

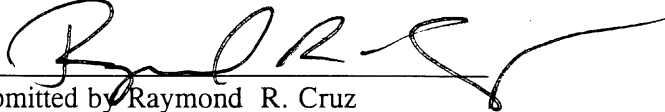


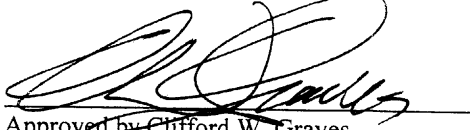
City of Carson

Report to Mayor and City Council

April 19, 2011
New Business Discussion

**SUBJECT: CONSIDER BUDGETARY STATUS REPORT ON PROGRAMS AND ACTIVITIES
OF THE RECREATION SERVICES DIVISION**


Submitted by Raymond R. Cruz
Public Services General Manager


Approved by Clifford W. Graves
Interim City Manager

I. SUMMARY

During the FY 2011/12 budgetary preparation process, staff will highlight a number of city divisions' budgets in order to give the City Council a more comprehensive view of their operations. Staff hopes that this will give the City Council the opportunity to see how the budget cuts over the last few fiscal years have impacted the divisions' programs and services. The first city division that will be providing such a presentation is Recreation Services.

For the last three fiscal years, the Recreation Services Division has had to face significant budget reductions. The Division's Operation and Maintenance budget was cut by 10% each fiscal year. In addition, for FY 2010/11, the part-time staff budget was reduced by 17%, and all special events were suspended. However, to offset some of these cuts, the City Council increased recreation fees in some areas with the intent of possibly increasing revenues. The goal of this presentation is to shed light on the impact of these actions, as well as provide some insight into the division's current fiscal condition. Staff hopes that this presentation will assist the City Council when it makes final policy decisions concerning the FY 2011/12 budget.

II. RECOMMENDATION

ALLOW staff to make a presentation.

III. ALTERNATIVES

TAKE another action that the City Council deems appropriate.

IV. BACKGROUND

The City of Carson Recreation Services Division is a comprehensive recreation operation that is recognized nationally for its quality services and programs. The Recreation Services Division consists of twelve parks, three gymnasiums, three mini-parks, two pools, two Aquatic centers, a SportsComplex/fitness center, a skate park and a boxing center. There are 123 acres of park land for several types of recreational programming. The programming activities provide services

to the Carson Community from child to senior. This report will highlight the budget issues within each key recreation program.

Youth and Adult Sport Programs

Despite budget cuts and fee increases, the Recreation Division's Youth and Adult Sports Programs have and continue to be a popular segment of the division's programming, as the level of participation shows:

Youth

Number of Youth Sport Participants Per Sport		
	2008/09 Season	2009/10 Season
Baseball/Softball/TBall	2,800	2,836
Flag Football	612	587
Soccer	973	883
Basketball	1,262	1,254

Adult

Number of Adult Sport Participants Per Sport		
	2008/09 Season	2009/10 Season
Baseball	858	676
Softball	1,316	1,306
Flag Football	212	112
Soccer	396	690
Basketball	396	432
Cricket	68	68

For Fiscal Year 2010/11, fees for both Youth and Adult Sports Programs were increased. The 30% increase for Youth Sports was recommended after an evaluation of the division's programs and functions. Despite the fee increase, the enrollment for Youth Sports in Football/Soccer and Basketball remained relatively consistent. Although statistics for Baseball/Softball are not available at this time, it also appears little change has occurred in the enrollment of these sports. The division's goal for cost recovery is 50%; the current percentage of cost recovery is 54%.

The fees for the Adult Sports Program have also increased, with little impact to the program's enrollment. In an effort to increase participation of this program, several changes have been made with how it is marketed to the community through the city's Recreation Guide and Recreation Web page. Staff has also discovered that a significant barrier to increased participation, and as a consequence, increased revenues, is field development and preparation. The city's fields are multi-use with no rest periods between sport seasons. Surrounding cities have dedicated sports fields with dedicated groundworkers who ensure that the fields are ready for play, even after rain. If the city had fields for immediate play in all weather conditions, it is projected that revenue from Adult Sports may increase by an estimated 8%. As it currently stands, the percentage of cost recovery for Adult Sports is 58%.

Fabela Chavez Boxing Center

The Boxing Center is another fee-for-service program for which, in FY 2009/10, cost recovery was only 34%. Despite the implementation of new membership fees, total membership remains strong with 457 participants for the adult program, and 368 for youth. The goal of the division is to receive a 50% cost return for this program through increased marketing and possibly a 10% increase in adult fees.

One challenge with the Boxing Center is the lack of public awareness of its existence. In response, staff is working on new marketing tools, such as the use of the city's Public Access Channel and the development of a mailer to better publicize this program. A second issue has been the 17% reduction in part-time staff budget which required a reduction in the facility's operating hours. Moreover, the always popular Boxing Dinner Show and the Silver Gloves Exhibition were both cancelled as a result of the reduction in the division's operation and maintenance budget.

