



CITY OF CONCORD

REPORT TO MAYOR AND THE CITY COUNCIL

TO: Honorable Mayor and Members of the City Council

FROM: David Gill, Parks and Recreation Director

Re: CommUNITY Activity Program

DATE: May 1, 2024

Recommendation:

Accept this report.

Background:

In the FY 2024 City budget, City Council allocated \$150,000 for event funding, to be distributed to organizations holding new and free public events in Concord.

Discussion:

One of the new events funded was a request from the Friends of Keach Park to have the Parks and Recreation Department create a program to be held at the City-Wide Community Center on Saturdays and Sunday's afternoons. Concord Parks and Recreation Department would be responsible for coordination of activities in the gym (basketball, soccer, floor hockey etc.), handling registration process while adult volunteers helped with general supervision of an additional room for board games and other activities. \$20,000 was approved by the City Manager for this new free community program.

The Friends of Keach Parks request was:

1. Have the City-Wide Community Center to be open and staffed on Saturdays and Sundays from 3-6 pm.
2. Publicity of the new CommUNITY programs in the Parks and Recreation brochure and online specifically as "multi-generational, free-of-fees, community building initiatives to promote inclusion and belonging".
3. Positive, solutions-based problem solving and collaboration among all community stakeholders to make the program a success.

Working with the Friends of Keach Park the department created the CommUNITY Activity Program for resident youth to be held on Saturdays from 2 – 5 pm and Sundays 3 – 6 pm. The program started on February 24 and ended on April 28, 2024. The Parks and Recreation Department staffed and supervised gym activities while adult volunteers from the Friends of Keach Park coordinated and supervised arts and crafts and board games in one of the program rooms at the center. All adult volunteers attended a volunteer training and passed police background checks.

The program was advertised in the Parks and Recreation Department’s Winter-Spring Brochure and several times on our social media sites. As part of the new free program there was a registration requirement. In total we had 87 registered along with 15 adult volunteers. The average daily attendance was 22 youth. The highest attended afternoon there was 40 youth while the lowest had 14 youth. The days with the highest attendance the weather was cold and/or wet/snow while the lowest attended days the weather was typically warm and dry. Approximately sixty percent of the registered lived in either Ward 8 or 9.

With the city-wide community center open later on Saturday and Sunday afternoons the department was able to have the other rooms at the center available for rentals. On Saturday’s afternoons during program hours (2-5 pm) we had twelve rentals and on Sundays we had eleven rentals during the time of the CommUNITY Activity Program. Of the combined twenty-three rentals, seventeen were for birthday party’s/baby showers and just over \$800 of new rental revenue was collected.

Direct program costs:

Nine weekends February 28 to April 23, 2024 (with no program March 30/31)

Staffing (Front desk staff and Rec Attendants for gym):	\$5,700
Supplies (board games, arts and crafts, snacks etc.):	\$3,000
Total Cost:	\$8,700

With just over \$11,000 unspent from the grant award it is staff’s recommendation to place these remaining funds in an account to help fund a similar no cost program offered by the Parks and Recreation Department during the winter of 2024/2025.

Some pictures of the Winter/Spring 2024 CommUNITY Activity Program:

