

ANNUAL REPORT 2014



CITY OF KETTERING
PARKS, RECREATION AND CULTURAL ARTS DEPARTMENT

“The July 4th event was great! The fireworks were awesome, the environment was clean and friendly, the music and concert was lively and fun. All-in-all it was a great night and great event. We thoroughly enjoyed it!”

– 2014 Program Advisory Committee member



Dear Kettering Friends,

2014 was an amazing year for the Kettering Parks, Recreation and Cultural Arts Department. Receiving the Gold Medal for Excellence in Park and Recreation Management awarded by the National Recreation and Park Association was definitely one of the highlights. We are so proud to bring this honor back to Kettering. Thank you for your support and creating an environment that supports your parks, recreation and cultural arts organization.

The Gold Medal was an honor but we had many other excellent successes throughout 2014. The Ice Arena was credited with the Excellence on Ice Award from the Professional Skaters Association and Frazee, for the first time, sold over 100,000 tickets with revenue exceeding \$3 million and a ranking of 52nd in the United States Pollstar ratings for 2014. The Department has received two Awards of Excellence from the Ohio Park and Recreation Association in Marketing for the Three Pillars

Campaign and Innovative Management with the Positive Notes program. The parks division was once again awarded the Tree City USA for excellence in Urban Forestry Management.

Rosewood Art Centre had a banner year with the development of many new and creative programs that attracted a new audience of customers. The creation of the STEAM initiative introduced children to a non-traditional way of learning science, technology and math through the arts. Several new adult programs: FX Special Makeup, Inks and Drinks and Screen Printing introduced a new line up of adult programs to a more mainstream artist.

The City of Kettering partnered with the Kettering Health Network to celebrate the 4th of July and Kettering Hospital's 50th Anniversary. Special musical guest Blood Sweat and Tears with Bo Bice (American Idol Talent) and Neil Sedaka were the featured entertainment on stage with the evening ending with the best and brightest fireworks display in the Dayton area.

The Habitat Environmental Center opened three new exhibits in the building sponsored by Waste Management, Vectren Energy, Dayton Foundation, Kettering Parks Foundation and Channel 2. The three exhibits demonstrate hands on learning in the areas of home energy, recycling and weather.

We are always so proud to highlight the department accomplishments and hope you page through the 2014 Annual Report to read more fantastic successes from the Kettering Parks, Recreation and Cultural Arts Department.

All the best,

Mary Beth Thoman

Thank you the **Kettering Parks, Recreation and Cultural Arts Department ~** *Simply the Best!*



2014 Gold Medal Winner

The Gold Medal Award is the highest distinction that is awarded by the National Recreation and Parks Association, and it honors communities throughout the United States that demonstrate excellence in long-range planning, resource management, and agency recognition for their Parks and Recreation resources, and the ability to address the needs of those the community serves through the collective energies of citizens, staff, and elected officials.

“Our visit to the water park was very positive. My friend came from out of town with her family. She and her kids loved it and felt it was such a great value for the money.”

— 2014 Program Advisory Committee member



AQUATICS

The overall attendance for aquatics in 2014 was 155,233

- Patrons took part in 252 aquatic programs with 1,715 people enrolled and 10,077 in attendance.
- Patrons took part in 23 aquatic fitness programs with 334 people enrolled and 1,738 in attendance.
- The drop-in Water Workout program saw 7,114 pass and 371 drop-in visits.
- The pool and water park were rented for 70 hours and 5,530 people were in attendance.
- The Kettering City Swim Team hosted one swim meet, rented water January – September and reported an attendance number of 10,740 for all activities. (2013 – one meet and 10,368 in attendance for meet and lane rentals)
- Fairmont High School used the pool in January and part of February in 2014 bringing an attendance number of 1,485 swimmers, coaches and meet attendees. Fairmont hosted one swim meet in January. (2013 - 795 meet attendees and swimmers)
- The Adventure Reef Water Park sent three teams to both the American Red Cross Regional and State Lifeguard Competitions.
- Adventure Reef offered a variety of pass holder benefits during the summer of 2014 that included a preview night, weekly raffles, early water park entry, concession specials and Sunday private swim for pass holders and residents.
- Improvements to the aquatics facilities include: the leisure and splashdown pools, “Tropical Twisters” were sandblasted and painted; black lap lines were removed from the vortex portion of the Leisure Pool; the splash pad “Underwater Odyssey” was sandblasted to remove the painted surface; a new automatic pool vacuum was purchased; a new controller was purchased for Leisure Pool; and the main pool was drained, repaired and repainted in September for the first time since 2011.
- In 2014, the Learn-to-Swim program participated in a promotional event entitled, “The World’s Largest Swimming Lesson”. This was the second year that the facility participated in this event.



