

City of Sanibel
Parks and Recreation Department Narrative

Department: Recreation
Fund: Special Revenue Fund

Mission Statement: To develop and administer safe, well-rounded community programs and facilities that meet the needs of Sanibel residents and visitors.

Challenges Facing the Department

Continue to increase membership and revenue generating programs at the Recreation Center. Make appropriate recommendation for fee increases by comparing to the local industry standard. Continue to move towards a higher percentage of cost recovery for the Recreation Center operations.

Prioritizing and completing goals, objectives and general workload with approved staff due to the number of projects, short deadlines and budget restraints.

2010-2011 Goals and Objectives	Estimated Start	Estimated Completion
As part of Goal #1 (Financial Stability)		
Effective and creative promotions and marketing	On going	On going
Increase fees and membership promotions	On going	On going
Continue weekly review of expense / revenue charts	On going	On going
 As part of Goal #2 (Membership Growth & Retention)		
Effective and creative promotions and marketing	On going	On going
Strive to maximize use of recreation facilities through creative scheduling of class offerings	On going	On going
Continue two page “at a glance” activities sched.	On going	On going
Contacts to local owner and rental agencies complete	Annual	Annual
 As part of Goal #3 (Program Expansion & Retention)		
Continue to offer fitness classes which are included with the membership. Evaluate successful classes vs non successful (based on #s) and make adjustments	On going	On going
Continue to look at ways to “plus” the After School and Summer Camp programs.	On going	On going
Continue to offer free Health Screenings for public health and for the promotion of the Rec. Ctr. Facility	On going	On going
Add new programs through RFP and in house training	On going	On going
Continue Healthy Heart Month in February	February 1 On going	Feb. 28 On going
Look at other special events to feature at the Center		
As part of Goal #4 (Financial Assistance)		

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Continue to evaluate the committee function and application revisions as needed.	On going	On going
Send FA Brochure out by direct mail	July -2010	July - 2010
Keep track of revenue available – continue a carry over fund balance.	On going	On going
Decision on New Years Eve Celebration	Aug-2010	Aug-2010
As part of Goal #5 (Community Park & Shared Use Path review)		
Parks & Recreation Committee reviews upgrades and changes to the shared use path and Community park. Reviews the Shared Use Path Master plan on going and annually.	On going	On going
Work in coordination with other departments on outside facility improvements.	On going	On going
As part of Goal #6 (Water quality education)		
Display information on the power point at Rec Center to increase awareness regarding issues and updates	On going	On going
Include in After School education with children	On going	On going
As part of Goal #7 (Volunteer Program)		
Continue to seek and train volunteers to assist staff with special projects and programming. Added Junior Volunteer program, continue to cultivate.	On going	On going

RECREATION DEPARTMENT ADMINISTRATIVE RESPONSIBILITIES

Department Divisions: Recreation Center, Ball Fields, and Senior Program.

Department Staff Structure Overview:

The Recreation Department is composed of the Recreation Director, Facility Maintenance Supervisor, Senior Program Administrator, Aquatics Manager, Senior Administrative Assistant, Program Specialist and Program Coordinator, Administrative Receptionist, Lifeguards, Service Worker and Recreation Aides.

ADMINISTRATIVE RESPONSIBILITIES

- **Develop And Implement Department Policies And Procedures** - The Recreation Director develops, maintains and implements department rules, regulations and policies.
- **Prepare Department Budget** – Within their respective areas, Recreation Department supervisors make budget recommendations to the Recreation Director.
- **Departmental Budget Preparation** - The Recreation Director prepares the department budget and forwards to the City Manager.
- **Writing And Administering Grants** – The Recreation Director works with

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City staff to prepare department grants.

