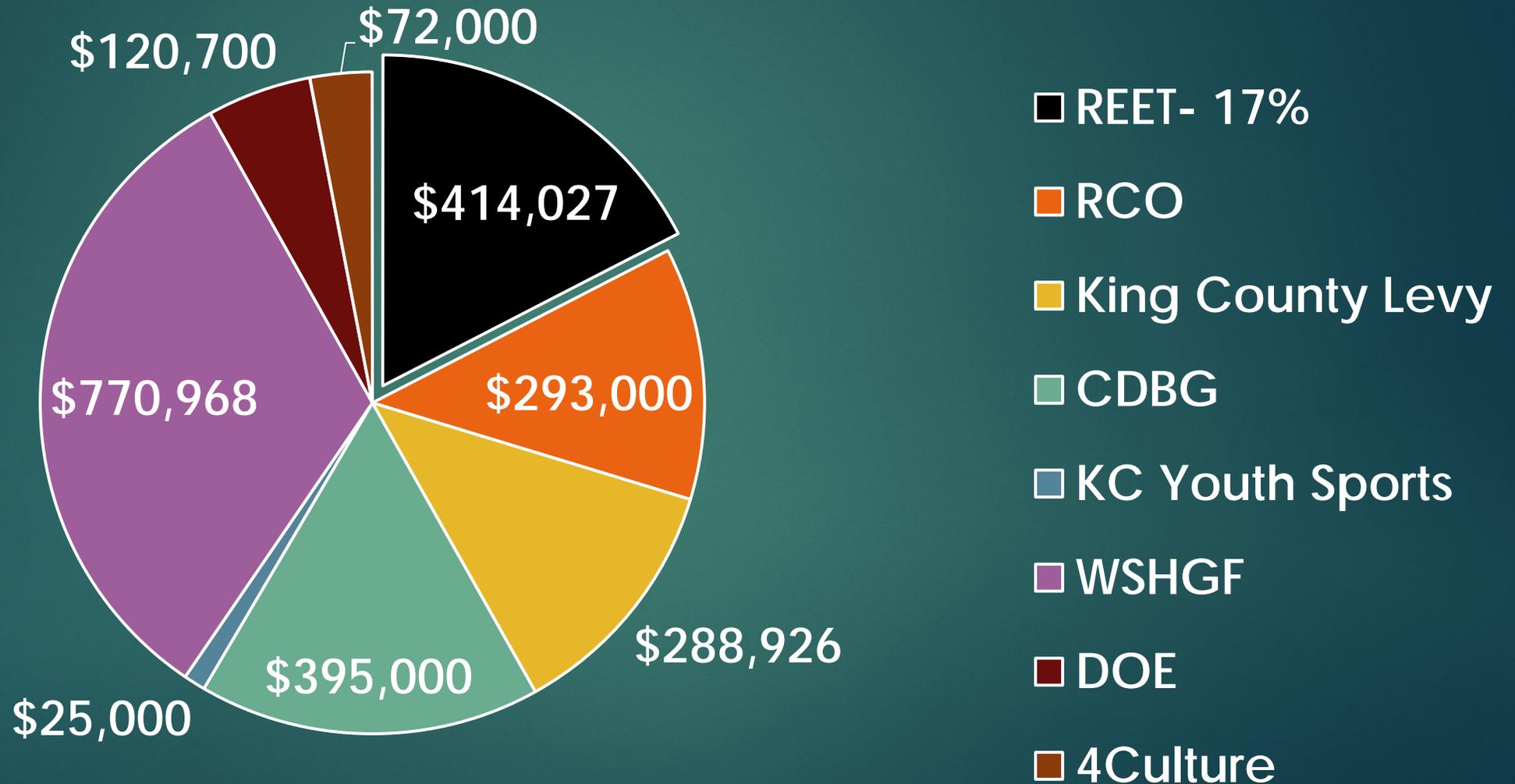
DMPRSS
offers summer camps



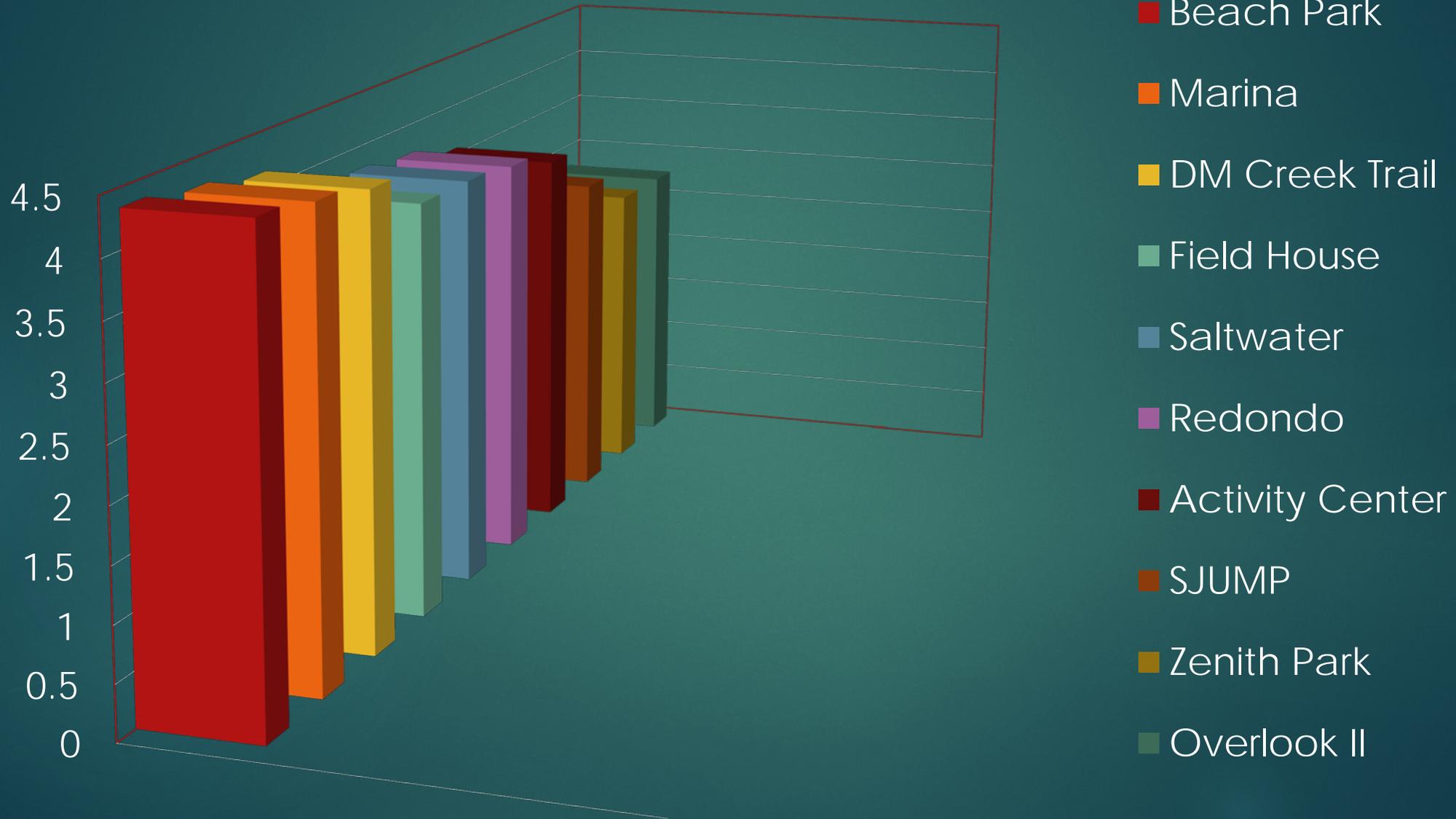
DMPRSS
Offers afterschool programs



Combined 2015/2016 Park Development Revenues \$2,379,618
2016 National Median Capital Expenditure is \$2,456,210 Annually

