

# 2012

## ANNUAL REPORT



CITY OF KETTERING  
PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT

## Welcome from Director

Dear Friends,

In 2012, we celebrated the completion of many bond issue projects. We celebrated grand openings at Berwin, Glaser, Blackhawk, Southern Hills, Walther, Irelan, Oak Creek, Tait, Ernst, Kantner and State Farm Parks. Construction began on the Habitat Environmental Center with the projection completion in April 2013.

We saw a huge increase in fitness revenue and attendance last year. Our emphasis on fitness and wellness also included a partnership with Montgomery County on an initiative that encouraged youth to get active. The City's dedication to the Employee Wellness Program continued with more employees participating than in previous years.

We received a \$90,000 grant from the Ohio Department of Development to study the feasibility of building a joint library/cultural arts center. The study will carry over to 2013 with a community-wide survey later in the year.

We hope you enjoy visiting the neighborhood parks, working out in our new facilities or cooling off at Adventure Reef Water Park. We will continue to provide great places to play, renew, connect, and be active as we look forward to another productive and successful year in 2013.

All the best!



Mary Beth Thaman  
Director of Parks, Recreation and Cultural Arts





# MISSION

*We provide parks, recreation and cultural arts spaces, places and programs that make Kettering a premier community to live, work and play.*

# VISION

*We strive to enhance the quality of life for all residents and to distinguish Kettering as a community of choice.*



## FRAZE PAVILION

- Ticket sales exceeded \$3 million for second straight year.
- Etix, new ticketing provider in 2012, allowed for easier online seat purchasing so concert goers can view and select the exact location they will be sitting in at concerts. Etix software also allowed ticket buyers to pre-order seat backs and box suppers in advance of the concert at no additional charge.
- Sold out or nearly sold out performances by: The Avett Brothers, Martina McBride, Barenaked Ladies, Santana, Gavin DeGraw, Colbie Caillat, The Happy Together 2012 Tour, Peter Dinklage, Daughtry, The Menus, Boston, Bonnie Raitt and the Fresh Beat Band.
- With support from, and working in conjunction with, the Miami Valley Regional Planning Commission, created a bike and/or carpool to our \$2 Tuesday shows with special parking for those taking advantage of the program. Onsite management of bike/carpool parking provided by the Kettering Bicycle Advisory Task Force.
- November opening of Frazee FanFare—the winter retail/ticket site for Frazee Pavilion concert tickets, merchandise and gift certificates located inside Town & Country shopping center.





## PARKS

- Celebrated park grand re-openings at Berwin, Glaser, Blackhawk, Southern Hills, Walther, Irelan, Oak Creek, Tait, Ernst, Kantner and State Farm Parks.
- Matt Byrd earned Certified Playground Safety Inspector and Arborist Certification (Municipal Specialist).
- Antony Brown earned Certified Playground Safety Inspector and Commercial Drivers License with Class A Endorsement.
- Matt Franklin earned Arborist Certification (Municipal Specialist)
- Construction began on the Habitat Environmental Center located at Southdale Park. This facility will include displays about various environmental topics and will be used by the Land Lab program for Kettering City School students to further their knowledge about the environment.



## KETTERING ICE ARENA

- The KIA has received the *Excellence on Ice Award* from the Professional Skaters Association for 12 straight years. Only the most progressive training facilities receive this award.
- There are currently four *Master* rated coaches serving on the instruction staff. Two of those coaches have multiple *Master* ratings in different disciplines. The *Master* level is the highest level that can be achieved through the Professional Skaters Association.
- The KIA is home ice to three College Hockey Teams (WSU, UD and Wittenberg), one Men's leagues (Huff n Puff) and is also the home ice for Beavercreek Varsity Hockey Team.
- Through group lessons, the KIA offered "*Bring a Buddy*" days. Each lesson participant was able to bring a friend to a designated class.
- In 2012 there was over 800 hours designated to open skates and drop in activities for an attendance total of 16,386
- In 2012 the KIA sold close to 1,500 hours of ice to regular and one-time user groups with an attendance total of over 39,100.
- The 2012 *Learn to Skate* program started over 270 classes with over 1,100 skaters registered and an attendance total of 5,086.
- Overall, combined attendance to the Kettering Ice Arena for the 2012 year was over 61,000 patrons.