Veterans Sports Complex

The Veterans SportsComplex is a state-of-the-art fitness center and currently has 1,502 members (Exhibit No. 1). For FY 2009/10, 103 facility rental permits were issued, and of these, 5 were from the entertainment companies using the facility for television commercials, sports ads and movies. The SportsComplex historically has not been 100% self-supporting. Staff has been working on reaching a 50% cost recovery for this facility; however, the current cost recovery for this program is 42%. For FY 2008/09, revenues for the Veterans SportsComplex were \$288,067.00 and for FY 2009/10 they were \$253,784.00. Increasing membership has been a challenge due to increased competition from other private fitness centers, such as 24-Hour Fitness and LA Fitness, that have opened in the area. However, by decreasing the film industry permit cost, staff

hopes that this will increase the number of facility rental permits. Additionally, staff intends to increase the fee for the use of film extras and improve the marketing of the SportsComplex with the development of a mini-commercial. It is estimated that these efforts will increase revenue by 7%.

Self-Supporting Programs

The Recreation Services Division has two identified self-supporting programs-- Kids Club and Permits.

Kids Club

The Kids Club program is an after-school childcare program which assists children with their homework, and provides snacks and general supervision. This program was developed to reduce the number of latch-key children in the community. For FY 2008/09, 817 children participated in the program, and 796 in FY 2009/10.

The Kids Club Program historically has been 100% self-supporting. However, in light of the economic climate and the introduction of free-to-low cost programs offered by LAUSD and non-profit organizations, the Recreation Service Division has been challenged with maintaining this program at a 100% cost recovery (Exhibit No. 2). This program has recently been operating at 80% cost recovery. Staff is requesting City Council's approval to reclassify Kids Club as a 80% cost recovery program. It is highly unlikely that Kids Club will ever be a 100% self-supporting program due to the discounts given for city residents, who utilize this program the most (Exhibit No. 3). Furthermore, the addition of two full-time staff members and salary/benefit increases for part-time employees over the past few years has exasperated the problem. To respond to this situation, staff is currently investigating the re-establishment of welfare-to-work funding for the child care needs of working parents as a means of generating an approximately 7% to 10% increase in revenue.

The Summer Lunch Program was established in 2009 as a means of providing free snacks and lunches for children who participate in Kids Club during the summer. In summer 2009, 40,992 lunches and 42,916 snacks were served to the city's children; in summer 2010, 53,645 lunches and 51,240 snacks were served. The cost per lunch is \$2.88, and per snack is \$0.67. As this program is fully federally funded, this program has been beneficial in reducing the division's cost for snacks and lunches. Based on the number of meals and snacks that were served each summer and the actual cost per lunch or snack, the cost savings to the city is estimated at \$188,000.00.

Permits

The Permit Section of Recreation Services Division has the capacity to generate the needed revenue to be self-supporting, but due to an increasing number of fee waivers this section has not been able to maintain that status (Exhibit No. 4). The Permit Section generated 2,121 permits in FY 2008/09 and 1,991 in FY 2009/10, averaging \$195,000.00 in revenues for each fiscal year. Staff is evaluating the permit cost for equipment rentals and usage of park facilities relative to surrounding cities. Once the comprehensive report is completed, those findings will be presented during City Council's next consideration of the Comprehensive Fee Schedule.

General Recreation Park Programming

General park programming has experienced the most significant changes. The reduction of 30% in the division's operation and maintenance budget has resulted in the cancellation of many park activities. These activities for both youth and adults were safe and close to home. Moreover, they provided participants alternatives to gang and drug involvement by getting them off the streets and at the parks.

Among the activities and programs that were cancelled were mini events, such as several holiday-related parties (e.g. Easter and Valentine's Day), Concerts in the Park, and the Veterans SportsComplex Health Fair. Programs that were reduced or suspended included Teen Camping Trips (reduced from three to one per year), Skate Park events (from four to two per year), and craft activities (down from five to two days per week).

The 17% reduction in the part-time staff budget has reduced park hours of operation by 27% from what was in place during FY 2009/10.

	Park Hours			
	FY 2009/10		FY 20010/11	
	Open	Close	Open	Close
Monday-Thursday	3:00 PM	9:00 PM	4:00 PM	9:00 PM
Friday	3:00 PM	9:00 PM	4:00 PM	7:00 PM
Saturday	10:00 AM	5:00 PM	10:00 AM	5:00 PM
Sunday	12:00 Noon	5:00 PM	2:00 PM	5:00 PM

As a result of these reductions in hours of operation, there is the possibility of increased after-school fights and illegal activity at the parks and within the adjacent neighborhoods; however, so far, that has not been the case. Any further reductions in part-time employee budgets could pose a serious problem to park supervision and community safety.