AQUATICS

“The staff at the ice arena was very friendly. Molly helped us a number of times and gave my daughter a few tips. She really helped us have a good time and went out of her way to be kind.”

– 2014 Program Advisory Committee member.



ICE ARENA

- The Ice Arena was open for 1,134 hours of Open/Public Skates in 2014 vs 758 in 2013.
- In 2014, 2,317 pass holders visited the Ice Arena and in 2013 there were 1,917.
- 14,324 people “Dropped In” to Open Skate in 2014 vs 6,791 in 2013.
- The Homeschool skate is a wonderful opportunity for homeschooled children to get their physical activity. Many of the participants are pass holders and come twice a week. Group and private lessons are also available during this time. We did start offering a special rate on a special day. The second Tuesday of each month the fee is buy-one-get-one free at the resident rate and the rental skate fee still applies.
- Patrons took part in 246 skating lesson programs with 956 people enrolled and 5,380 in attendance in 2014. In 2013 there were 186 programs that started with 730 people enrolled with an attendance of 3,414.
- The Ice Arena hosted 2,792 hours of private rentals and 44,000 people were in attendance in 2014; an increase from 2,632 hours of private rentals and 21,858 people in attendance in 2013.
- Reynolds & Reynolds hosted its second annual hockey game at the Ice Arena in April of this year. Employees and their families cheered on their favorite co-workers and family members while contributing to the “Reach for the Sky” campaign. This was a cooperative effort between Reynolds & Reynolds and the Parks, Recreation and Cultural Arts Department.
- We currently have eight instructors and 15 instructor assistants working for the City. The Learn to Skate program has once again received the Excellence on Ice Award from the Professional Skaters Association. We have been recognized as a progressive training facility and have educated coaches. There are three coaches on our coaching staff that have Master Ratings through the Professional Skaters Association. The Lesson Coordinator is the Professional Skaters Association area representative and distributes important information and updates to a five-state area.
- The Ice Arena hosts many different hockey organizations including University of Dayton Men’s Hockey, Wright State University Men’s Hockey, Beaver Creek High School Hockey Team, Dayton Hockey Association, Huff-n-Puff Men’s Hockey, Friday Night League, and Dayton Fangs (all women hockey team).
- The Ice Arena is home to several hockey tournaments each year. This year we hosted a tournament for Silver Sticks, Frozen Creek, Fangs Invitational and for DHA. Huff-n-Puff hosted its first Szturm Tournament, in memory of Susie Szturm who lost her fight with breast cancer. There were six teams that played over two-and-a-half days.

“The drop-in exercise instructor seemed very knowledgeable about all the yoga poses she was asking us to do. She always showed them to the class as she talked through them. One thing I really liked was that she always said that if it was too hard for you to perform a certain position to make alterations, after which she would outline the alternative poses.”

– 2014 Program Advisory Committee member.