- **Grant Fund Expenditures** – The Recreation Director oversees the expenditures of grant funds.
- **Grant Funding Needs** – The Recreation Director evaluates grant funding needs.
- **Purchase Department Supplies, Equipment And Services** – In compliance with all City purchasing policies, staff purchases all required supplies, equipment and services, including Request for Bids, Proposals and Qualifications.
- **Track Expenditures**- Administrative staff tracks expenditures to ensure purchases remain within the approved budget.
- **Establish Goals And Objectives** – The Recreation Director develops strategies and evaluates effectiveness of goals and objectives.
- **Inventory Control** – Administrative staff tracks and maintains inventory of equipment, supplies and capital improvements for all department divisions; accounts for monies received and payable.
- **Maintenance Of The Membership, Program And Daily User Fee** – Administrative staff coordinates with the Finance Department for the collection of fees for facility use and program participation. Survey of membership and program fees shows the potential for fee increases.
- **Track Department Human Resources** – Administrative staff tracks all hours worked including, but not limited to, vacation and sick time to ensure adequate coverage for all divisions and programs. The Senior Administrative Assistant prepares and enters employee payroll information into HTE, the City's computer system, and completes all required documentation.
- **Volunteer Program** – Senior Administrative Assistant oversees volunteer program and determines needs and opportunities through staff input.
- **Reports and Statistics** – Administrative staff prepares and maintains databases, statistics, and records.
- **Records Coordination** – The Senior Administrative Assistant serves as the Records Coordinator for the department.
- **Maintaining Appropriate Certification** - Staff is required to obtain and maintain all required certifications.
- **Certifications** - The Aquatics Manager trains Lifeguards and other department staff in Red Cross Lifeguard, AED, First Aid and CPR.
- **Attend Weekly Executive Staff Meetings** – The Recreation Director or designee attends weekly executive staff meetings to discuss, plan and coordinate City business.
- **Disaster Preparedness Plan/Community Needs Team** – The Recreation Director, Facility Maintenance Supervisor, Senior Administrative Assistant, Senior Program Administrator and Aquatics Manager serve as coordinators for the various components of the Disaster Preparedness Plan/Community Needs Team.
- **FEMA** – The Recreation Director or designee coordinates FEMA related capital repair projects for the department.
- **Structural Safety Inspector** – The Recreation Director or designee, Program Specialist and Program Coordinator serve on the Building

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Department's SSI Team during disasters.

- **Emergency Preparedness** – The Recreation Director or designee is responsible for coordinating the Emergency Action Plan between the City Administration and the Recreation Department before, during and after an event. Administrative staff implements the department's Emergency Action Plan and evacuation activities.
- **Research/Trends** – Administrative staff researches issues relevant to recreation programming, human services, governmental policies and procedures.
- **Special Studies** – Recreation Director conducts research and special studies for the City Manager and presents findings and recommendations.
- **Hiring of Independent Contractors** - The Recreation Director or designee oversees the hiring of independent contractors.
- **Supervision of Employees** – Administrative staff supervises the work of employees assigned to them.
- **Evaluation of Employees** – Administrative staff evaluates personnel, volunteers, and contractual employees.
- **Assists In Disciplinary Problems** – Administrative staff administers disciplinary procedures pursuant to the City of Sanibel's Personnel Rules and Regulations Manual.
- **Public Relations And Customer Service** – Administrative staff provides the public with general information of department programming, functions, procedures, policies, rules and regulations.
- **Recreation Planning And Programming** – Administrative staff plans, develops, directs, and coordinates activities and programming at municipal recreational facilities. Staff must be proactive in the marketing and planning of all recreational programming.
- **Scheduling Facility Use And Permitting** – Administrative staff schedules and issues permits for all facilities, makes long-range plans for use.
- **Programming** - Administrative staff works with community to provide well-rounded and sound programming.
- **Publicity** – Assigned Administrative staff prepares publicity regarding recreational activities and programs.
- **Community Meetings** – Assigned administrative staff attends community meetings and coordinates with the public by providing programs to meet the needs of citizens.
- **Public And Employee Safety** – Administrative staff develops and maintains the safety and loss control program; evaluates recreation facilities for safety and playability.
- **Networks With Other Agencies** – Administrative staff members serve as liaisons to other departments and other local government agencies regarding issues of mutual concern.
- **Parks and Recreation Committee** – The Recreation Director serves as the City Liaison to the Parks and Recreation Committee; attends monthly meetings, prepares and presents department status reports and surveys; provides input concerning plans and activities per City policies and procedures.

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- **Financial Assistance Committee** – The Recreation Director Serves as the City Liaison to the Financial Assistance Committee; attends bi weekly meetings, prepares agendas, brings forward applications for committee review, financial updates, provides other information as necessary.
- **Special Projects** – Recreation Director or designee coordinates the development of recreational facilities and parks as previously approved by City Council.
- **Special Event Planning** – Staff plans, oversees and coordinates special events for the purpose of fundraising, community enrichment/education and entertainment.

