



TOWN OF FAIRFAX

STAFF REPORT

February 7, 2018

TO: Mayor and Town Council

FROM: Anne Mannes, Recreation and Community Services Manager - Programs

SUBJECT: Receive Fairfax Department of Recreation and Community Services Annual Report

RECOMMENDATION

Receive the report.

DISCUSSION

Every year the Council receives a report on the Town's recreational activities. The attached report covers the following topics:

- Parks and Recreation Commission
- Fairfax Recreation Class & Event Offerings
- Fundraising
- Facilities
- Strengths/Areas for Improvement
- Future Plans

The Recreation and Community Services Department continues to serve the Fairfax population and beyond and provides all age groups affordable, fun programs, and opportunities to use Town facilities for gatherings and cultural events.

FISCAL IMPACT

N/a

ATTACHMENT

Annual Report February 2018



Annual Report for the Town of Fairfax Department of Recreation and Community Services

February 2018

The Town of Fairfax Parks and Recreation and Community Services Department offers year-round recreational, educational and social programs, services and events to the residents of Fairfax. The department consists of, and works with, many different groups including, Park and Recreation Commission, Fairfax Recreation, Fairfax Volunteer Board, Sustainable Fairfax, Chamber of Commerce, and Age-Friendly Fairfax, among others to help foster and support the unique spirit of Fairfax.

This report provides an update on the activities of the Department of Recreation and Community Services (RCS). The report is broken into several categories:

- Parks and Recreation Commission
- Fairfax Recreation Class & Event Offerings
- Fundraising
- Facilities
- Strengths/Areas for Improvements
- Future Plans

PARKS AND RECREATION COMMISSION

The Commission meets once per month to discuss a variety of items affecting the parks and recreational activities in Fairfax. The Commission also receives requests from the public to sponsor events benefitting the community, proposals for public art installations, and requests for memorial plaques, benches, and other installations. These projects must be reviewed and approved by PARC. Highlights from this fiscal year include hosting a fall Wine and Cheese pairing, a February Alice in Wonderland tea event, and annual events such as the Fairfax Craft Fair, Holiday Wreath-making and Egg Hunt. We applied for a grant for the bicycle pump project in Deer Park from the organization "People for Bikes" in the amount of \$10,000. Marin Municipal Water District (MMWD) is internally reviewing the proposal to construct the pump track on its property. And, we have a team working and researching the renovations needed at the Peri Park playground.

New programs under PARC:

PARC has supported and sponsored a few new programs since last year and we continue to work on those objectives. Anne Mannes has been involved with the Age-friendly Fairfax initiatives and the Art and Culture Collaborative, including working closely with the Artist in Residence and Fairfax Volunteers to put together the fall Art Walk. Camille Esposito has stepped up to help bridge the gaps happening for the Fairfax Volunteers by assisting them

with their data base, website and marketing and she also is helping Building and Planning department with a website so information can be more easily accessed. Maria Baird has helped foster the new rotating public art project in the Parkade and has been instrumental in creating a process for public art engagement. She also plays a key role in helping expand the Artist in Residence program and offerings.

FAIRFAX RECREATION CLASS OFFERINGS

Fairfax Recreation continues to maintain a solid number of classes and events each year. We offer at 70/30 contract arrangement with our instructors. In 2017-18 we offer nearly 20 classes throughout the year, 10 community events, and we manage 8 partnerships. There is something offered for every age range/resident in Fairfax: Newborn to 6 year olds, School Aged Youth, Camp Fairfax's Counselor in Training for middle and high school students, Adults and Seniors. Our Partnership Programs include; Artist in Residence, CYO Basketball, Fairfax Theater Company, Fairfax Volunteers, Flying Dutchman Gymnastics, Futsal, Fairfax Library, and Sustainable Fairfax.

The Artist in Residence (AIR) photographs events and classes that are showcased in Fairfax Recreation's seasonal guides. She is producing a project-based book called "Faces of Fairfax" that will be sold and available to the public in late 2018. In addition, the AIR is part of the Art and Culture Collaborative group that meets monthly to design and implement activities that celebrate the arts for the community. In Fall 2017, the AIR in conjunction with Fairfax Volunteers coordinated an Art Walk downtown which featured approximately 25 local businesses and 50 artists. This spring, the AIR will be putting together a Photography Salon for Older Adults.