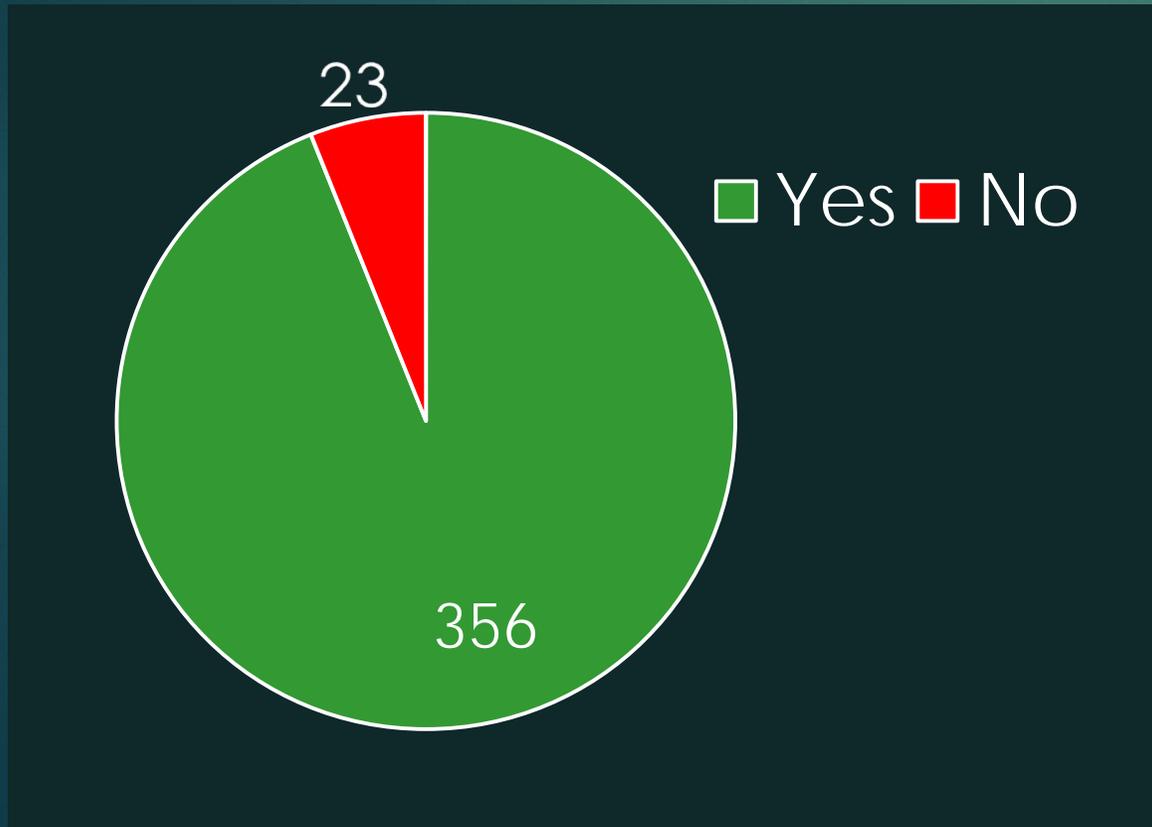


Top Ten Parks and Facilities



2015 Des Moines Parks, Recreation and Senior Services Community Survey Data – 393 Responses

Parks and Recreation Users 94%



Program Satisfaction 95% Positive



How Des Moines Measures Up!

Des Moines Parks and Services
 Spends \$83 Per Person,
 Recovers \$44 Per Person/53%
 Net Cost \$39 Per Person
 And...
 Des Moines Volunteers and Partners
 Give \$22 Per Person

Program Area	2016 Budget	Revenue	Partners
Administration	291,433		
Recreation	781,069	899,680	
Recreation Facilities/Events	399,266	295,635	
Senior Services	267,668	111,905	
Human Services	81,200		
Arts Commission	46,743		
Park Maintenance	750,069		
Totals	2,489,505	\$1,307,220	PLUS \$671,008 Added Value

Sources: 2016 General Fund
 Budget
 And Parks, Recreation and
 Senior Services Volunteer and
 Strategic Partner Statistics

From 2015 to 2016
Program Expectations UP 17%
City Resources Down 6%

Program Expenditures Reduced 6%/
\$110,536 & Interfund Increased 25%

Program Revenues Increased 17%/
\$203,882

Net Budget Reduction (\$314,418)
36% Fewer Dollars to Deliver Direct Programs

Efficient Use of City Resources



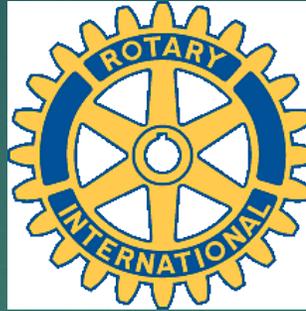
Strong Partnerships Builds Strong Community



Hyde Shuttle cost/trip is \$18.59. 2,107 one way trips provided in Des Moines in 2015. **Total cost \$39,169.13.**

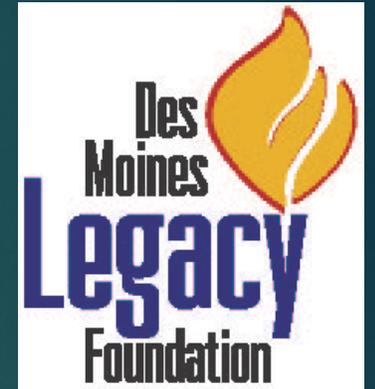
Des Moines contributed \$1,000 and King County Metro, WSDOT and PSCR FTA covered the remaining cost.

Meals on Wheels served 9,283 meals at \$7.18 per meal in 2015. **Total cost \$66,652**



Des Moines Rotary Club has provided over \$150,000 for youth and family programs and play areas since 1995.

Des Moines Legacy Foundation spent \$66,875 for Des Moines Programs and Services in 2015. Since 1999, DMLF has raised **\$1,474,428** dollars to build a brighter future through parks, recreation & senior services in the Des Moines Community.



