



MEMORANDUM

TO: Chuck Stifter, Parks and Recreation Director

FROM: Aimee Peterson, Superintendent of Recreation

DATE: February 17, 2022

SUBJECT: Recreation Newsworthy

- **Park and Recreation Spring Activity Guide**

Spring registration for recreation programs will begin February 22. We are excited to launch the new full digital guide which combines the abbreviated activity guide that was mailed to all residents as well as detail program and class information. With the purchase of a new module with our software for a nominal fee we were able to save time and export narrative, class dates, times and prices from the Rec Trac software. From there staff worked to format and design the content in streamline fashion which is easy to follow. Big thank you to Chalene Ward for entering the programs into the software and to Kiley Meyhoefer for her work researching and exporting the information as well as formatting and designing the activity portion of the guide. The new book showcases the many events and activities the programmers coordinated as well as highlighting the work and services provided by the community center staff and park keepers.

- **Wonders of Winter**

The Wonders of Winter event took place Saturday, February 5 with approximately 400 participants who joined in the fun activities including a scavenger hunt, snow shoeing, horse carriage rides (sponsored by the Lions), ice skating, Crokicurl, as well as s'mores and food from the Rock Elm food truck. It was a great event that showcased winter recreation coordinated by our talented special events team Tanya Huntley and Kiley Meyhoefer.

- **Crokicurl**

This new outdoor recreation amenity has gotten some wonderful press over the last couple of weeks. Articles have been in the Star Tribune and the Osseo/Maple Grove Press. CCX featured an interview about the new activity as well as Fox 9 and WCCO news. Tanya was a natural and did a wonderful job representing Maple Grove and introducing our community to this fun recreational outdoor activity. The parks crew has done a great job working with the recreation team to help bring this sport to MG. We are the 2nd Crokicurl rink in all of the United States!

2021 Annual Participation Summary - fee based programs

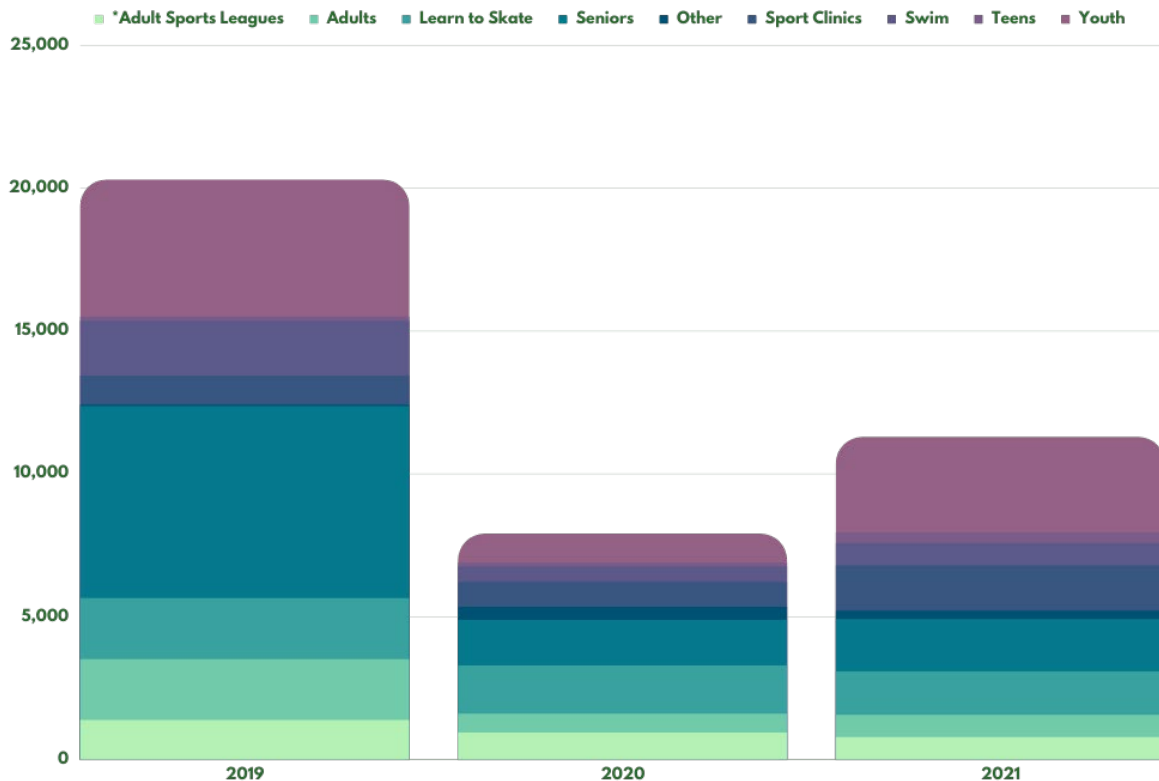
Category	2017-2019 3 year average	2020	2021	Difference	percent +/-
*Adult Sports Leagues	1,382	942	792	(590)	-43%
Adults	2,135	666	767	(1,368)	-64%
Learn to Skate	2,128	1,678	1,520	(608)	-29%
**Seniors	6,719	1,595	1,836	(4,883)	-73%
Special Events	52	461	297	245	468%
Sport Clinics	1,016	871	1,581	565	56%
Swim	1,921	545	778	(1,143)	-60%
Teens	143	129	374	231	161%
Youth (includes music)	4,793	1,004	3,334	(1,459)	-30%
TOTAL	20,290	7,891	11,279	(12,399)	-44%

*League Participation (uses 10 participants for every enrollment)

** Seniors does not include drop in attendance, senior meal ticket enrollment is included in this report

Participation number other than rec trac included: NFL FLAG, Maplebrook/park and rec youth soccer, esports, senior MHRSC driving

Fee Based Recreation Program Participation



- **Recreation Participation 2021 Summary**

During the pandemic recreation programming was challenged and worked around restrictions and safety to continue to provide services to the community. Staff have been creative and worked hard to continue high quality programming. Now, nearly 2 years into the pandemic recreation fee based programming ended the year at approximately 60% participation compared to pre-pandemic numbers.

We see youth programming is close to pre-pandemic and teen programming has increased. Our senior fee based programs continue to be low these programs include our day trips. As seniors begin to feel more comfortable we hope to grow our programming.

Staffing challenges continue to hinder the number of offerings of programs specifically in the area of swim lessons. Some challenges staff have shared with me include:

- Not enough staff
- Lower staff pay than other facilities
- More private facilities are offering lessons
- Classes we do offer don't all fill as families want private lessons (can't meet demand because not enough staff)
- Some families are still not ready to be within close proximity at this time with Covid.

We have also had a decline in adult fitness participation and offerings. Staff have shared the following challenges with both retaining instructors and staff include:

- Inadequate facilities (cafeterias at schools)
- Less access to facilities for programming (less school space available)
- Pause in programming due to Covid some participants have gone elsewhere or found alternative fitness options.

Free fitness programming we offer outdoors continues to grow at Central Park and Town Green. Those numbers are not reflected above.