



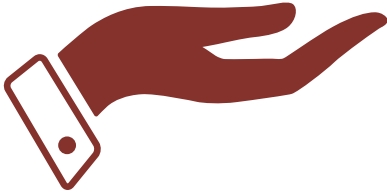
# PARKS, RECREATION AND COMMUNITY SERVICES QUARTERLY REPORT: APRIL - JUNE 2017

Parks  
Make  
Life  
Better!

## RECREATION

pg. 2-5

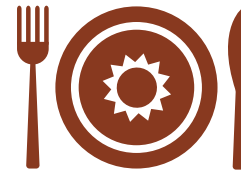
**\$16,000**  
Cash Sponsorship



**\$28,802.93**  
In-Kind Sponsorship



**8,679**  
TOTAL ATTENDANCE  
La Sierra Senior Center



**26,000**  
Meals Served at the  
2017 Summer Food Program  
June 21

## COMMUNITY SERVICES

pg. 6-8



**276**  
Call Center  
Service Requests



**2,471**  
Work Release  
Participant Hours  
April and May



**28,147**  
Total Trips



**148,455**  
Service Miles

## SPECIAL TRANSIT

pg. 9

## PARKS MAINTENANCE

pg. 9

# RECREATION

## AQUATICS



### ALL POOLS OPENED

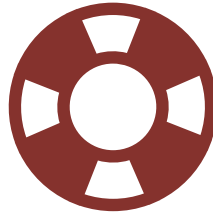
June 21 - Operation Splash Kick Off

June 22 - World's Largest Swim Lesson at all Pool Sites



### ANNUAL AQUATICS IN-SERVICE TRAINING

June 3 & 10



## NEW EMPLOYEES

### 14 Lifeguards

- 1 Recreation Services Coordinator
- 4 Pool Managers
- 2 Assistant Aquatics Coordinator
- 2 Recreation Supervisors

The training incorporated eight hours of water and land skill drills, emergency action plan drills and CPR/First Aid review. All new lifeguards received Water Safety Instructor certification June 2 - 4.

## COMMUNITY CENTERS



# 447

**Kids in Action**  
AFTER-SCHOOL PROGRAM  
PARTICIPANTS



# 150

 AT THE  
**Spring Day Camp**

Ameal Moore Nature Center, Bobby Bonds, Bryant, Hunt, La Sierra, Orange Terrace, Nichols, Reid Park and the YOC



# 233

 AT THE  
**Recreation Cheer and Dance**

Bryant, Nichols, Hunt, Reid and Villegas Parks



# 283

**Summer Mini Camp Participants**

Bobby Bonds, Bryant, Nichols, and Villegas



# 2,500+

 AT THE  
**Spring Eggstravaganza**

APRIL 8

## SPECIAL EVENTS



# 2,000+

 AT THE  
**110<sup>th</sup> Annual Cinco De Mayo Parade and Fiesta**

Entertainment included Mariachi Trompetas de Mexico, Aguascalientes, Midnight Cruzzers, folklorico performances, and health fair. **May 6 - 7**



Arlington Heights, Myra Linn, Ryan Bonaminio, Arlington, Washington, Orange Terrace, Doty Trust and Lincoln Park.

## SUMMER MOVIES IN THE PARK

# 200+

 ATTENDEES  
IN JUNE

FRIDAYS &  
SATURDAYS  
JUNE 30 -  
AUGUST 12



PARKS, RECREATION AND COMMUNITY SERVICES  
QUARTERLY REPORT: **APRIL - JUNE 2017**

Parks  
Make  
Life  
Better!



**100+**  
**Riverside Sings**  
**Contestants**  
May 16 - 17

The top 20 (10 youth and 10 teens) were voted to advance to the competition held at the Rhythm of Riverside Summer Concert Series at Fairmount Park, to compete for the title of Riverside Sings Champion.

*4th of July Spectacular*

**July 4th Aerial Fireworks Shows**  
Mt. Rubidoux and La Sierra Park • 9 p.m.



**1,500+** AT THE  
**Southbound**  
**(Classic Rock)**  
**Band**

Rhythm of Riverside Summer Concert Series  
June 14



**Council Regatta and Triathlon**  
For Riverside Community Sailing Program  
and Various Charities

Fairmount Park • June 24

## SPORTS



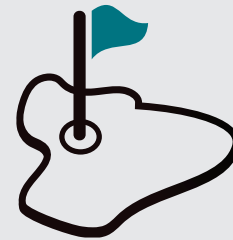
**702**  
**Youth Soccer**  
**League**  
**Participants**

The players received a medal and certificate for participation on **May 20** at Arlington Heights Sports Park.