RECREATION DEPARTMENT FACILITY MAINTENANCE - OPERATIONAL RESPONSIBILITIES

- **Facility Maintenance** - Facility Maintenance Supervisor is responsible for ensuring the facility is safe, clean, and equipment in working order.
- **Schedules Contractors** - Facility Maintenance Supervisor works with outside contractors to ensure facility is safe and operating efficiently.
- **Warranty Issues** - Facility Maintenance Supervisor works with facility staff and contractors on punch list and ensures equipment is maintained and repairs are documented.
- **Budgeting** - Facility Maintenance Supervisor assists with budget preparation and maintenance and follows budget expenses in areas of responsibility.
- **Prepares Requisitions And Work Orders** - Facility Maintenance Supervisor and Senior Administrative Assistant follows through on purchase orders and provides budgeting projections. FM Supervisor recommends building related purchasing and ball field needs.
- **Capital Projects** - Facility Maintenance Supervisor researches and presents information for contractual capital projects. Follows through to ensure on time and within budget guidelines.
- **Community Development** - Facility Maintenance Supervisor works with community to provide well-rounded recreation facility operations, arranges for legal ads, publications and notifications of projects.
- **Supervises the Work of Maintenance Staff** - Facility Maintenance Supervisor supervises and evaluates recreation maintenance staff, plans work procedures for assigned personnel, oversees supervision of work, and maintains records of activities and personnel supervised.
- **Emergency Management** – The Recreation Director, Facility Maintenance Supervisor, the Aquatics Manager and designated staff actively work within and updates hurricane procedures and guidelines.
- **Shared Usage**- Facility Maintenance Supervisor and Aquatics Manager works with the school district on facility related projects.

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RECREATION DEPARTMENT AQUATICS - OPERATIONAL RESPONSIBILITIES

- **Plans And Implements Comprehensive Aquatic Programs** – Aquatics Manager surveys Aquatic Program needs through community and staff input.
- **Staff/Facility Scheduling** – Aquatics Manager prepares the weekly building coverage and facility scheduling.
- **Press Release/Web Posting** – Aquatics Manager, along with designated staff prepares news releases to be sent to the local press and posted on the city's web site.
- **Aquatic Program Scheduling** – Aquatics Manager confers with appropriate individuals concerning facility and program scheduling.
- **Long-Range Plans For Aquatic Programs** – Aquatics Manager makes long-range plans for future aquatic program growth and expansion.
- **Public forums** – Aquatics Manager holds public forums to provide aquatic program information.
- **Water Exercise, Swimming, Lifeguarding and Water Safety classes** – Aquatics Manager and Instructors teach water exercise, swimming, lifeguarding and water safety classes and lead special water events/competitions, manage swimming programs, swim team and all related activities.
- **Emergency Preparedness** – Aquatics Manager designs, implements and revises Recreation Department's Emergency Action Plan. Works with Recreation Director, Facility Maintenance Supervisor and designated staff.
- **Facility And Programming Safety** – Aquatics staff provides program supervision and evaluates facility for safety and usability. Keeps director and FM Supervisor updated on facility issues.
- **Aid In The Rescue Of Patrons** – Aquatics staff aids in the rescue of patrons in the water and administers first aid or life saving techniques as indicated. Professional aid is obtained in case of serious accident or injury.
- **Inventory Equipment** – Aquatics staff maintains scheduled inventory of necessary equipment and supplies.
- **Purchase Of Chemical Supplies** – Aquatics staff monitors chemical supplies and makes purchases when necessary.
- **Purchase Of First Aid, AED And Training Supplies** - Aquatics staff monitors first aid, AED and training supplies and makes purchases when necessary.
- **Training of Recreation Staff in First Aid, CPR and AED Skills-** Aquatics Manager and Instructors certify staff in American Red Cross First Aid, CPR and AED Skills.
- **Aquatic Facility Maintenance** – Aquatics staff performs maintenance, repair, and clean-up duties at facilities and on equipment as necessary.

