

City of Oneida, NY Parks and Recreation 2015 Annual Report



Prepared by:
Lucas Griff, Director



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Mission Statement: To provide quality leisure activities, service and facilities to individuals of all ages that are affordable and accessible to all. The City of Oneida Recreation & Youth Services Department will ensure residents that programs and facilities are available for the public to participate in regardless of age, gender, income, physical abilities, creed or other barriers that would preclude participation.

Parks & Recreation



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Parks & Recreation



2015 Department Highlights

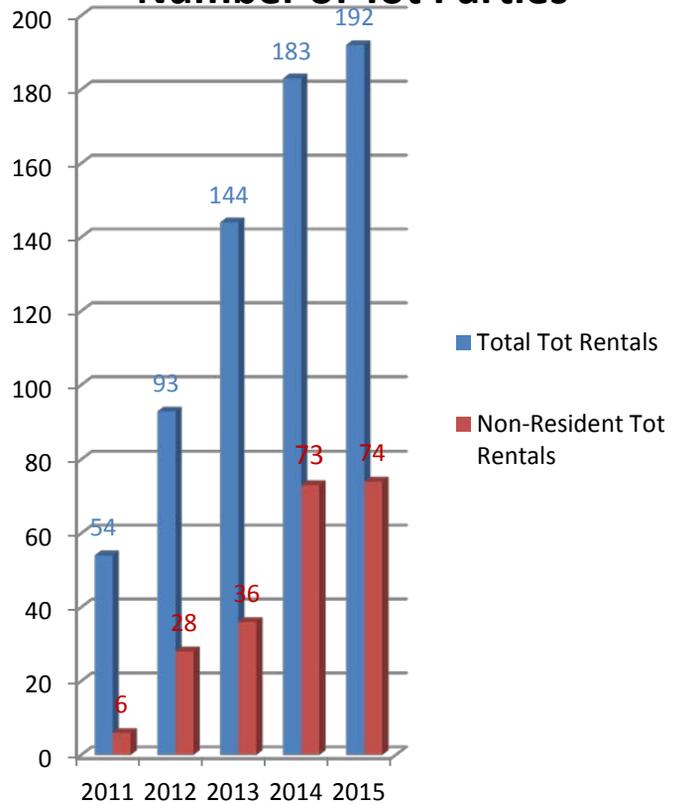
Over the next 5 pages we have highlighted some of our most successful programs and accomplishments.

Toddler Birthday Parties

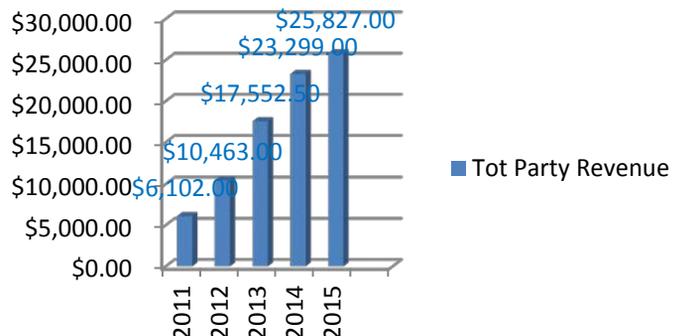
In 2011 we started to track the number of tot parties we were booking and the revenue they were generating. As you can see from the two charts we have had a steady increase over the past 5 years. As anticipated we only had moderate gains in total number of tot parties and tot party revenue from 2014 – 2015. In both years during the winter months we were at our full capacity of tot parties each month. The increase in parties from 2014 to 2015 came in the fall and spring months when the gym is in less demand.

In 2016 we are planning to start another type of toddler party, called Princess and Pirate Parties. These parties will be held in our upstairs meeting room and we be able to take place at the same time as a gym tot party. Allowing us to increase our revenue by holding two parties at the same time.

Number of Tot Parties



Tot Party Revenue



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2015 Department Highlights

During the summer of 2015 the Recreation Department partnered with the Madison County Summer Youth Employment Program. Starting on July 6th, 17 youth began work. Their first task was to clear out a very overgrown trail around the old swimming pool at Mt. Hope, while at Mt. Hope they cleared and widen some of the other existing trails. After a week at Mt. Hope they turned their attention to The Duross Conservancy. By mid-July many of the trails at Duross become over grown with large weeds, the SYEP crew knocked the weeds down, cleared brush from the trails, filled in low wet spots on the trails and made 4 primitive camping sites around the trails, complete with rustic benches made from trees in the conservancy. After almost two full weeks at Duross they completed their work and moved on to the Rail Trail at Hubbard Place. This is where they finished up their summer, smoothing the trail surface, widening the trail and exposing the historical landmarks that line the trail. The SYEP crew wrapped up their work on August 4th, during the summer the crew of 17 youths put in 1,106 hours of work.