**Rookieball**  
**Baseball League**

Currently taking registration and will start on **July 10 at Reid Park**. All participants will receive a t-shirt and certificate



**40+**  
**Sports for Tots and**  
**Starting New at**  
**Golf (SNAG)**  
**Participants**

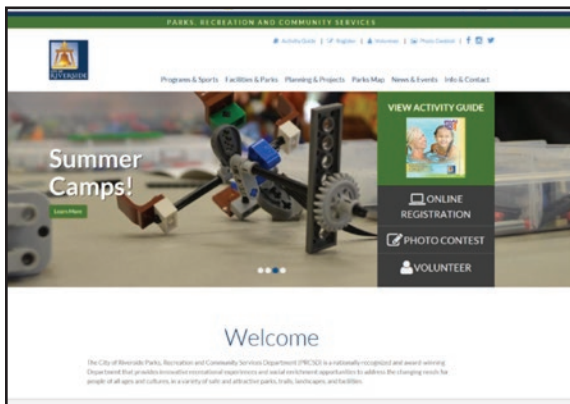


**59** **Adult Soccer**  
**Teams**



**159** **Adult Softball**  
**Teams**

## MARKETING AND SPONSORSHIP

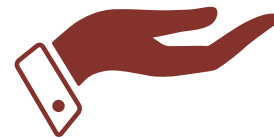


### New PRCSD Website

The marketing section published the new PRCSD website, which includes comprehensive information and is easy to navigate for customers.

**\$16,000**

**Cash Sponsorship**



(Spring Egg Hunt, Summer Concerts, Riverside Sings, Movies in the Park)

**\$28,802.93**

**In-Kind Sponsorship**



(99.1 KGGL, Burrtec, ImageOne Camera and Photo, Fox Foundation, various businesses)



**PARKS, RECREATION AND COMMUNITY SERVICES**  
**QUARTERLY REPORT: APRIL - JUNE 2017**

**Parks**  
**Make**  
**Life**  
**Better!**

 **300+**  
PARTICIPANTS

## AQUATICS OPEN HOUSE

received free swim lesson level tests, class demonstrations and ability to register for Aquatics programming before opened to the general public.



## EXPLORE RIVERSIDE / SUMMER ACTIVITY GUIDE

Explore Riverside/Parks, Recreation and Community Services Department Summer guide was distributed the second week of May.

### CONTRACT CLASSES



**62**  
Summer  
Camps

(5% Increase Over  
Summer 2016)

**\$294,350**

Contract Class Revenue



(10% Increase Over  
2016 Quarter)



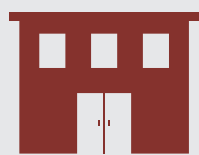
### CAMP ATTACK

**15** Camp  
Instructors

showcased their camps to

**200+** Participants

Customers that registered for camp at the Camp Attack event were entered into a drawing to receive a week of camp for free sponsored by the Riverside Community Services Foundation.



### OPEN HOUSE / CLASS SAMPLER

**200+**

Participants were able to participate in FREE class demos and able to register for summer classes before the general public at Hunt, La Sierra, Nichols, and Villegas parks.

### FACILITIES

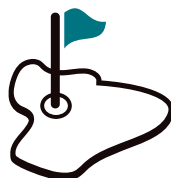
**219**  


Picnic Shelter  
Reservations  
City-wide

**42**   


Fairmount Lakeside  
Room and Rose Garden  
Reservations

### FAIRMOUNT GOLF COURSE



**8,573**  
Rounds of Golf  
Played

### COMMUNITY SERVICES PROGRAM

 **15**

Youth 14 - 18 years of age  
have assisted with day  
camps, Concert Series,  
Golf Course and Aquatics.

**STARTING  
BLOCKS**

**700+**  
SWIM  
LESSONS

PRCSD, Riverside City College and the Riverside Unified School District are once again working together to offer the Starting Blocks program. The Starting Blocks program offers FREE swim lessons to youth, that are at risk of injury and drowning due to lack of exposure and experience around bodies of water. Lessons are subsidized through the Operation Splash, Riverside College Foundation and LA84 grants.



PARKS, RECREATION AND COMMUNITY SERVICES  
QUARTERLY REPORT: **APRIL - JUNE 2017**

Parks  
Make  
Life  
Better!