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RECREATION DEPARTMENT CHILDREN'S - OPERATIONAL RESPONSIBILITIES

- **Survey Children's Needs** – Program Specialist surveys children's needs through community and staff input.
- **Facility And Program Scheduling** – Program Specialist confers with appropriate individuals concerning facility and program scheduling.
- **Long-Range Plans** – Program Specialist makes long-range plans for future children's programming growth and expansion.
- **Programming** – Program Specialist works closely with other supervisors and parents when programming for children and youth. Plans ahead for all programs, such as After School and Summer Camp.
- **Public Forums** – Program Specialist holds public forums to provide children's program information.
- **Planning And Implementing Activities** – Under the direction of the Program Specialist, the Recreation Aides assist with planning and implementing activities, provide appropriate notice of programs and events; communicates with school, general public and other City departments on scheduling.
- **Inventory Equipment** – Program Specialist maintains scheduled inventory of necessary equipment and supplies.
- **Repair And Clean-Up Duties** – Program Specialist and assigned staff perform maintenance, repair, and clean-up duties at facilities and on equipment as necessary.
- **Safety Procedures** – Program Specialist ensures that all safety procedures are in place and assigned staff is in compliance.
- **Program Supplies** – Program Specialist ensures that adequate supplies are available to run youth programs.
- **Reports** – Program Specialist prepares all requested reports, and initiates reports deemed necessary for tracking history, current numbers and operational statistics.

RECREATION DEPARTMENT ATHLETICS – OPERATIONAL RESPONSIBILITIES

- **Scheduling** – Athletic Program Coordinator works closely with the Lee County School District on the scheduling of facilities and cooperative program opportunities.
- **Athletic Program Coordinator** - Supervises assigned facilities and ensures the safety and cleanliness of recreational equipment.
- **Programming** – Athletic Program Coordinator develops plans, organizes, implements, and supervises various programs, activities and leagues to ensure safety, general welfare and enjoyment of the general public.
- **Surveys** – Athletic Program Coordinator surveys and evaluates existing programs and leagues for quality, successful community interest and program growth.

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- **Program Promotion** – Athletic Program Coordinator plans, develops and produces various newsletters, flyers, and announcements for programs and activities.
- **Long-Range Plans** – Athletic Program Coordinator makes long-range plans for future children's programming growth and expansion.
- **Facility And Program Scheduling** – Athletic Program Coordinator confers with appropriate individuals concerning facility scheduling. Ensures using parties are in compliance with Department standards.
- **Inventory Equipment** – Athletic Program Coordinator maintains and produces inventory and supplies for recreation activities and part-time Recreation Aides.
- **Reports** – Athletic Program Coordinator prepares all requested reports.
- **Safety Procedures** – Athletic Program Coordinator ensures that all safety procedures are in place and are all in compliance.
- **Public Forums** – Athletic Program Coordinator holds public forums to provide children's and adult athletic program information.
- **Repair And Clean-Up Duties** – Athletic Program Coordinator and assigned staff perform maintenance, repair, and clean-up duties at facilities and on equipment as necessary.

RECREATION DEPARTMENT BALL FIELDS - OPERATIONAL RESPONSIBILITIES

- **Repair** – Under the supervisions of the Facility Maintenance Supervisor, Contract Service Workers and in house staff perform a variety of skilled repair and maintenance work including carpentry, painting, minor electrical work, plumbing, equipment repair and irrigation systems. Works with concrete, builds forms, mixes, pours, and finishes surfaces.
- **Schedule Contractors** – Under the direction of the Recreation Director, Facility Maintenance Supervisor or designee; schedule contractors or in house employees for repair work as needed.
- **Grounds Maintenance** – Contract Service Worker maintain grounds, mow lawns/fields, prune shrubs, drag and lines fields, clean bathrooms and debris, make necessary repairs and collect trash.
- **Facility Safety** – Facility Maintenance Supervisor and Contract Service employees or designee inspect facilities for playability, safety and use.
- **Public Access** – Facility Maintenance Supervisor makes sure there are walkways, railings, and other structures for ADA compliant public access.