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2015 Department Highlights



This past August volunteers from the local Lowes store in Oneida spent a week at Higginbotham Park planting trees flowers and shrubs, painting benches and the pavilion and laying down new mulch and playground wood fiber. They were volunteering their time as part of the Lowe's Heros project. The program encourages employees in a location to team together, adopt a volunteer project with a local nonprofit organization or K-12 public school and make a difference. Higginbotham Park was in need of a major makeover, with the basketball court being taken out in 2014 it was time to update the planting in the park. Much of the shrubs and small trees were either almost dead, or had grown to large for their location. The Parks and Recreation Dept. removed the old plantings and Lowe's took care of the rest. Lowe's donated all of the materials and time for the week long project.



City of Oneida

Parks & Recreation



2015 Department Highlights

In 2014 the City of Oneida was awarded two federally funded NYS DOT grants. A \$545,000 TEP (Transportation Enhancement Program) grant that will be funding 3.1 miles of the ORT from the Erie Canal Trailway (N. Court St, Wampsville) to N Willow St. in Oneida. A \$716,000 TAP (Transportation Alternatives Program) grant that will be funding .8 miles of the ORT from N. Willow St. to Lake St. Over the past 3 years we have been working with the City's Engineering Department and the Madison County Planning Department going through the steps necessary to acquire the funding to build the trail. We are finally getting close to the construction phase as we hope to break ground on the first section in the Spring of 2016. We are anticipating completing the two federally funded section by the fall of 2017. Along with working on the federally funded sections we have been working on getting another section of the ORT open. The section of the ORT that runs from Sayles St. East to Seneca St. and onto Maxwell field is getting close to becoming ready to open to the public. The ORT committee performed some minor trail work in the fall clearing brush and improving the trail surface, now all that is left to do, is to work with three private property owners to gain access to the trail that runs on their property. We hope to open this section of the ORT in the Spring of 2016.



ONEIDA RAIL TRAIL

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2015 Department Highlights

Marketing/Promotion:

Continued to successfully market and promote the Oneida Recreation Center. Resulting in \$37,684.00 in gym rental revenue. \$2,806.00 more than 2014, an increase of 8%.



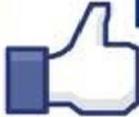
Besides word of mouth, and kids and parents attending parties at the Recreation Center our biggest marketing and promotional tool is Facebook.

73% of our fans are Women and 27% are Men.

Our most popular post in 2015 reached 2,138 people, received over 200 likes, comments and shares.

We have fans from 45 Towns, Villages and City's across NYS and 9 Countries.



1,200
facebook
 **LIKES - FANS**

We have over 1,200 people that like our page, and that number is on the rise daily.

Parks & Recreation



Report on 2015 Goals

- Continued to provide and improve on training for part-time and seasonal employees.
- Continued to develop new programming
- Improved community events and special events
- Continued working with BOCES on tree nursery and conservation programs.
- Continued to market the facilities and increased revenue
- Developed 4 primitive camping sites at Duross Conservancy.
- Improved the hiking trails throughout the City with the help of the Summer Youth Employment Program.
- Continued to develop the rail trail, made major headway on the section behind the high school and will be able to open this section in 2016.



Unsuccessful Efforts

INCOMPLETE

- Continue Pursing Additional Funding for Allen Park Phase II. - There is no private dollars available for municipalities .
- Install drainage pipes at Vets Field, did not have funds or time to complete project in 2015.
- Stabilize the Creek bank at Maxwell Field. – Grant funding was not made available until late in 2014 , the Madison Co. Soil and Water Dept. applied for the funding and was awarded. The project will take place in the summer of 2016.
- Install a 9 hold disc golf course at Allen Park. – This project has been put on hold because of the other projects the Rec. Dept. has going on right now.
- Implement a background checking policy Department and City wide, this was put on the back burned in 2015 and we just ran out time to complete, this will be a top priority in 2016.
- Install a new energy efficient boiler in the Recreation Center. –The City was awarded grant money to fund this project. In 2015, however more money was needed to put a new roof on the Kallet and this project was pushed back to 2016 The project will now be completed in 2016.

2016 Goals



2016 Department Goals

- Continue to provide and improve on training for part-time and seasonal employees
- Complete phase 1 of the federally funded portion of the rail trail
- Develop new programming specifically on the Rail Trail
- Improve on community/special events
- Continue to search for funding for phase II for the Allen Park playground
- Continue marketing of facilities and increase revenue
- Continue working with BOCES on tree program
- Improve the baseball facilities at Vets Field
- Stabilize the creek bank at Maxwell field
- Continue to develop the rail trail, open the section that runs behind the high school.
- Implement a background checking policy Department and City wide.
- Install a new energy efficient boiler in the Recreation Center.
- Build a dog park
- Start offering princess and pirate parties
- Improve the City's youth basketball program



2015 Parks



Parks

Parks operations maintained more than 160 acres of public lands in 2015. This maintenance included 140 acres of parks, 40 acres of which house athletic fields and over 80 acres of wooded nature conservancies. The department continued to provide a variety of outdoor recreation services as well as facility support for youth and adult sport organizations community events. There are 15 park facilities under the stewardship of the Parks operations, this included 4 picnic shelters/pavilions, 1 swimming pool, 10 softball and baseball fields, 6 basketball and 5 tennis courts, football field, Recreation Center, 11 miles of biking and hiking trails, and 5 playgrounds.



<i>PARK</i>	<i>NUMBER OF ACRES</i>
ALLEN PARK	11.4
CARINCI PARK (SCONONDOA)	3.5
HARMON FIELD	12.0
HIGGINBOTHAM	0.9
HOMES PARK	0.1
LINCOLN PARK	0.5
MACARTHUR PARKWAY/TRIANGLE PARK	0.5
MAXWELL FIELD	10.0
TRIANGLE PARK	0.1
VETERAN'S MEMORIAL PLAYFIELD	13.8
CLINCH PARK	0.5
MOUNT HOPE	65.0
COOLEY	1.0
DUROSS	16.0
Total Acres of Park Land	140.3



Parks & Recreation Programs & Events



Breakdown of Activities

Co-Ed Volleyball	12 Teams; 130 Participants
MUNY Basketball	60 Participants
Spadafora Softball	6 Teams; 100 Participants
Over 35 Softball	5 Teams; 60 Participants
Tee Ball	8 Teams; 61 Participants
Flag Football	6 Teams; 110 Participants
Tot Fun and Run	3,996 Participants
Youth Flag Football	80 Participants
Afterschool Program	1,506 Users
Skills and Drills	73 Participants
Hoop Monsters	81 Participants
Swim Lessons	176 Participants
Public Swim	5,287 Patrons



Eggstravaganza Egg Hunt
 Concert Series
 Out of the Cage Pet Mobile
 Arbor Day Celebration

Halloween Party
 Holiday Tree Lighting
 Winter Trail Day
 State Fair Trip

Fishing Derby
 Water Carnival
 Toddler Programs
 & More.....



Recreation Center



2015 Events

Corporate Events

Community Programs & Events

One Day Meetings & Social Events

Private Parties

Sporting Events

Benefit Breakfasts & Dinners

School Functions

Political Events

Facility History

Completed in 1930, the NYS Armory housed 11 National Guard Units until September 1996. In March 1995 the Tudor Revival style building was placed on the National Register of Historic Places as a cultural resource worthy of preservation. NYS gifted the Armory to the City of Oneida in 2000. It soon became the treasured home to the City of Oneida Parks & Recreation Department. The interior maintains a high degree of design and craftsmanship. The massive oak doors, original trim, oak handrails, cove molding, hardwood and terrazzo floors remain intact. Professional organizations and civic groups find the facility perfectly suitable for sporting events, meetings, conferences and workshops. With several different sized rooms, we can accommodate a meeting place for 5 to 350 people. Our kitchen and dining room facilities are ideal for luncheons and fundraiser dinners.

- Our Facility is fully accessible and compliant with ADA Regulations.
- Ample free parking is available on site and free public parking is steps away from the facility.
- Lodging, restaurants, and unique area attractions are located within minutes of the facility.
- Conveniently located between Utica and Syracuse along the New York State Thruway.

Parks & Recreation



Forestry/Beautification

The department works closely with Dwight Davis from the Department of Public Works with Forestry operations as both departments are responsible for the management of Oneida's comprehensive urban tree and landscape program. The program is responsible for the control of shade tree diseases such as Dutch elm disease, emerald ash borer and Oak Wilt, reforestation of city parks, green spaces, medians, and routine maintenance of the thousands of City's park trees. The department also maintains many of the city's landscaped areas including entrance way and park signs. The department is also charged with the maintenance of the downtown streetscapes. One of the highlights of the year is our partnership with the OCSD and the City's Arbor Day Celebration.