Catholic Community Services Des Moines Nutrition Program- 10,314 meals served in 2015 (7,096 Standard and 3,218 Latino). Cost per meal is \$8.57. **Total cost \$88,390.98**

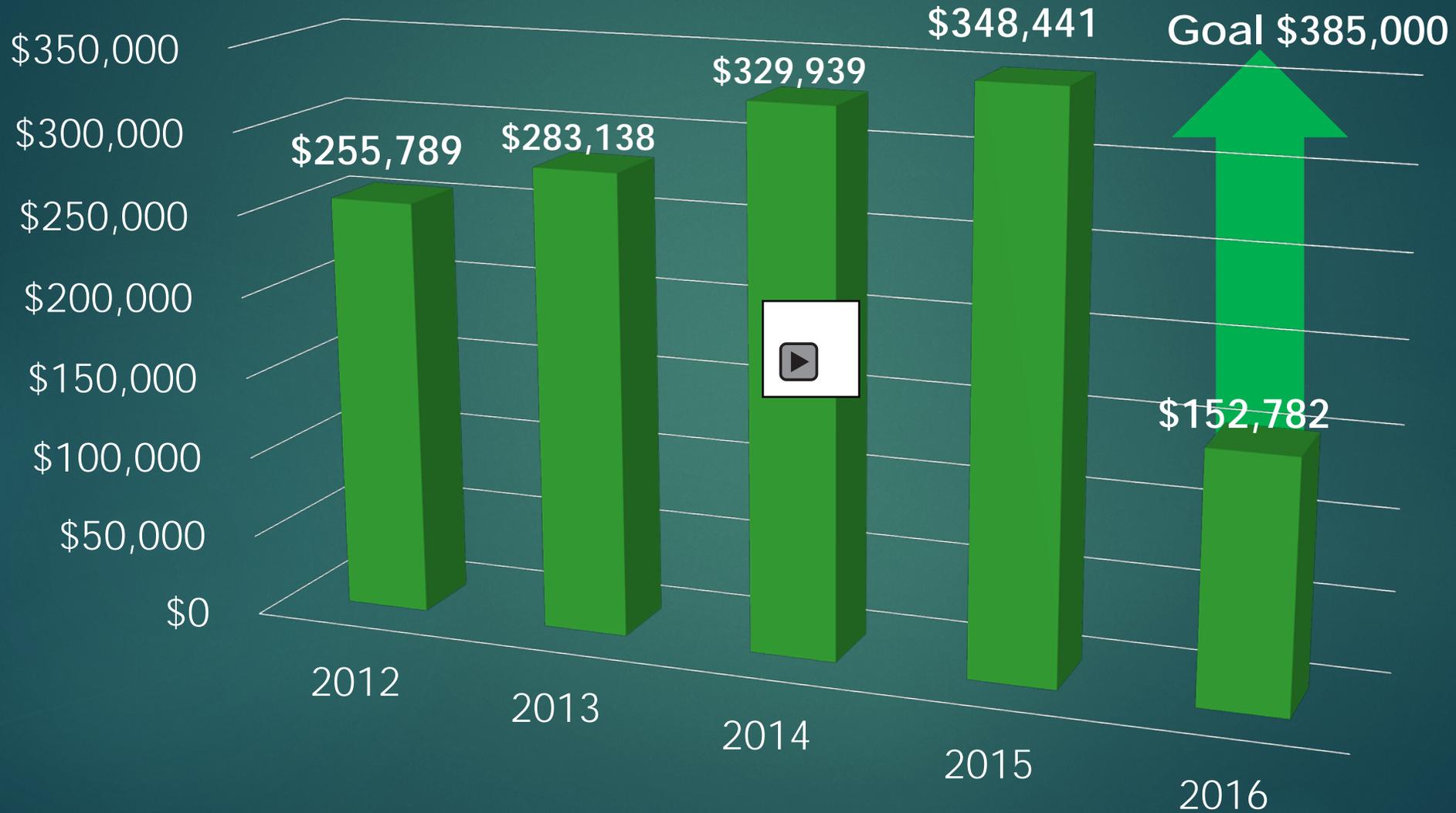
Recreation Programs

1 Full Time, 2 (.72) Part Time, and 40 Extra Hire Employees Produce Results:

- ▶ \$860,176 Revenue Generated
- ▶ 6,580 Program Registrations/106,761 Participations
- ▶ 269 Camp KHAOS Kids/6,610 Participations
- ▶ 317 Club KHAOS Kids/24,267 Participations 2014-2015 School Year)
- ▶ 1,505 Youth Sports Players/33,598 Participations
- ▶ 219 Volunteer Coaches Led 3,409 Practices/2,807 Games Totaling 6,216 Coach Hours
- ▶ 30 Business Sponsors Gave \$15,735
- ▶ Youth Council Volunteers Led 12 Teen and Community Events