## AQUATICS

- The overall attendance for Aquatics for 2012 was 169,218. This demonstrates a 20% increase in attendance from the previous year.
- Learn-to-swim program attendance numbers were up from 6,999 to 10,473 in 2012 an increase in attendance of 50%. This was supported by an increase in our instruction staff, allowing us to help more members of the community learn to swim and be safe in and around the water.
- 10 lifeguards participated in the regional lifeguard competition in Cincinnati on July 15. Our two teams placed first and fourth and qualified for the American Red Cross sponsored state competition in Columbus. Our teams placed fifth and 13th overall in the state on August 5.
- Adventure Reef and main pool attendance for rentals increased by 12,478 an increase of 71%
- *Mommy & Me Playtime in the Pool* was added as a new program in 2012. It takes place from 11 a.m. to noon, Mondays Wednesdays and Fridays. This is a great opportunity for parents to have unstructured fun time with their children in the pool.
- Our drop-in lap pool attendance was also up from 14,661 to 37,476, double the previous years attendance.
- Kettering City swim team, who swim year round also uses our facility for practice and hosting swim meets. In 2012 the meets brought 4,067 people into the Kettering Recreation Complex that would not have visited had the meets not been scheduled in the facility.



## FITNESS/SPORTS/SPECIAL FACILITIES/ADULT LEAGUES

- The Fitness Division has experienced significant growth in Kettering, largely due to the renovated fitness facilities at the Kettering Recreation Complex, and an increase in equipment and program offerings.
- Total fitness attendance (registered programs and drop-in) for Kettering Recreation Complex and Kettering Fitness & Wellness Center experienced a 21% increase with an overall attendance of 237,912 in 2012, compared with 197,303 in 2011.
- The Kettering Recreation Complex Fitness Center experienced a 33% increase in attendance with an attendance of 111,155 in 2012, compared with 83,406 in 2011.
- The Kettering Fitness & Wellness Center experienced a more modest 1% increase in attendance with an attendance of 92,634 in 2012, compared with 91,496 in 2011.
- The Drop-In Group Exercise Program experienced a 26% increase in attendance with an attendance of 46,159 in 2012, compared to 36,524 in 2011.
- Fitness Division revenue experienced key increases:
  - Kettering Recreation Complex Fitness – (includes the Fitness Center and Group Exercise revenue) experienced a 30% increase in revenue – \$121,369. Increases occurred mostly in Fitness and Group Exercise Pass sales.
  - Kettering Fitness & Wellness Center also saw a revenue of increase of 2% – \$5,321 YTD for the same period of time.
- Reaching out to the schools, 550 J.F. Kennedy students (grades 1 – 5) participated in the “10, 5, 2, 1... Almost None” Montgomery County wellness initiative that encourages healthy nutrition, physical activity and limited non-essential screen time (computer, T.V., video games, etc.). The winning grade (of 125 students) was awarded with free one-day passes to Adventure Reef Water Park.
- Summer Adult Softball Leagues saw a revenue increase of \$13,523 over 2011.



## EMPLOYEE WELLNESS PROGRAM

- 203 employees participated in the Health Risk Assessment process (this is an increase of 25 employees over 2011).
- 226 employees secured fitness memberships by participating in the Wellness Program (an increase of 79 employees over 2011).
- 101 employees are eligible for either the HSA earn-back or cash incentive by meeting activity point (physical activity) and non-activity point criteria (health/wellness education and screening). This is an increase of 26 awards (75 employees were awarded in 2011).
- 2012 was the first year the earn-back program was tied to employee HSA accounts. Individuals could earn \$250 and families could earn \$500.
- 19 health screenings were held throughout the year including blood pressure, blood glucose, osteoporosis and skin cancer screenings.
- The Miami Valley Communication Council filmed all of the wellness lectures, making them available to employees who were unable to attend them in person. Lectures are also shown on cable Channel 6
- The Employee Wellness Program committee, with representatives from various City departments, met on a monthly basis to discuss future programming ideas, special events, screenings and lectures.
- Two unique programs offered last year include, *The Biggest Loser* and the Christmas Weight Loss Program, *Merry Maintenance*.