Aquatics

The city of Carson operates a comprehensive aquatics program at its four facilities. Though the Aquatics program is a seasonal operation, it has a significant impact within the community. All of the pools in the city of Carson are heavily used. As an example, the Hemmingway Aquatic Center since its opening in 2009 has had the following usage: 1,600 swimming lessons have been provided, 35,000 individuals have participated in Recreation Swim, and 42 private parties have been held at the facility.

New fees will be implemented during the 2011/12 swim season. The new resident and non-resident rates will be enforced through the use of student identifications and the honor system for Recreation Swim. All swimming lessons will be verified by the adult's identification and/or utility bill when registering the child. Once the swim season is completed, staff will conduct an analysis to determine the impact of these fee increases on the program's participation and revenues.

The 17% reduction in the part-time employee budget has resulted in reduced hours of pool operations. The pools will now be open between one to three fewer hours per day than last year, and the number of swimming lessons will be reduced as well. The impacts are illustrated below:

- ♦ Carson Pool: Programming will now begin at 9:00 AM instead of 8:00 AM, and end at 8:30 PM instead of 9:00 PM.
- ♦ Scott Pool: Programming will now begin at 10:00 AM instead of 9:00 AM, on Monday, Wednesday, and Friday; open at 4:00 PM instead of 10:00 AM, and close at 8:30 PM instead of 9:00 PM on Tuesday and Thursday.
- ♦ Dominguez Aquatic Center: Programming will now begin at 9:00 AM, Monday, Wednesday and Friday, instead of 8:00 AM; and on Tuesday and Thursday, at 10:00 AM instead of 8:00 AM.
- ♦ Hemingway Aquatic Center: Programming will begin at 9:00 AM instead of 8:00 AM, Monday through Friday.

The Recreation Services Division has long served the Carson community with comprehensive programming and outstanding service. If budgetary resources drop any further, the Division will have to make wholesale changes to its operation that will be detrimental to the community. Staff will continue to work

on strategies and options during the budget preparation cycle to assist the City Council in making its final decisions.

V. FISCAL IMPACT

Over the course of the last three fiscal years, the Recreation Services Division has had a 30% reduction in its Operations and Maintenance Budget. Additionally, in FY 2010/11 a 17% reduction in the part-time employee budget was implemented. As a result, the Recreation Division's annual budget has been reduced from \$6.6 million to \$5.6 million.

VI. EXHIBITS

1. Veterans SportsComplex Membership Total. (pg. 8)
2. Compleitive afterschool childcare rates. (pg. 9)
3. Kids Club Program Information. (pg. 10)
4. Permits Section- Unrealized Revenue Report. (pg. 11)

Prepared by: Cedric L. Hicks, Sr. Recreation Superintendent

TO:Rev032811

Reviewed by:

City Clerk	<u>City Treasurer</u>
<u>Administrative Services</u>	<u>Development Services</u>
<u>Economic Development Services</u>	<u>Public Services</u>

Action taken by City Council

Date_____ Action_____

Veterans SportsComplex Membership Totals

MEMBERSHIPS	AMOUNT
<u>CORPORATE</u>	
Corporate Membership	
Subtotal:	10
<u>EMPLOYEE</u>	
Employee – Annual Members	39
Employee Family – Annual Members	90
Subtotal:	129
<u>FAMILY</u>	
Family – 30 Day Members	58
Family – Annual Members	597
Subtotal:	655
<u>INDIVIDUAL</u>	
30 – Day Member	104
Annual Member	194
Subtotal:	298
<u>SENIOR</u>	
Senior – 30 Day Member	15
Senior – Annual Member	395
Subtotal:	410
GRAND TOTAL:	1,502