Club KHAOS – Before and After School Revenue



2016 Revenue YTD Up 12%

Summer Camp KHAOS and Break Camps Revenue



Events and Facility Rentals

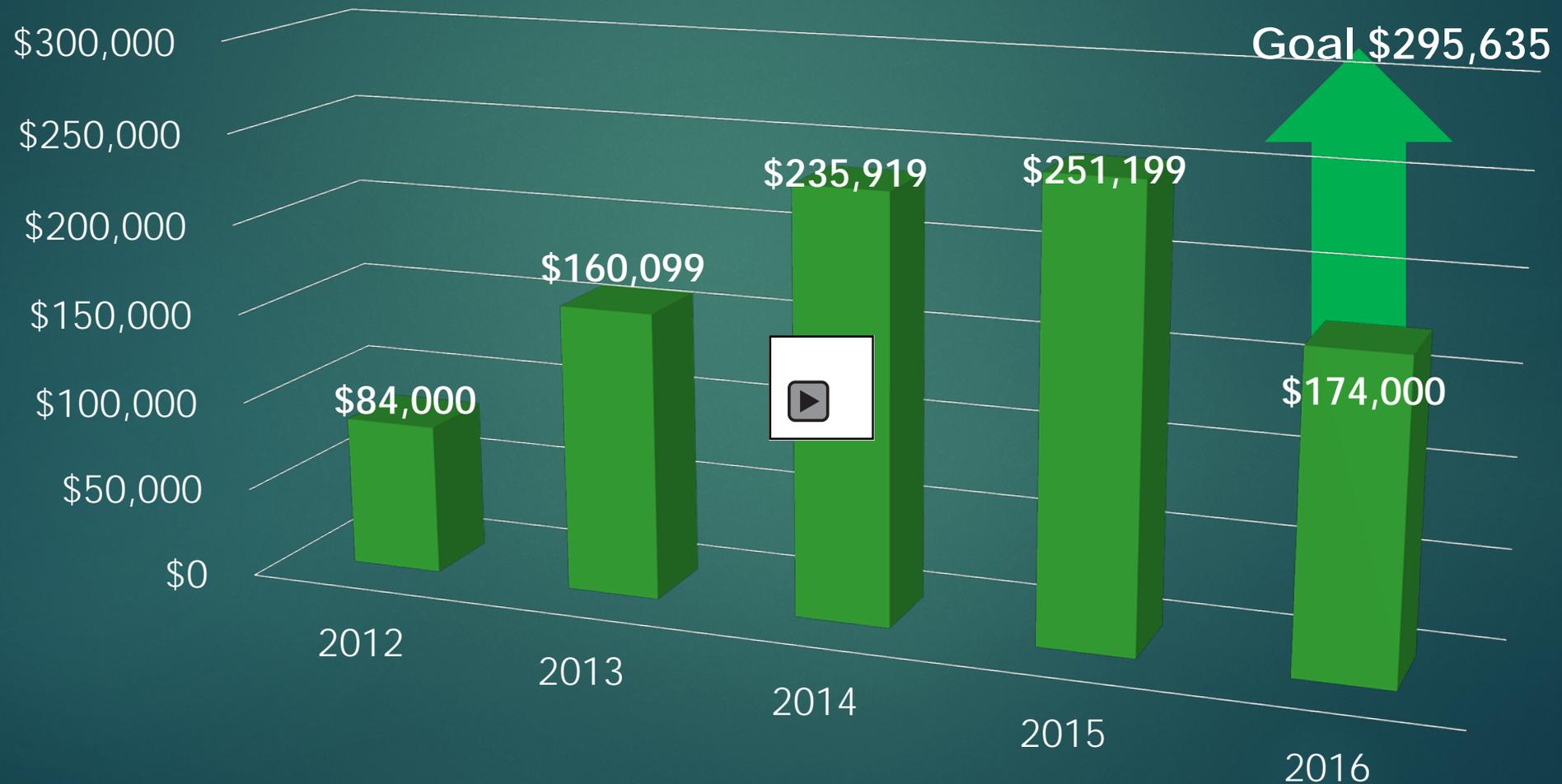


Event Center Testimonials

Yelp Review - I got married at the Beach Park Auditorium. I was so thankful for the helpful staff that runs the venue. They made my entire wedding experience so enjoyable. They even helped me rent tablecloths and chairs through their vendors. I called almost daily the couple weeks leading up to my wedding with questions for them. You will not be disappointed with an event at this venue. Very affordable!
Ellie Eckroth - Wedding April 11, 2015

We have been renting from the City Of Des Moines for many years. Since Shannon has taken over we are very pleased with the changes she's made. She and her staff (most recently Bonnie, Daniel, John and Tyler) are all prompt, efficient, courteous and helpful. We could not be happier with our ongoing rental experience.
Sincerely,
Connie & Dwight Corella
New Creations Ministry