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**RECREATION DEPARTMENT FRONT DESK - OPERATIONAL
RESPONSIBILITIES**

- **Front Desk Staff** – The Front Desk staff includes Senior Administrative Assistant, Administrative Receptionists and Recreation Aides
- **Supervision** – The Senior Administrative Assistant supervises and evaluates the Administrative Receptionists and Recreation Aides assigned to the Front Desk.
- **Clerical Duties** – Front Desk staff performs a variety of highly skilled clerical duties.
- **Membership, Activities, Merchandise and Facility Rentals** – Front Desk Staff sells and processes all accounts receivable and payable pertaining to memberships, activities, merchandise, facility rentals, and contractual instructors.
- **Week at a glance and Program Guide** – Along with the Recreation Director, designated staff are responsible for the weekly development of the WAG and scheduling is prepared for posting on the city web page. The Program Guide is also developed and posted on the city web site and revised as necessary.
- **Software Data Entry** - Front Desk Staff manages the comprehensive software program which processes accounts receivable and payable pertaining to the sale of memberships, activities, merchandise, facility rentals and contractual instructors.
- **Prepares Specialized Reports** – Front Desk Staff prepares detailed reports.
- **Training** – Front Desk Staff continues to train through in-house methods in order to stay current with various software programs.
- **Facility Safety** – Front Desk Staff evaluates facility for safety, monitors security cameras and observes activities in the weight room.
- **Schedules activities and facility usage** - Front Desk Staff enters data regarding facility rentals and activities into RecTrac.
- **Promotion Material** - Front Desk Staff prepares a variety of facility and department promotional material for distribution.
- **Compiles data for special projects** – Front Desk Staff enters data regarding new activities into RecTrac,
- **Public Inquiries** - Front Desk Staff answers public inquiries, screens vendors/service providers, assists public with information regarding membership, activities, facility rentals and special events.
- **Public Information** – Front Desk Staff maintains positive public relations and community-wide interrelationships.

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**RECREATION DEPARTMENT SENIOR PROGRAM “Center 4 Life” -
OPERATIONAL RESPONSIBILITIES**

- ***Liaison Between The City and Island Seniors, Inc.*** – Senior Program Administrator Serves as liaison between the City and Island Seniors, Inc., a non-profit organization that raises funds for the Island Seniors Program and acts as a liaison to the advisory committee.
- ***Center 4 Life Program Activities*** – Senior Program Administrator researches and implements all senior programs and activities
- ***Planning And Implementing Activities*** – Under the direction of the Senior Program Administrator the Recreation Aides assist with implementing activities and communicate with local newspapers to provide appropriate notice of programs and events.
- ***Recreation Aides Assist With Senior Activities*** - Under The Direction Of The Senior Program Administrator the Recreation Aides Assist With Senior Activities: line-dancing, games, seminars, special events, etc.,
- ***Membership*** - Under the direction of the Senior Program Administrator, Recreation Aides maintain membership files.
- ***Computer Data Entry*** - Under the direction of the Senior Program Administrator, Recreation Aides complete computer data entry.
- ***General Office Duties*** - Under the direction of the Senior Program Administrator, Recreation Aides perform general office duties.
- ***Facility Events*** - Under the direction of the Senior Program Administrator, Recreation Aides prepare facility for events.
- ***Program Growth*** – Senior Program Administrator makes long-range plans for future Seniors Program growth and expansion.
- ***Program Information*** - Senior Program Administrator holds public forums to provide seniors program information.
- ***Public Information*** – Senior Program Administrator maintains positive public relations and community-wide interrelationships.
- ***Communications*** – Senior Program Administrator communicates with City departments and community organizations.
- ***Referrals*** – Senior Program Administrator or designee provides appropriate information and referrals to seniors for their special needs such as social, psychological, financial or other.

Recreation Department accomplishments during Fiscal Year 2010 include:

- 50 weekly fitness programs expanded as a part of the membership
- Exceeded revenue expectations while maintaining expense guidelines.
- Expanded cardio equipment in the weight room.
- Successful Healthy Heart Month with increased facility participation.
- Staff memberships in various organizations related to recreation field.
- Center 4 Life Fitness class participation expanded.
- Center 4 Life menu of activities increased and now includes monthly exploring Florida daytrips, Wii training and bowling leagues, safe steps workshop, sudoku lessons, and digital camera computer lessons.