## RECREATION

- Partners for Healthy Youth celebrated it's annual Youth Month. Activities and events were focused on engaging the community in our Asset Based Youth Development efforts. The Annual Award for Asset Champions and the *YOUth Can Do* event.
- The PRCA and Kettering Police Department collaborated to launch the *Summer Food & Fun* program at Van Buren and State Farm parks. The free four-week summer camp program provided a positive interaction with Police Officers as adult role models, physical activity and daily hot meals to more than 35 youth in the neighborhoods surrounding the parks.
- The 35th Anniversary of Go 4th! included a performance by the United States Air Force Band of Flight and a special patriotic ceremony led by Colonel Samsel from WPAFB.
- The contributions of our volunteer Program Advisory Committee led to continuing improvement of our programs, facilities and parks. The team of more than 20 residents participate in designated programs and events within the PRCA department and offer feedback that allows us to improve our operations and patron services.
- Kelsey Copper earned a Bachelor of Science Degree and NAYS Certified Youth Sports Administrator.





## CULTURAL ARTS

- The *Art on the Commons* festival received significant sponsorship from the Dayton City Paper, which included a front cover and feature article, as well as radio sponsorship from 91.3 WYSO. In just six hours, the *Art on the Commons* had over 7,000 visitors, with 84 artists representing their artwork.
- Rosewood's annual open house featured hands-on demonstrations by over a dozen Rosewood instructors, as well as performances by Kettering Children's Theatre, Rich Timms Irish Dance Academy, Kettering Children's Choir, and the students of dance instructors Nancy Boss and Sammie Sue Edmondson. The event continues to grow as an opportunity for the arts curious and first-time visitors to experience different medias and talk with Rosewood instructors one-on-one.
- Over 130 people attended the inaugural Free Shakespeare! performance of *The Merchant of Venice*, held outside in the park surrounding Rosewood Arts Centre.
- Over thirty youth participated in Kettering Children's Theatre 2012 productions. Kettering Children's Theatre presented *The Hound of the Baskervilles* in March, and *The Neverending Story* in November.
- Eight presenters from the Dayton region spoke on topics of science, art, design, and place at the international celebration of Pecha Kucha's 10-year anniversary. Presentations were documented and shared on the organization's international website.

Kettering received a \$90,000 grant from the Ohio Department of Development. This grant will be used to study the feasibility of building a joint library/cultural arts center at the corner of Wilmington Pike and Stroop Road.

### PROGRAMS

#### 1. Rosewood Gallery

Number of artists: 188

Number of visitors: approx. 3,000

2012 Gallery Bibliography: 10 critical articles

#### 2. Rosewood Classes

Youth Classes offered: 144

Adult Classes offered: 167

Approximately 84,000 visitors to Rosewood in 2012.





## ADMINISTRATION

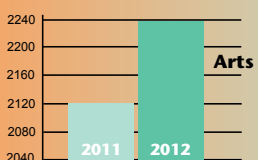
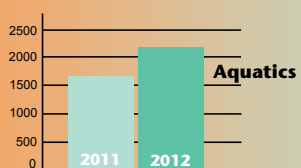
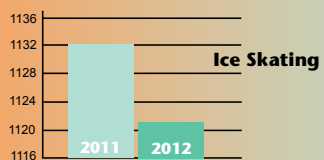
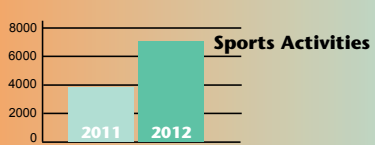
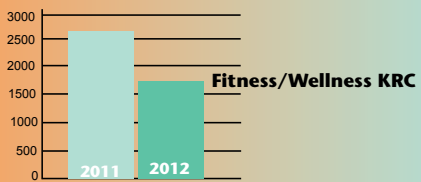
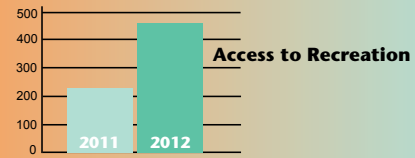
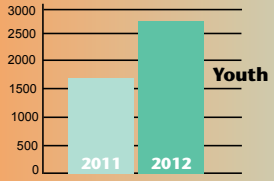
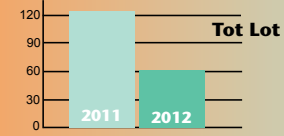
- For the second consecutive year, Kettering was a finalist for the National Gold Medal Award sponsored by the American Academy for Parks and Recreation Administration in partnership with the National Recreation and Park Association. This award is given to the best park and recreation agency by population class.
- Rosewood ranked second for Top 15 Visual Arts Organizations in the Greater Dayton Area.
- OPRA (Ohio Parks and Recreation Association) Awards
  - a. Asset Athletes – Sports Innovation – **First Place**
  - b. PBS Kids Day in the Park – Environmental Programs – **First Place**
  - c. Regional Recreation Accessibility – Training Management Innovation – **First Place**
- **EIP Award Winners**  
*(Excellence Innovation and Positive Experiences)*
  - Nancy Boss (March)
  - Christine Stephenson (March)
  - Beth Brubaker (June)
  - Cameron Heaps (June)
  - Rory Korzan (September)
  - Richard Williams (September)
  - Bill Tschirhart (September)
  - Rodney Layne (December)
  - Jennifer Morris (December)
  - Jerry Webb (December)