Events and Facility Rentals Revenue



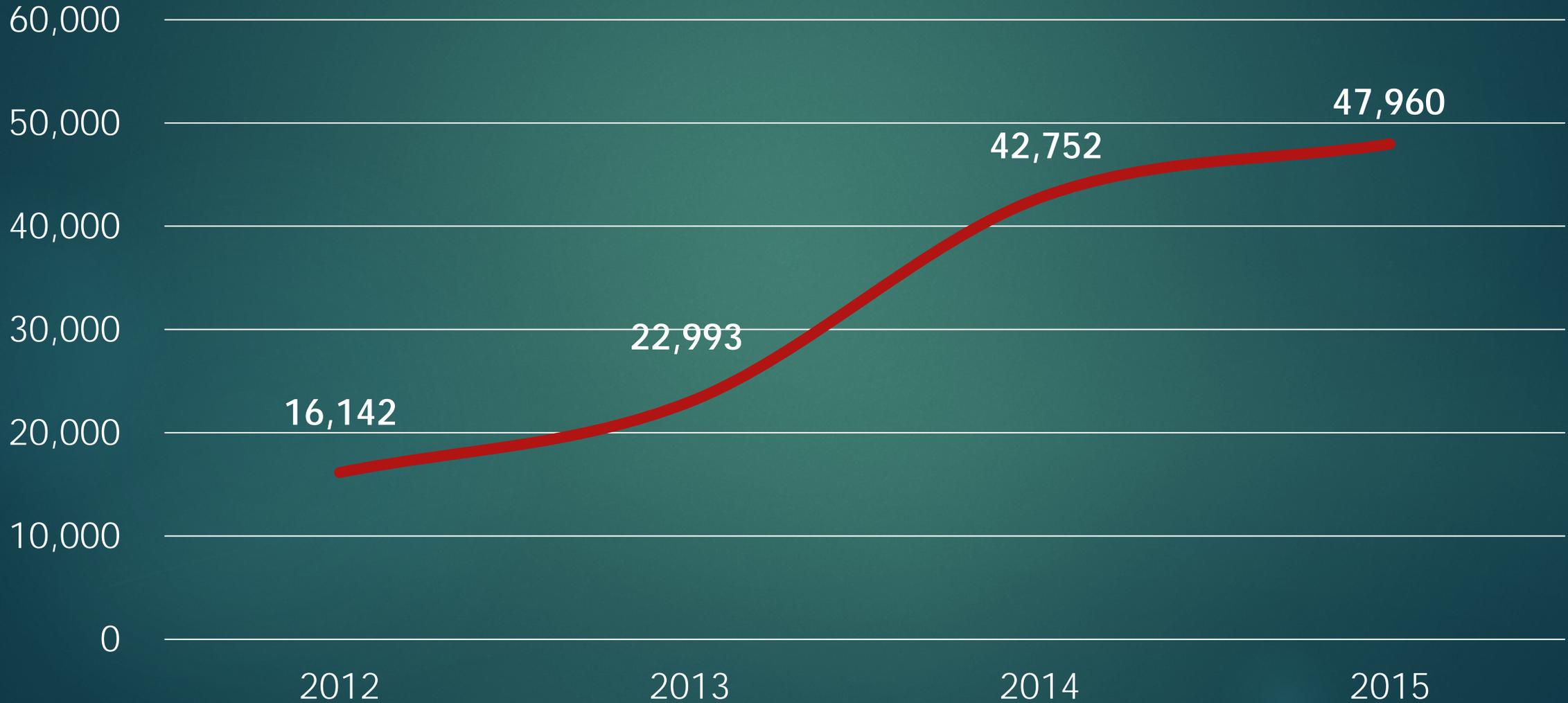
Events and Facilities Rentals

Challenges in showing a True Picture of Rental Revenue vs. Expense

- ▶ All Recreation Facilities include Beach Park Event Center, Activity Center and Field House are charged to the Events and Facilities Budget regardless of Rental Use
 - ▶ Beach Park (Rental Only) Buildings Utility Expenses for 2015 LESS than \$23,000; 46% of Total \$49,000
 - ▶ Janitorial Expenses for 2015 Totaled OVER \$35,000
 - ▶ Repair and Maintenance for 2015 Totaled OVER \$24,000.00
 - ▶ FACILITES REPAIR AND MAINTANACE for 2015 totaled OVER \$35,000
- ▶ Interfund TOTAL = \$143,000 (37%) of \$390,670 Budget