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- Center 4 Life Program recruited volunteers and developed a program to supplement staff in specified areas.
- Coordination of successful New Year's Eve Family Event.
- Merchandise for resale expanded to benefit recreation financial assistance
- Successful Adult Softball League with on going participation.
- Processed numerous records for destruction, as per City policy.
- Recreation Aides cross trained in administrative and Lifeguard skills.
- Letter sent to condo and rental properties, inviting them to the Rec Center.
- Contractor and vendor lists expanded Recreation facility.
- Worked closely and successfully with school administrators/facility to coordinate the use of the new Recreation Center for school programs.
- Recreation employee trained as Lifeguard, Water Safety, AED, CPR, and First Aid Instructor Trainer.
- Employees trained as AFAA Group Fitness Instructors, USWFA Water Fitness Instructors and ARC Water Safety Instructors.
- Two employees hold Certified Parks and Recreation Professional certificates (CPRP).
- Recreation employee trained as AED, CPR, and First Aid trainer.
- Increased teen use of new facility.
- Set up tracking for facility warranties and maintenance follow through.
- Set time for Skate Park use for the public and AS program.
- Volunteer Program expanded with Junior Volunteers.
- Expanded Aquatics programs include Private Swim & Fitness Instruction, Water Pilates, Aqua Jogging, Youth Lap Swim, Guard Start, Water Safety Instructor, Lifeguard Instructor, USWFA Instructor courses.
- Due to demand, water aerobics class offerings were doubled.
- Continued growth of group swim lessons, SWAT Swim Team and Masters Swim Programs at the new Recreation Facility.

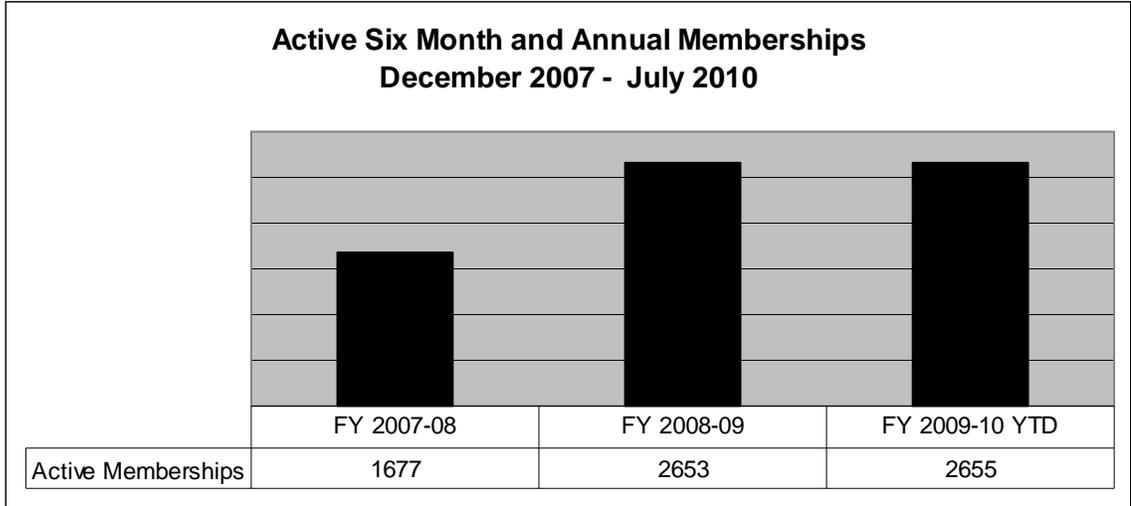
Suggestions on How to Serve the Residents Better:

- Increase number of recreational opportunities that encourage lifelong learning and enrichment.
- Create unique opportunities for special populations, including home school, special needs, teens and seniors.
- Enhance community spirit through special events.
- Look at special week or month recognition and have events. Such as "National Parks and Recreation Month".

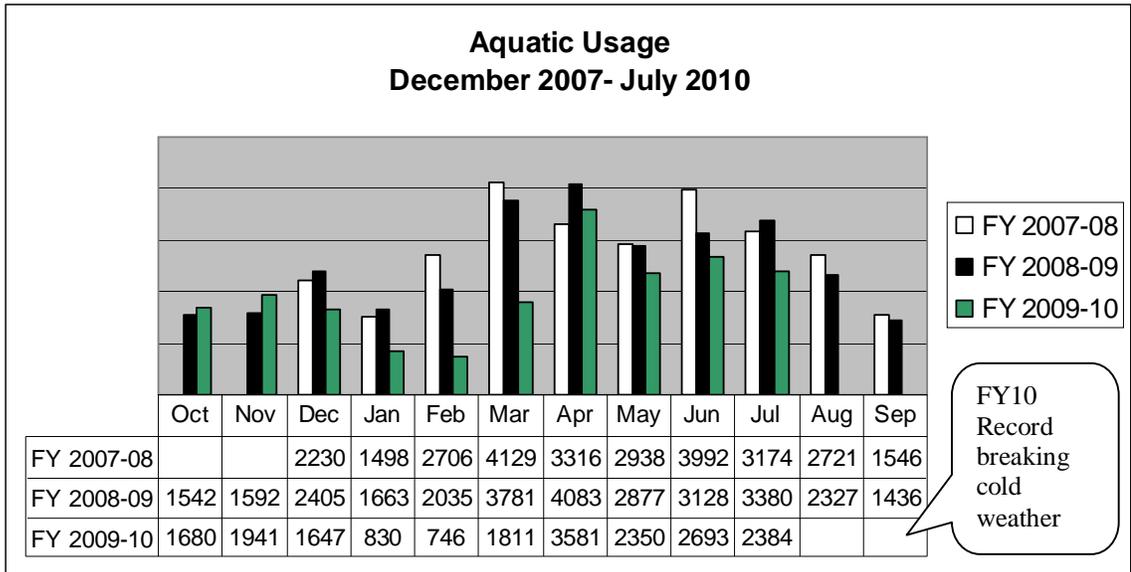
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RECREATION CENTER AND SENIOR PROGRAM