COMPETITIVE AFTERSCHOOL CHILDCARE CENTERS

1.	<p>Tutor Time Child Development Center 2850 Sepulveda Boulevard Torrance, CA 90505</p> <ul style="list-style-type: none"> • Must call for a tour and application. • Before and after school care hours: 2:30 – 6:30 p.m. 7:00 a.m. – 6:00 p.m. • Fees based on parent's income. • Weekly range: \$50 to \$150
2	<p>Golden Wings Academy, Inc 20715 Avalon Boulevard, Ste, 360 Carson, CA 90746-3332 (310) 630-0863</p> <ul style="list-style-type: none"> • Registration fee: \$50 (non refundable) <ul style="list-style-type: none"> • Weekly fee: \$85 • Monthly fee: \$340 • Pupil free days extra • Day camp weekly fees \$75 – 150
3.	<p>LAUSD – Carson Schools</p> <ul style="list-style-type: none"> • Registration fee: None • Hours of Operation: 3:00 p.m. – 6:00 p.m. • No School pick up or drop off available
4.	<p>Y.M.C.A. 1100 E. Del Amo Boulevard Long Beach, CA 90807 (562) 984-5829</p> <ul style="list-style-type: none"> • \$50 weekly fees based on Grants and Parents ability to pay <ul style="list-style-type: none"> • Registration fee: None • Open Enrollment
5.	<p>City of Carson Kids Club 2400 E. Dominguez Street Carson, CA 90745</p> <ul style="list-style-type: none"> • Registration fee: \$20 • Hours of Operation: 2:30 p.m. – 6:00 p.m. • Weekly fees: Resident \$47 - Non-Resident \$55 • Monthly fees: \$188 – \$235 based on number of days in the month <ul style="list-style-type: none"> • Pupil Free Days: \$15 per day • Summer Day Camp: Based on hours of service needed

Fee Waivers 2010-2011

Name of Company	Facility or Equipment	Date
Carson Relay for Life	\$5483.00	7/29-8/1/2010
Juneteeth Committee	\$730.00	8/19/2011
MTA Transit Center	\$290.00	9/23-9/25/2011
Fleet Reserve	\$140.00	6/6/10
Fleet Reserve	\$545.00	8/8-10/10
Fleet Reserve	\$600.00	11/14-1/02/10
Fleet Reserve	\$600.00	2/6-4/3/11
Joselito Blanco	\$560.00	6/12-9/11/10
Joselito Blanco	\$420.00	10/09-12/11/10
Joselito Blanco	\$420.00	1/8-2/12/11
Joselito Blanco	\$700.00	3/12-6/11/11
Sobay Basketball Alliance Summer	\$5,050.00	6/19-7/24/10
Public Safety / Block Captains BBQ	\$1,107.00	8/26-8/29/10
Public Safety / Community Night Out	\$870.00	8/11/10
Public Information / Sister City	\$210.00	12/8/10
Salas Family / Re-pass	\$160.00	12/03/10
Councilman Mike Gibson/ Toy Drive	\$385.00	12/18/10
Ray Pigram / Family Picnic	\$396.00	8/22/10
Unit K West & B East/ Meeting	\$140.00	6/19-7/17/10
Unit K West & B East / Meeting	\$405.00	9/18-11/20/10
Unit K West & B East / Meeting	\$135.00	12/18/10
Cesar Chavez Special Event	\$1,850.00	3/31/11

Total 21,196.00

EXHIBIT NO. 93

10

DEFINITION

Carson Kids Club is a state licensed year-round, before and after school recreation and enrichment program, administered by the City of Carson Parks and Recreation Department. The program is designed for school-age children in kindergarten through eighth grade.

PHILOSOPHY AND GOALS

The Kids Club Program and staff are dedicated to providing an enjoyable experience for your child, while helping him/her increase self-esteem and confidence by enhancing his/her capabilities.

The program's goals are:

1. To provide a safe, well-supervised environment for children.
2. To allow parents to work with a secure feeling, knowing their child is safe.
3. To maintain a standard of high quality.

HOURS OF OPERATION

The Kids Club Program is in operation Monday through Friday.

A. After School Programs:

2:30 p.m. – 6:00 p.m. / After School
Grades Kindergarten – 8th Grade.

B. Special Days:

We will offer special accommodations for early release days, parent-teacher conferences, and other special days, based on the needs of each site. Contact your local site for specific information.

REGISTRATION

At the time of registration, several participant information forms must be completed. Participation will be prohibited until all required forms have been completed. Please make sure the registration forms are promptly updated with current information.

It is a **must** that parents/guardians attend the once-a-year **Parent Orientation Meeting**.

FEES

A. Fee schedule:

1. After School Care (2:30p.m. – 6:00 p.m.)

No. of Children	Resident	Non-Resident
1 st Child	\$47 per week	\$55 per week
2 nd Child	\$42 per week	\$50 per week
3 rd Child	\$38 per week	\$45 per week
4 th Child	\$34 per week	\$40 per week

2. Pupil Free Day*

\$15 each day

**Availability is based on the needs of each site*

B. Additional Fees:

Late pick-up

\$7.50 for 15 – 30 minutes late

\$15.00 for 31 – 60 minutes late

Late payment fee

\$5 per day

Earthquake Kit & T-Shirt

\$20 once a year

ENRICHMENT PROGRAMS

	Program	Resident	Non-Resident
A	Math Program (10 wks)	\$26	\$30
B	Golf Program (10 wks)	\$51	\$60
C	Voice/Drama (10 wks)	\$21	\$25
D	Dance Program (10 wks)	\$38	\$45
E	Cheer Program (10 wks)	\$30	\$35

(Fees subject to change without prior notice)

Parks
Make
Life