Events and Facility Rentals

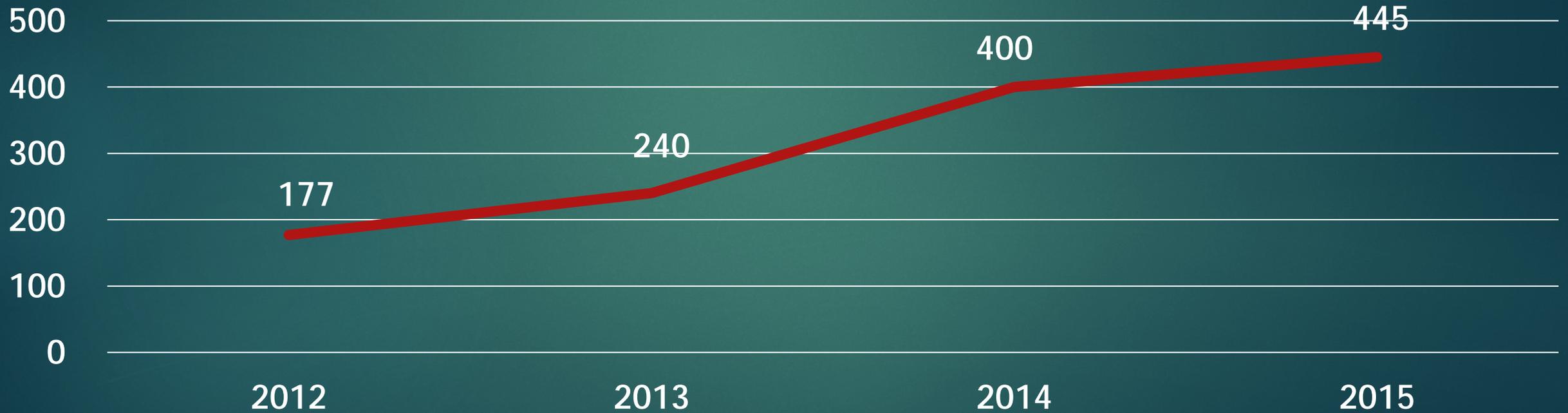
Event Attendance



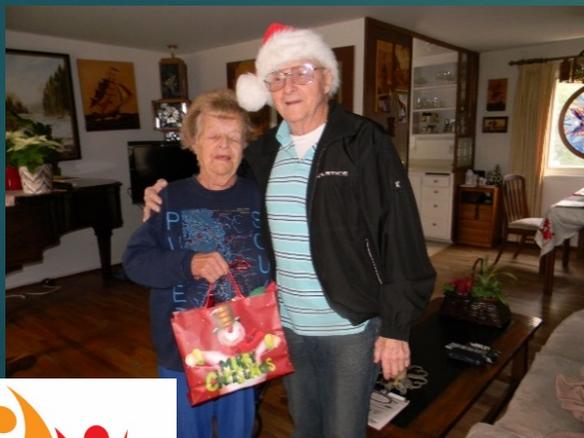
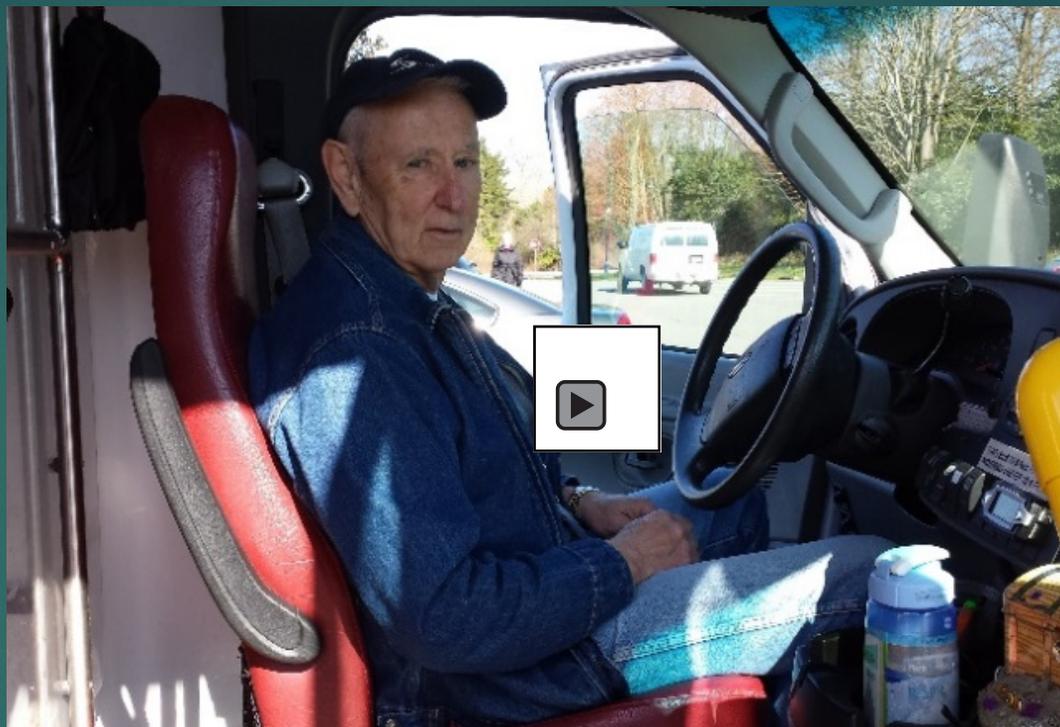
Events and Facility Rentals



Number of Rentals



Senior Services and Programs



YOUR SENIOR CENTER
VOLUNTEERS...