FITNESS/WELLNESS

- Installment billing for annual passes was introduced. Installment billing allows pass-holders to pay off their annual passes over a 12-month period, instead of paying the full pass price up front. After a 10% pass fee increase, this became a critical option for current and potential members. We currently have 1,085 passes being installment billed for a total monthly revenue of \$22,275.
- The drop-in Group Exercise program ran an estimated 3,872 classes, serving 48,597 patron visits in 2014 (a 3% increase in attendance over 2013).
- Both Fitness Centers (Kettering Recreation Complex and Kettering Fitness & Wellness Center) saw an estimated combined attendance of 232,205 patron visits in 2014 (a 6% increase in attendance over 2013).
- The Kettering Fitness & Wellness Center underwent a flooring replacement / renovation in mid-May. New flooring consisted of carpet replacement, free weight area rubber flooring replacement and a new raised rubber tile floor installed under the cardio equipment. This new raised floor facilitated individual viewing screens on all capable pieces of cardiovascular equipment by accommodating cable and power without creating trip hazards. These new personal viewing screens significantly improve the user's cardiovascular exercise experience.
- Children ages 6 through 14 were introduced to various fitness activities and personal health/fitness concepts this summer with a fitness/wellness outreach campaign developed for 2,527 youth summer day camp participants. The *Movin' & Groovin'* program offered a variety of weekly group exercise sessions (Yoga, Tai Chi, Zumba, Boot Camp, Olympic games, obstacle courses, etc.) and a weekly camp newsletter that offered personal health, fitness and nutrition education for the 10-week camps (June - August). This program also afforded a very productive exercise science internship experience for one Sinclair student.
- The first ever *Amazing Race* was offered this summer at the Kettering Recreation Complex campus. Forty-nine registered individuals competed in a family-oriented event similar to the T.V. challenge, *The Amazing Race*. This collaborative event featured 10 different challenges in a mentally and physically demanding course where family teams competed against each other.
- A Children's Healthy Lifestyle class was offered in conjunction with Dayton Children's Hospital at the Kettering Recreation Complex. This is a new program that met four times and offered nutritional and lifestyle counseling, while engaging participants in physical activity/exercise. Twelve participants qualified and completed the program.
- *World Tai Chi Day* was held at the Kettering Recreation Complex on April 26, 2014 with 130 participants. This is a globally recognized/celebrated event.

"I've attended many concerts at Frazee. It is up the street from my house. I love having it so close. It is a wonderful facility and I feel so lucky to have it so close to home. The concerts and festivals are so enjoyable".

- 2014 Program Advisory Committee member



FRAZE

- First time over 100,000 tickets sold with ticket revenue exceeding \$3 million for fourth straight year in a row.
- Hosted the first annual Kettering Health Network Gospelfest, a free community event, with 10 local/regional church groups and an evening performance by Sanctus Real.
- In 2014, Throwback Thursdays were launched — a series of tribute band concerts, sponsored by the Miami Valley Regional Planning Commission.
- Comedian Jeff Foxworthy performed opening night of the Star Spangled Celebration, a community wide event, in collaboration with the Dayton Development Coalition, Wright-Patterson Air Force Base and the Dayton Air Show.
- Frazee Pavilion was ranked 52nd in the United States Pollstar ratings for 2014

FRAZEE PAVILLION

ADMINISTRATION

- The Kettering Parks, Recreation and Cultural Arts Department won the National Gold Medal, sponsored by the American Academy for Parks, 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.



• Addie Weaver was awarded an externship from the Revenue Management and Board Development School through the National Recreation and Parks Association. The opportunity allowed Addie to teach classes and learn from other directors and leaders in the field from across the country.

- OPRA awards in 2014 included Innovative Marketing (Three Pillars Marketing Campaign) and Management Innovation (Positive Notes).
- Kelsey Copper was named Conference Education Committee Chair for the Ohio Parks and Recreation Association.
- 2014 EIP Winners:

Tracy Franklin
Becky Grushon
Peggy Ingram
Michelle Wright
Lindsey Curry
Michael Puckett
Tiffany Williams
Gary Jones
Evan Mendez
Cathy Mills

Amber Simpson
Amy Smith
Mary Michael King-Seculic
Todd Raker
Vicki Dresher
Kelsey Copper
Beth Cloyd
Linda Mangan
Anna Breidenbach
Lisa Aue-Cushman

ADMINISTRATION

"I have enjoyed being involved in this program. I can participate at my own pace and there is no pressure. The free blood pressure screenings are great also. Plus, I like that if I can't attend a lecture I can watch them on my computer."