Data on class and event attendance:

- New Moms and Babies group – 5-12 regular participants each week
- Community Music – average of 10-20 families each week
- Pavilion Playgroup – average of 6-20 families per day
- Spanish Immersion – average of 8 kids per week
- Theater for kids – cancelled due to low enrollment
- Young Artist Workshop – cancelled due to low enrollment
- Soccer for Kids – cancelled due to low enrollment
- Higgins Tennis – cancelled due to low enrollment
- KidPower Workshop – 10-15 families
- Wine and Cheese Tasting for Adults – 30 participants
- Alice in Wonderland Tea Party – 60 participants
- Self Defense class – 6 -8 participants
- Painting with Acrylics – 6-8 participants
- Senior – Chair and Mat Yoga – 18-32 participants each class and is a wildly popular class offered three times a week
- Dance a la Moxie for Seniors – 6-12 participants per week
- Senior Luncheon – 50-60 seniors each month
- Photography Salon – expecting 20-40 participants
- Age Friendly Forum Series – 8-10 regular participants

During the summer we host high quality and specialized camps for our school aged youth:

- Summer Camp Fairfax – 25-30 each week, serving 80-90 children each summer
- Summer Spanish Immersion Camp – 12 participants, new program for 2016
- Handwork Camp – 10-12 participants, new program for 2018

Rental Contracts Income (approximate) to date:

Flying Dutchman Gymnastics: \$26,000

CYO Basketball, Futsal and Other: \$16,000

Birthday Party and other rentals: \$6,000

Total: \$48,000

FUNDRAISING

The main fundraiser is the Holiday Craft Faire whereby we partner with Sustainable Fairfax and attract approximately 500 participants. Other donations include the Ross Valley Rotary Club to help with Camp Fairfax scholarships and our Counselor in Training program, Good Earth and Iron Springs Give Back Night. We are proud of our growth each year and are happy we are able to add more diverse programs like, Spanish Immersion, Kid Power Workshop, and grow our older adults and senior program. We are grateful Measure J passed which supports recreational programming for the community. We also continue to advocate for Measure A dollars for specific recreation and park needs.

FACILITIES

Our aging but wonderful buildings are full with recreational classes, events, and weekend birthday rentals. Our rental contracts, partnership programs and birthday parties remain consistent from last year.

The following are facility projects that we are or will be undertaking or exploring and have been identified by PARC as priorities:

- Fairfax Community Center - upgrades and beautification. Bike racks and native plants slated to be installed in front of building.
- Peri Park playground renovations (replacement of 2 play structures)
- Pavilion floor – clean and re-wax
- Pavilion lobby – painting and lighting upgrade
- Pavilion interior lights upgrade

OVERALL STRENGTHS/AREAS TO IMPROVE:

0-6 year old:

The Newborn 0-6 year old age range programming meets the needs of the community. Fairfax Moms is now a Facebook entirely parent led group. The town offers new families the New Moms and Babies Tuesday group for free.

5-10 year old and summer:

Camp Fairfax continues to have a strong attendance record with school aged groups during August which serves approximately 25 kids each week. Last summer we offered a Spanish Camp and Art Camp. This summer we are adding a Handwork Camp.

Older Adults and Senior:

Our adult and senior programs have grown substantially. We have expanded our offerings to include an increase in yoga classes, dance, self-defense, painting, and more. Through the work of the Age Friendly Task Force we also have added a monthly robust Age Friendly Forum Series.

FUTURE PLANS

RCS is continuing its efforts to create a more cohesive and coordinated operation in the provision of recreation and community services. The main areas of focus and expansion will be building the Art and Culture Collaborative and the continuing work for the Age Friendly Fairfax initiatives. The overall goal is to enhance coordination and collaboration among staff in an effort to maximize the resources of the department in providing services to the community and in meeting the goals of the Council.

The vision continues to focus on bringing together the talents and skills of the current positions and enhance the communication and visibility of our community services, classes, and events. We are deeply grateful to the Town Council's continued support and dedication to our department.

RCS Staff

Maria Baird, Recreation and Community Services Manager- Events

Anne Mannes, Recreation and Community Services Manager- Programs

Camille Esposito, Recreation and Community Services Manager- Marketing