7,358 HOURS SAVES LIVES AND \$202,639

NUTRITION

VOLUNTEER DRIVERS

PROGRAM PLANNERS

SPECIAL EVENTS WORKERS

LANDSCAPERS

INSTRUCTORS

CARPENTERS



Our Participants Live Longer Live Healthier



Senior Services Advisory Committee

2016 Committee Focus:

- ❖ Support & promote the Take Back Your Meds Program
- ❖ Help end Senior Food Insecurity
- ❖ Aging WELL-Mental & Cognitive Health for senior adults
- ❖ Communicate with elected officials on important senior issues



City Council Advisory Committees- Community Voices

Human Services Advisory Committee





Arts Commission

Des Moines... Celebrating the Arts in the HeArt of the Sound
 desmoinesartscommission.com



2016 Beach Park FREE SUMMER CONCERT SERIES

7PM to 8:30PM ☆ WEDNESDAYS ☆ BEACH PARK MEADOW



July 6 Whisky River



July 13 Creme Tangerine



July 20 Rain City Time Machine



July 27 Aqua Nets



Aug 3 Wally and the Beaves



Aug 7 Shakespeare at the Park
 Wooden O - Love's Labor Lost



Aug 10 The Kings of Swing



Aug 17 Kings of Hollywood
 Tribute to The Eagles

www.desmoinesartscommission.com ☆ 206.870.6527



With support from: John L. Scott, Law Offices of Gehrke, Edward Jones, Café Pacific, Salon Michelle, Jeannie Serrill, Luisa Bangs, Nancy Stephan, Lisa Maddry, Patrice Thorell

They're Coming!!

"It's the running of the SQUID in Puget Sound"



3rd Annual SQUID-A-RAMA

5PM to 8PM @ MaST Center and Pier
 28203 Redondo Beach Drive S. Des Moines, WA 98198

November 14th 2015

The Annual Squid-A-Rama celebrates our favorite cephalopod with arts and science! MaST Center divers and Marine biologists will be on hand to aid in viewing the squid run and answer questions about squid and other sea life. Arts and crafts activities for the children!

Salty's delicious chowder will be available for purchase with hot chocolate and coffee too!

Bring the kids! All are welcome!
 For more information visit the website:

<http://www.desmoinesartscommission.com/squid-a-rama.html>



Des Moines Lodging Tax Advisory Committee

Tourism Matters!

\$35.3M Visitor Spending (2015)



Des Moines
Beaches
Exit →



Des Moines Landmarks Commission Landmarks Preservation



Covenant Beach Bible Camp Historic District
Des Moines Beach Park
Listed on the National, State and King County
Historic Registers



Des Moines Field House Park
Listed on the State and King County Historic
Registers

Healthy Des Moines Initiatives

Governor's Council for the Healthiest Next Generation

Providing strategic direction for the initiative is a Governor's council composed of community, business and health and fitness leaders; legislators; and representatives from state agencies and local government. The council meets annually to discuss their top priorities for improving children's health.

2015–2017 budget investments

Investments aligned with recommendations by the Governor's council for the 2015–2017 biennium include:

- Funding to preserve and expand the ability of state parks facilities to enhance visitors' experience. (\$52.7M)
- Funding for new Safe Routes to School Program projects. (\$20M)
- Funding for local government and organizational investments.



Replicating successes and piloting new initiatives for The Healthiest Next Generation.

- **City of Des Moines** has established physical fitness standards for city-sponsored youth recreation programs and aligned with Highline School District and state and national standards.

...community which... through students learning about rivers and streams, biology life, fly fishing and hiking.

- **City of Des Moines** has established physical fitness standards for city-sponsored youth recreation programs and aligned with Highline School District and state and national standards.
- To increase breastfeeding rates among new mothers, **Providence Mount Carmel Hospital** in Colville is increasing their breastfeeding friendliness. They qualified for "Silver" recognition level as part of **Breastfeeding Friendly Washington Hospitals** and will be going for "Gold."



For More Information

- Join us at #HealthiestNextGen
- www.governor.wa.gov/issues/issues/health-care/healthiest-next-generation-initiative
- www.doh.wa.gov/healthiestnextgen
- www.del.wa.gov/HealthiestNextGeneration
- www.k12.wa.us/StudentSupport/HealthiestNextGeneration

Washington State Department of Early Learning

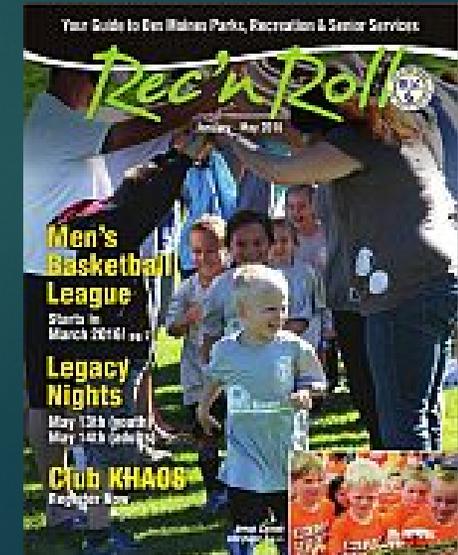
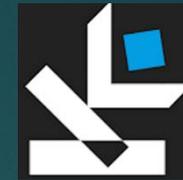


¹ Pam Belluck, "Children's Life Expectancy Being Cut Short by Obesity,"

Recognized by CDC, King County and the Governor's Council for Leadership for the Healthiest Next Generation



Communication Your Way!



Let's Play, Des Moines!