– City of Kettering employee



EMPLOYEE WELLNESS

- 208 employees completed the Health Risk Appraisal (HRA) process conducted over three dates in January. This total wellness assessment is important for securing data for measuring program impact and potential health issues for the City's workforce.
- 169 employees have secured annual Fitness Center memberships by completing the HRA process.
- The United Healthcare Not Me program was offered for a second year in 2014. This program was designed to reduce the impact of diabetes and pre-diabetes related health care claims. Employees who qualify, by scoring on an A1c assessment conducted simultaneously with a blood lipid screen (held in September), are offered 16 weeks of nutrition/exercise counseling and pharmacological therapy.
- The Merry Maintenance Challenge was developed to motivate employees to not gain a single pound over the always-challenging holiday season with small but essential incentives and a healthy dosing of accountability. 42 participants registered for the 2014 - 2015 challenge. The 2013 - 2014 challenge had 30 participants that, not only did not gain a pound, but lost a combined 71.5 pounds.
- In 2014, six employees demonstrated significant change through participation in the Employee Wellness Program and were awarded Wellness Employee-of-the-Month for their efforts and success.
- Twelve lectures and two exercise demonstrations were offered in 2014 covering a wide range of health and wellness topics.
- In addition to the HRA at the beginning of the year and the blood lipid/A1c screening in September, six screenings were offered this year by the program.

“Rosewood Arts Centre is a fabulous space with an excellent range of programs available. The facility is clean and the staff is friendly.”

– 2014 Program Advisory Committee member



ROSEWOOD ARTS CENTRE

- Over 200 youth classes and camps were offered at Rosewood in 2014, with over 5,000 students in attendance for dance, fashion, photography, music, writing, language, theater and visual arts programs.
- Partnering with local math and science teachers, the STEAM program initiative was launched, with projects including Fort Building and the Art and Science of Photography, with a focus on delivering science, technology, engineering and math learning through the arts.
- A Youth Arts Program Advisory Task Force was created, comprised of Kettering teachers, parents and school administrators, to help guide the future direction of youth classes and programs at Rosewood.
- Over 200 classes and workshops were offered for teens and adults, with over 5,000 participants. Classes included ceramics, glass, painting, languages, jewelry, metals, drawing, writing, photography, languages, book arts, music, theater and dance.
- New initiatives included FX Special Makeup, Inks and Drinks, Art and Fear and Screen Printing. These programs brought new artists and students together in the creative learning process.
- Rosewood Gallery exhibited the work of 138 artists in 2014, including artists from the Dayton region, Ohio, Pennsylvania, Michigan, Indiana, Kentucky, Maryland, New York, North Carolina and Texas.
- The Rosewood Gallery hosted eight solo exhibitions and four juried exhibitions, as well as several public programs.
- New Rosewood initiatives included the launch of special events Suburbicon: A Comic Creator's Expo and Monet's Birthday Bash.
- Other collaborations between the youth and adult program areas included Comic Book Studio Day and Art on the Commons, a fine arts festival organized by the staff of Rosewood Arts Centre, which featured over 100 artists from around the country in Lincoln Park.
- The University of Dayton Libraries and Rosewood Arts Centre presented the documentary film series *Created Equal: America's Civil Rights Struggle*. The screenings were made possible through a major grant from the National Endowment for the Humanities, as part of its Bridging Cultures initiative, in partnership with the Gilder Lehrman Institute of American History.
- Rosewood Arts Centre partnered with Gem City Comic Con for the second annual Comic Book Studio Day! This series of 90-minute workshops, led by professional illustrators and writers Craig Boldman, Nate Lovett and Justin Wasson taught the basics of comic book creation.