Forestry/Beautification Highlights

- Partnered with the Madison County Summer Youth Employment Program to clear trails at Mt. Hope, Duross and Hubbard Place ORT.
- Additional tree plantings throughout our parks and green spaces including a successful 2015 Arbor Day Program (Dwight Davis) that was held on Stoddard St.
- The Oneida Rail Trail Comm. met behind the houses on Willow Meadow Way and cleared trails and the detention ponds. The committee also did some trail work on the trail behind the High School from Sayles St. to Seneca St.
- Another successful annual planting season that including the spring plants/flowers with the help of Rotary and the beautiful large fall mums.



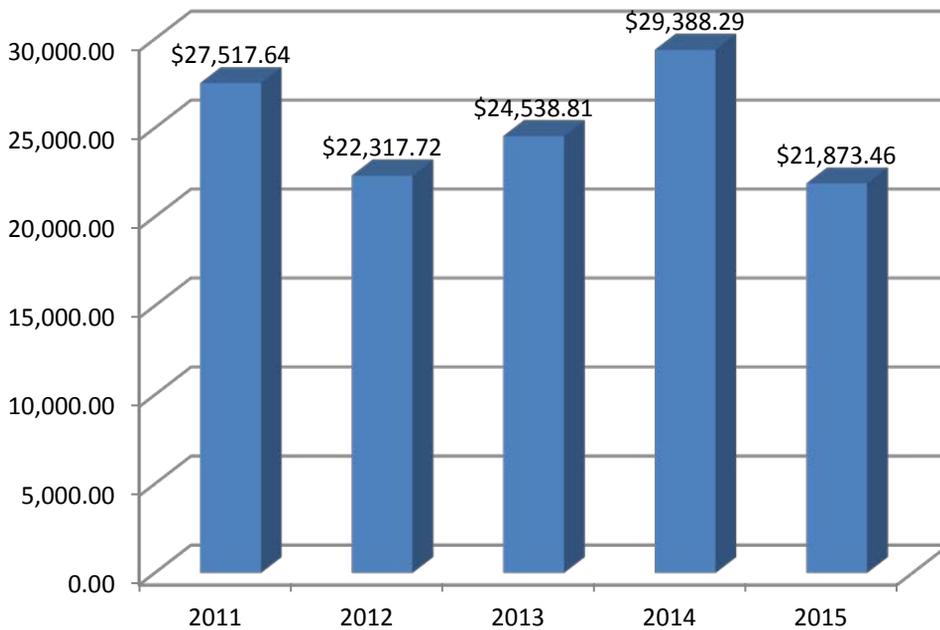
TREE CITY USA®



Recreation Center Utilities



Recreation Center Gas and Electric



The chart above shows the total amounts the City paid for gas and electric at the Recreation Center from the years 2011 – 2015. Back in 2007 we started a green initiative push by changing out old lights and replacing them with new high efficiency fixtures. In 2014 we completed replacing all of the old lights in the building with new fixtures when the gym light fixtures were replaced. The last step that we have planned to reduce the amount of energy the Recreation Center uses is to replace the broken boiler with a new high efficiency unit.