A. Active Six Month and Annual Memberships

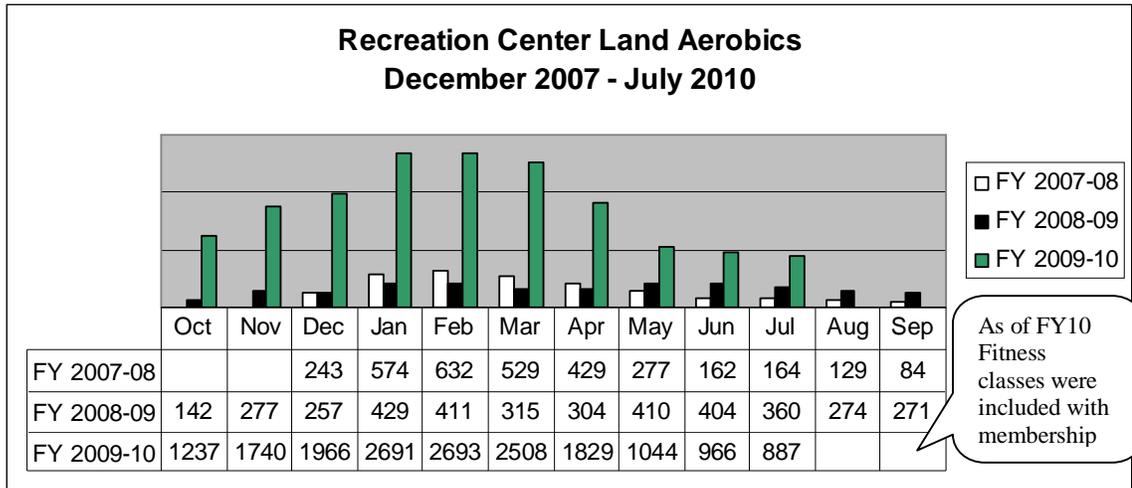


B. Aquatic Usage

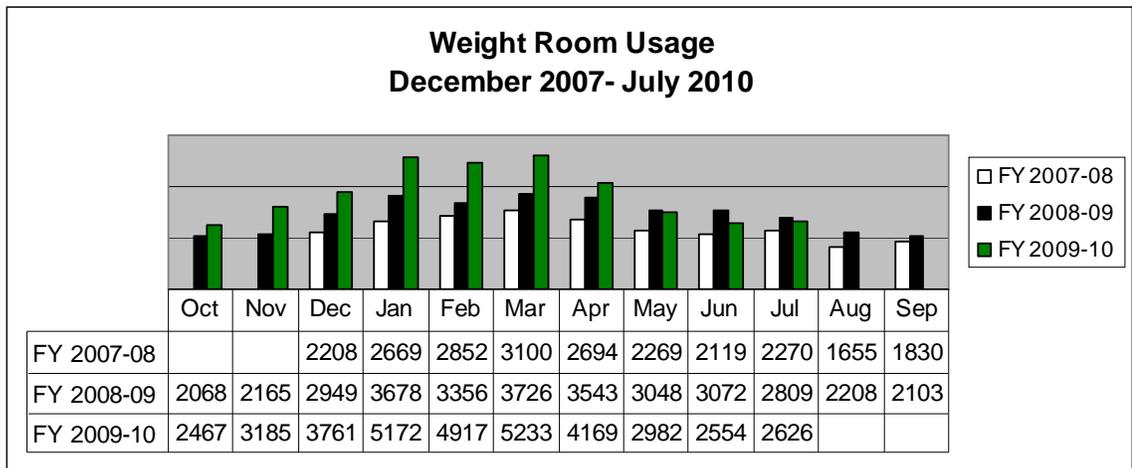


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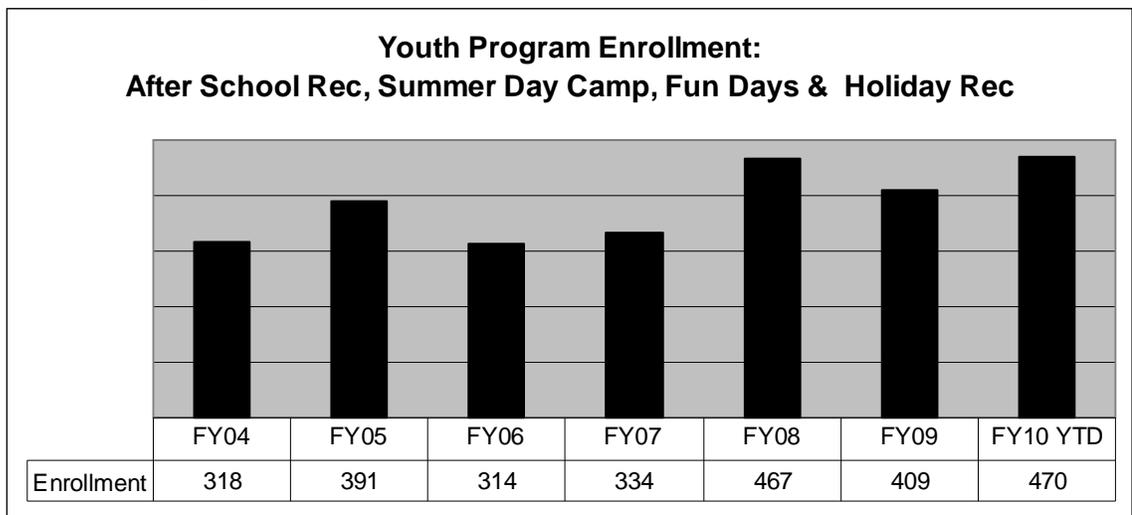
C. Recreation Center Land Aerobics



D. Weight Room Usage:



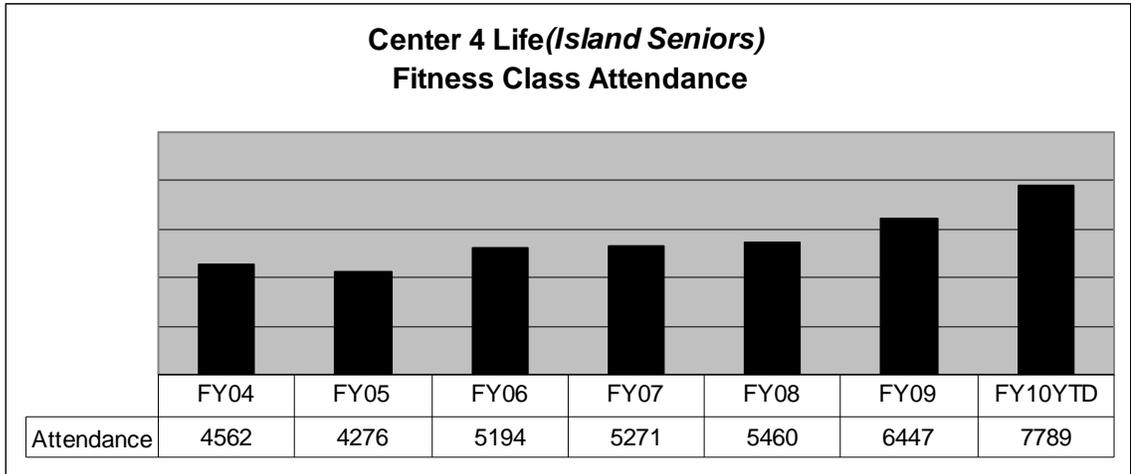
E. Youth Program Enrollment



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Senior Program Aerobics and Membership: Aerobics and membership numbers continue to increase.

A. Senior Fitness Class Attendance



B. Center 4 Life Members (Island Senior Members)