“My family really enjoyed Movie Night Under the Stars. The screens were elevated so you could see and hear very well. We love this idea and think it should be offered twice in the summer.”

– 2014 Program Advisory Committee member



RECREATION:

- From January - October 2014 the Kettering Transportation Program provided 4,308 one-way rides for a total of 33,112 miles driven by four paid staff and five volunteer drivers.
- Emphasis was placed on adult programming at the Charles I. Lathrem Senior Center this year along with maintaining the already successful senior offering. 47 adult classes were taught this year with over 400 people in attendance with ages ranging from 20 to 90 years!
- The first ever *Spring Break Camp* was held with 18 campers registered, generating \$1,849 in new revenue.
- Recreation and sports camp enrollment increased 27.6% resulting in an increase in camp related revenue of 27.5%. In total, these camps serviced 1,535 children ages 3 to 17 by providing safe, enriching and fun activities over school summer break.
- The *Summer Food & Fun Camp* program in partnership with Kettering Police Department and with support of the Kettering Community Foundation, LaRosa's, and Wilmer Hale again provided two weeks of free summer camp in two of the city's most challenged neighborhoods. 56 campers (28 each week) enjoyed meals, field trips, swimming and positive adult role models.
- The *Kettering Giving Tree* program provided holiday gifts for more than 580 Kettering school children in 2014. Families who qualify for free and reduced lunch through the Kettering schools are eligible to refer a child through their school guidance counselor.
- The Kettering Youth Sports program will have over 3,350 total enrolled participants in 2014 (compared with 2,096 in 2013). Kettering Youth Basketball hit record breaking numbers in their league with 86 teams in the Winter basketball program alone.
- The Homeschool Sports program served an estimated 1,039 children in 2014. This participation/attendance number is on-par with last year.
- The Kettering Recreation Complex was host to the Annual MVRAC Staff Training on Friday, May 30. Over 200 camp staff and recreation professionals from nine different municipal agencies participated in this regional training.
- The City of Kettering and Kettering Health Network (KHN) united to celebrate Independence Day and Kettering Medical Center's 50th Anniversary at the Rock & Boom fireworks on July 3 at Delco Park. KHN provided the stage and entertainment that featured Neil Sedaka and Blood, Sweat & Tears, featuring Bo Bice (American Idol talent).
- The second annual Movie-Under-the-Stars was held on August 9 at Delco Park. The featured presentation, *LEGO Movie* was well received by the 400+ attendees. Last year's Movie-Under-the-Stars had less than 100 attendees.
- The seventh annual Touch a Truck brought over 700 participants to explore many different trucks, utility vehicles and emergency vehicles. The Dayton Dragons mascot, Heater was the special guest for this event.
- The first ever Wag-O-Ween event was successfully held at the Kettering Recreation Complex on the Saturday preceding Halloween. This event offered dog lovers the opportunity to trick-or-treat with their furry four-legged friends at pet-friendly vendor booths and participate in a doggie costume contest. The Kettering Police Department K-9 unit also participated in demonstrations throughout the event. Zombie Dogz offered tasty snacks for the human attendees of the event. In total 300+ people attended the event with 75 dogs.

“I live at the Residenz and use the Civic Commons regularly. I absolutely love it. It is such a nice environment and has a positive energy about it. The overall appearance and grounds are beautiful and I enjoy watching the plants change throughout the seasons.”