# STATISTICS

## ENROLLMENT FIGURES

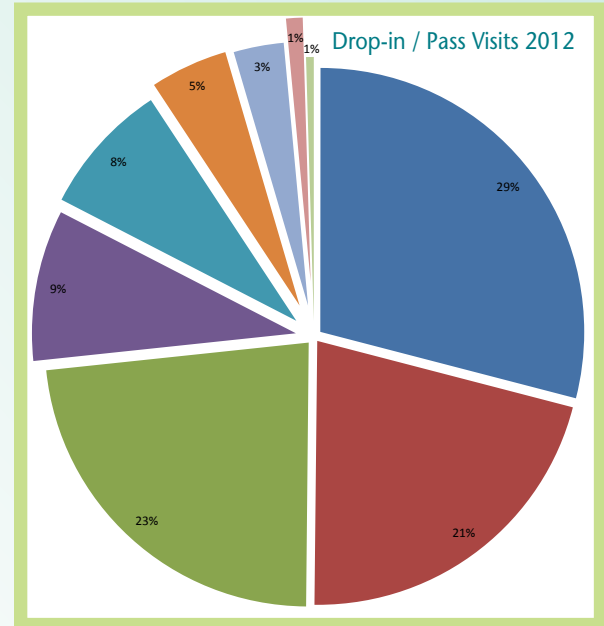
### Enrollment Figures



	2011	2012
Tot Lot	123	60
Youth	1,709	2,830
Access to Recreation	224	466
Fitness/Wellness (KRC)	2,680	1,715
Fitness/Wellness (KFWC)	2,262	2,341
Sports Activities	3,962	7,081
Ice Skating	1,132	1,121
Aquatics	1,662	2,192
Arts	2,119	2,239

## DROP-IN / PASS VISITS

	2011	2012
KRC Fitness Room	83,406	111,155
Swimming	109,866	110,294
KFWC Fitness Room	91,496	92,634
Aerobics (KRC)	36,524	46,159
Walk/Run Track	32,119	45,791
Skating	18,724	16,386
Gymnasium	12,057	6,845
Nursery	4,011	6,386
Aerobics (KFWC)	1,857	2,264







# STATISTICS

## FRAZE ATTENDANCE

<b>Fraze Attendance</b>	<b>2011</b>	<b>2012</b>
Free Concert Attendance	19,575	3,900
Festival Attendance	63,761	62,256
Ticketed Performance Attendance	78,619	87,601



## STATISTICS

### RENTAL ATTENDANCE

<b>Rental Attendance</b>	<b>2011</b>	<b>2012</b>
Gymnasium	10,252	10,621
KRC	23,584	21,739
Senior Center	13,635	12,490
Ice Arena	37,749	39,128
Main Pool / Water Park	17,460	29,938
Polen Farm	26,351	24,237



# STATISTICS

## ROSEWOOD

### Rosewood Gallery

Number of Artists  
Number of Visitors

**2011**

193  
2,055

**2012**

179  
2,938

### Rosewood Classes

Youth Classes  
Adult Classes

**2011**

166  
210

**2012**

169  
181



## STATISTICS

### Aquatics – Drop-in Swimming

	2011	2012
Adventure Reef Water Park	95,150	72,818
Main Pool	14,716	37,476
<b>TOTAL AQUATICS DROP-IN ATTENDANCE</b>	<b>109,866</b>	<b>110,294</b>

### Marketing \$\$\$

	2011	2012
Brochure	\$50,125.91	\$55,437.46
TV	\$26,155.00	\$30,503.00
Newspaper	\$18,867.42	\$21,207.93
Other	\$12,766.81	\$10,198.34
<b>TOTALS</b>	<b>\$107,915.14</b>	<b>\$117,346.73</b>

### 2012 Marketing Budget by Media Type

- Brochure
- TV
- Newspaper
- Other

