



# TOWN OF FAIRFAX

## STAFF REPORT

### March 6, 2019

**TO:** Mayor and Town Council

**FROM:** Anne Mannes, Recreation and Community Services Manager - Programs <sup>GT</sup>

**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
- Community Services
- Communications
- Fairfax Recreation Offerings
- Fundraising
- Facilities
- Expanded Recreation and Community Services Chart
- 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 March 2019



## **FY 18-19 Annual Report for the Town of Fairfax Department of Recreation and Community Services**

**March 2019**

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
- Community Services
- Communications
- Fairfax Recreation Offerings
- Fundraising
- Facilities
- Expanded Recreation and Community Services Chart
- 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. This past year we have put together a team of playground designers, architects and contractors to start moving towards a final design for the two main structures in Peri Park. In addition, we have begun fundraising efforts to support the project, including tee shirt and tote materials, give back nights and a GoFundMe crowdsourcing campaign.

### **COMMUNITY SERVICES**

There are number of community service offerings that happen in Fairfax which are primarily overseen by RCS Manager – Events (Maria). 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. Over the years this part of our department has also started the Memorial Bench project,

and the Age Friendly benches. Since the inception in 2014, we have added 5 Memorial benches, and 5 Age Friendly benches throughout town.

With regard to brush clearance and vegetation management in 2010-2011, the Town received a State grant and conducted a door-to-door pick up service which resulted in 70 tons of brush and tree trimmings being collected in 2010 and 90 tons in 2011. In 2012, the Town started Chipper Day which offered a one day drop off service which resulted in the following tonnage collected: 9 tons in 2012, 10 tons in 2013. In 2014, Chipper Days expanded to two days and a total of 30 tons was collected. In 2015, the Town contracted with Youth2Work, a non-profit entity, and began offering 4 drop off days per year. A total of 10 tons were collected each year in 2015 and 2016. In 2017, Youth2Work began including pick up service by appt., in addition to the drop off days, and a total of 20 tons were collected over the course of 5 days. In 2018, the program expanded to include drop off & pick up service and targeted specific neighborhoods coordinated by volunteers (Firewise communities). A total of 7 days was offered for the combined drop off and pick up service, which was also by appointment, resulting in 60 tons of vegetation debris being collected.

### **COMMUNICATIONS**

Our RCS Manager – Marketing (Camille) position expanded its scope this year to include the redesign and implementation of a new website for the Town. Working with Proud City to implement a modern, ADA compliant, searchable website for the Town. The Website is in currently in Phase Two of production as we pull in all external websites (Volunteers, Recreation, Fairfax Open Space, Building and Planning and Fairfax Craft Faire). We are also bringing all updates in house - posting meetings/Agendas for TC, PC and all Boards and Commissions as well as maintaining a current public calendar and all updates to the website. We now encompass oversight of the communication strategy for the entire town and all departments, including websites, all printed material, email promotion of meetings, programs and events. This position as evolved greatly from when we restructured our program several years ago and now holds increased responsibility and requires a new level of availability.

### **FAIRFAX RECREATION CLASS & PARTNERSHIP OFFERINGS**

Fairfax Recreation overseen by RCS Manager – Programs (Anne) continues to maintain a solid number of classes and events each year and has increased revenue by boosting partnership rental contracts with Flying Dutchman Gymnastics, Futsal and CYO. We offer a 70/30 contract arrangement with our instructors. In 2018-19 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 Collaborative, CYO Basketball, Fairfax Theater Company, Fairfax Volunteers, Flying Dutchman Gymnastics, Futsal, Fairfax Library, and Sustainable Fairfax.

One of our Artist in Residence, Stephanie Mohan, 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 at the June 2019 Fairfax Festival. In addition, we expanded the AiR program to include 3 artists adding Georgia Gibbs and Susan Pascal Beran to the group which meets periodically to plan and design

projects and events that help boost the visibility of the arts in Fairfax. In Fall 2018, the AiR in conjunction with Fairfax Volunteers coordinated its 2<sup>nd</sup> Annual Art Walk downtown which featured approximately 25 local businesses and 50 artists.

**Data on class and event attendance:**

- New Moms and Babies group – 5-8 regular participants each week
- Community Music – average of 5-10 families each week
- Pavilion Playtime and Toddler Tumbling– average of 20-30 families per day – *now run by Flying Dutchman Gymnastics and very popular*
- Girls Leadership: Nine Tools of True Friendship – 12 daughter/parent pairs
- Girls Leadership Parent Night – 40 RSVP'd adult participants, 20 actual
- Wine and Cheese Tasting for Adults – 30 participants
- Alice in Wonderland Tea Party – 60 participants
- Painting with Acrylics – 15-20 participants
- Senior – Chair and Mat Yoga – 18-32 participants each class and is a wildly popular. In March, we are adding two more to the regular three classes for a total of five free high quality yoga classes for seniors.
- Dance a la Moxie for Seniors – 6-12 participants per week
- Qi Gong – 5-8 participants
- Heartsongs – 2 -4 participants
- Senior Luncheon – 50-60 seniors each month
- Age Friendly Forum Series – 4-5 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 – expanding to 2 weeks in summer 2019

**Rental Contracts Income (approximate) to date:**

Flying Dutchman Gymnastics: \$28,000  
CYO Basketball, Futsal and Other: \$18,000  
Birthday Party and other rentals: \$6,000

Total: \$52,000

\*increase of 4,000 from last year's annual report & is projected to continue to grow

**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 Give Back Nights. We are proud of our growth each year and are happy we are able to add more diverse programs like, Spanish Immersion, Girls Leadership, and grow our older adults and senior program. We are grateful Measure J passed which supports recreational programming for the community. And, pleased we can advocate for Measure A dollars for specific recreation and park needs. Additionally, the fundraising efforts for the Peri Park project are spearheaded by RCS Manager – Programs (Anne) with some volunteers from PARC. As reference to history: In 2014 we raised 15K

to match the 20K Kaboom grant. And, this year we have another crowdsourcing campaign with over 4K already raised to help the upcoming rebuild.

## **FACILITIES**

Our aging but wonderful buildings are full of recreational classes, groups, events, and weekend birthday rentals. As the facilities are increasingly more utilized by the public, they are in high need of more attention.

The following are facility projects identified by PARC as priorities:

- Peri Park playground renovations (replacement of 2 play structures)
- Community Center – deep cleaning and painting upgrades
- Pavilion lobby – painting and lighting upgrade
- Pavilion interior lights upgrade

## **EXPANDED RECREATION AND COMMUNITY SERVICES**

Attached is a chart showing the expansion and enhancement of RCS since 2011 when Fairfax “re-started” its own recreation programming.

## **FUTURE PLANS**

RCS is continuing its efforts to create a more cohesive and coordinated operation in the provision of recreation and community services. The Programs Manager (Anne) works to develop and implement systems and procedures to improve the organizational structure and service delivery for the department. 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.

The department will be presenting suggestions to the Council for consideration during the FY 19-20 budget approval process pertaining to program delivery (e.g., on-line registration), expansion of services (e.g., senior classes), revenue enhancements (e.g., partnership rentals), and the reclassification of jobs and restructure of the department.

## **RCS Staff**

Anne Mannes, Recreation and Community Services Manager- Programs

Maria Baird, Recreation and Community Services Manager- Events

Camille Esposito, Recreation and Community Services Manager- Marketing