Recreation Center Rental Revenue



- Gym
- Room
- Total

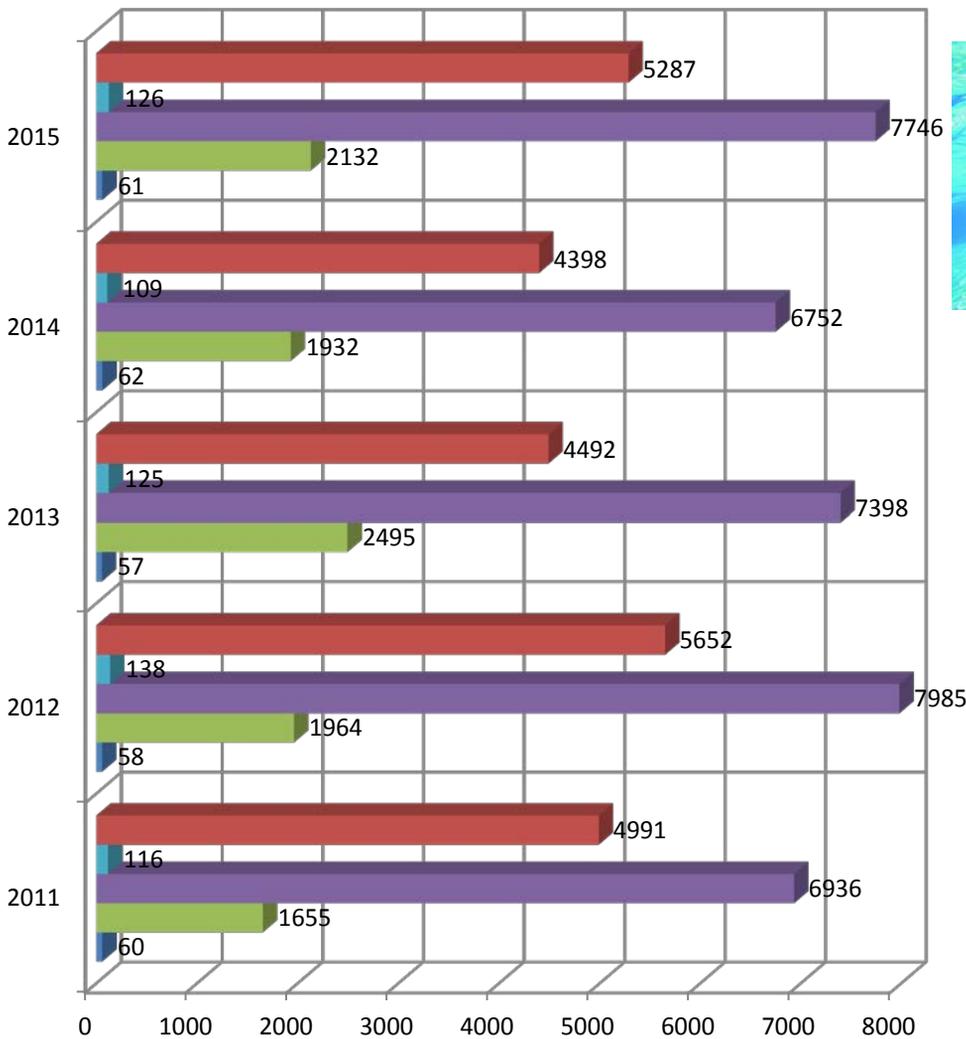


As the chart shows we have had a significant increase in Recreation Center rental revenue. Since 2010 the rental revenue has increased by over 350%. We are hoping to keep that trend by adding more room rentals, teen parties are slowly catching on and we developed a princess and pirate birthday party package that should keep the trend moving up.

Chapman Pool



The chart below reflects the number of swimmers that have participated in open swim and swim lessons over the past 5 years. Also included are the total swimmers for each summer as well as the number of days the pool was open.



- Open swim total
- Average swimmers per day
- Total swimmers
- Swim lesson total
- Days the pool was open



Chapman Pool



The chart below shows the revenue the pool has generated over the past 5 years.



2015 User Fees



RECREATION CENTER

	<u>Resident</u>	<u>Non- Resident</u>	<u>Not for Profit</u>
Gym Rental (Per Hour)	\$35.00	\$45.00	\$25.00
Room Rental (Per Hour)	\$10.00	\$15.00	\$5.00
**Kitchen Rental (Per Hour)	\$20.00	\$25.00	\$15.00

*Not-For-Profit's must provide copies of documents of State or Federal Non-Profit Status.

**Kitchen Rentals are subject to a \$50.00 deposit fee (Cleaning).

PARKS

<u>Resident</u>	<u>Non-Resident</u>	<u>Not for Profit</u>
\$25.00 for 2 hours	\$35.00 for 2 hours	\$15.00 for 2 hours*

* (must supply proof of status).

POOL

<u>Resident</u>	<u>Non-Resident</u>	<u>Not for Profit</u>
\$35.00 per hour	\$45.00 for per hour	\$20.00 per hour

Plus cost of lifeguards, \$9.00 per hour. Minimum of 2 guards, add 1 guard for every 10 people over 20.

PLAYFIELD (BASEBALL, SOFTBALL, ETC.)

Limited Use

<u>Resident/City Organization</u>	<u>Non-Resident/Outside Organization</u>
\$25.00 for 1 time use	\$35.00 for 1 time use

<u>Not for Profit</u>	<u>City Program</u>
\$15.00 for 1 time use *	NC

Lighting Fee: \$20.00 per hour for ALL users

*1 time use not to exceed 3 hours. If a onetime use is going to exceed 3 hours users will be charged by the hour for each additional hour of use. The rate for additional hours of use will be half of the original rate per hour.

Season Field Use of Playfields (8 to 16 weeks of regular use)

\$250.00 per organization plus equipment and materials needed for league

Lighting Fee: \$20.00 per hour for ALL users

\$100.00 Concession Stand Fee and \$100.00 Refundable Cleaning Fee

\$100.00 Building Use Fee and \$100.00 Refundable Cleaning Fee \$25.00 Press Box/Score Board Use Fee and \$25.00 Refundable Cleaning Fee