– 2014 Program Advisory Committee member



HABITAT ENVIRONMENTAL CENTER

- Over 191 people attended programming at the new facility including evening and weekend workshops and educational talks on topics such as emerald ash borer, science night, environmental book club and gardening lectures.
- Waste Management, Vectren Energy, Dayton Foundation, Kettering Parks Foundation and Channel 2 sponsored three new exhibits demonstrating hands-on learning in the areas of home energy, recycling and weather.
- For the thirty-first year PRCA was named a TreeCity USA for our excellence in urban forestry management.
- In its twelfth year in partnership with Kettering City Schools, the Land Lab Program continues to teach science curriculum and environmental stewardship to the 2,700 students that visit the Habitat Environmental Center and Pondview Park each year.
- The Habitat Environmental Center completed its first year in existence and is finding an important niche in Kettering. Our partnership with the Kettering City Schools continues to grow and the Habitat has enabled us to increase the winter land lab programs and science and nature camps. To encourage recycling, we held a “bottle cap” collection contest in the elementary schools that resulted in an unexpected 300 lbs of bottle caps being collected (they would have gone in the landfill). Students were then able to take some of the caps collected to make a mural (or two) out of them at two different events.
- Environmental programming has been popular among residents young and not so young. Rain barrel workshops, bat chats, science and nature camps have all been well received.

GENTILE PARK

We are excited to announce the creation of a new neighborhood park in your backyard – Gentile Park! Gentile Park will be located at the old DESC site.

UPDATES FOR GENTILE PARK:

- Grants have been applied for and the outcome should be known by summer 2015.
- Tentatively, construction may begin in 2017.

Delco Park playground phase 1 has been installed and was opened to the public June 2014. A grand re-opening of new playground equipment was held in June 2014!

“Art on the Playground was nice. My younger children enjoyed exploring the different art mediums.”

— 2014 Program Advisory Committee member

FITNESS ATTENDANCE

	2013	2014
KRC FITNESS CENTER	126,472	136,666
KFWC FITNESS CENTER	91,903	98,579
TOTAL	218,375	235,245

ENROLLMENT FIGURES

	2013	2014
TOT LOT	51	60
YOUTH.....	3,200	3,423
ACCESS TO RECREATION	402	209
FITNESS/WELLNESS (KRC).....	969	2,605
FITNESS/WELLNESS (KFWC).....	2,178	2,316
SPORTS ACTIVITIES.....	6,568	6,163
ICE SKATING.....	963	966
AQUATICS.....	3,188	2,532
ARTS	2,778	2,764

AQUATICS DROP-IN SWIMMING

	2013	2014
ADVENTURE REEF.....	57,475	54,313
MAIN POOL.....	46,590	49,880
TOTAL	104,065	104,193

DROP-IN / PASS VISITS

	2013	2014
KRC FITNESS ROOM.....	126,472	136,666
KFWC FITNESS ROOM.....	91,903	98,579
DROP-IN EXERCISE (KRC)	47,025	48,973
DROP-IN EXERCISE (KFWC)	2,198	801
WALK/RUN TRACK.....	50,377	46,958
GYMNASIUM.....	8,516	9,862
NURSERY	5,440	5,589
SKATING.....	14,664	13,104
SWIMMING	114,211	114,377

FRAZE ATTENDANCE

	2013	2014
FREE CONCERT ATTENDANCE ...	4,250	2,500
FESTIVAL ATTENDANCE	75,955	51,992
TICKETED PERFORMANCE ATTENDANCE.....	78,355	89,446

RENTAL ATTENDANCE

	2013	2014
GYMNASIUM.....	10,621	3,342
KRC.....	21,739	18,764
SENIOR CENTER	12,490	8,775
ICE ARENA	39,128	34,383
MAIN POOL / WATER PARK	29,938	30,236
POLEN FARM	24,237	26,820

BY THE NUMBERS

“Fraze does a great job and we always love visiting, even if it’s just to lay a blanket down outside the event and enjoy the atmosphere and fountains and music from afar.”

– 2014 Program Advisory Committee member



ROSEWOOD GALLERY

	2013	2014
NUMBER OF ARTISTS	197	130
NUMBER OF VISITORS	2,321	2,134

ROSEWOOD CLASSES

	2013	2014
YOUTH CLASSES	132	137
ADULT CLASSES	154	135

MARKETING

	2013	2014
BROCHURE	\$52,531.13	\$71,291.47
NEWSPAPER	\$21,910.20	\$21,910.20
OTHER	\$13,862.47	\$3,841.00
TOTALS	\$88,303.80	\$97,042.67

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