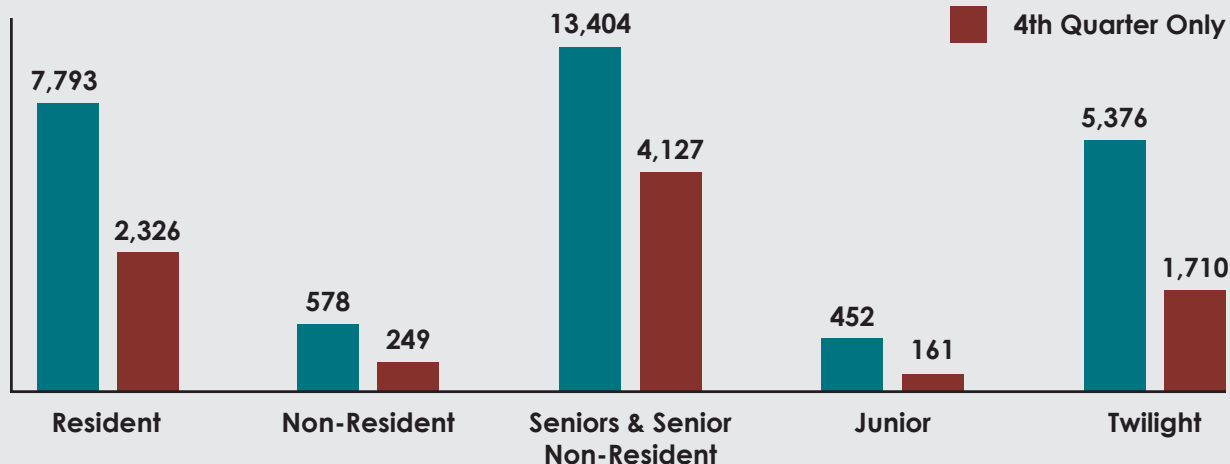


## FAIRMOUNT GOLF COURSE - 4TH QUARTER



### Rounds of Golf Played

4th Quarter /  
Total FY 16/17



### Annual Revenue

FY 16/17  
**\$398,051**

4th Quarter  
**\$125,374**



### Buckets of Balls

FY 16/17  
**9,849**

4th Quarter  
**3,230**



### Golf Cart Rentals

FY 16/17  
**12,496**

4th Quarter  
**3,978**

## Events Activities

Installation of driving range targets.	Implementation of online tee-time software.	Launch of FairmountGolfCourse.org	April Fools Tournament - 32 Golfers
High School spring season golf League (home course) - 4 High Schools	Installation of marketing banners and flags.	Host site for Special Olympics of Southern California Spring Games - May 6 (104 Golfers)	Taco Tuesdays - Month of June
Father's Day Tournament - 40 golfers	Junior Golf League - June 19	Starting New at Golf (SNAG) program - June 24	

## Santa Ana River Trail Bike Ride and Festival JUNE 11

Youth and adult bicyclists gathered at Ryan Bonaminio Park on one of two routes. Some headed for the **Hidden Valley Nature Center on a 14.5-mile trek**. Others chose the **4.5-mile ride to Martha Mclean-Anza Narrows Park**.

The event also included food, a health and safety fair, activities and entertainment.



**PARKS, RECREATION AND COMMUNITY SERVICES**  
**QUARTERLY REPORT: APRIL - JUNE 2017**

**Parks  
Make  
Life  
Better!**

# COMMUNITY SERVICES

## DALES SENIOR CENTER



**510+**

**BREAKFAST /  
LUNCHEON  
ATTENDEES**

**19**

**BANQUET HALL  
RENTALS**



**130+**

**SOCIAL EVENT  
ATTENDEES**



**EXCURSION  
ATTENDEES**

## LA SIERRA SENIOR CENTER



**8,679**  
**TOTAL ATTENDANCE**



**340+**  
**LUNCHEON  
ATTENDEES**

## RIVERSIDE ARTS ACADEMY (RAA)



Entertainment provided for  
**ANNUAL TAMALES FESTIVAL**  
April 22



Participated in the annual  
**HARMONY PROJECT**  
June 20



**200+**  
**SPRING FINALE  
PARTICIPANTS**  
May 25

## TIME FOR TOTS



Performers at  
**SPRING**  
**EGGSTRAVAGANZA**  
April 8



**TIME FOR TOTS**  
**PROMOTION CEREMONY**  
May 25



## CESAR CHAVEZ COMMUNITY CENTER/BOBBY BONDS PARK



**4** **Participating Teams**  
Little Kickers Soccer Program  
April - May



**20** **Participants at**  
**Bobby Bonds Day**  
June 10

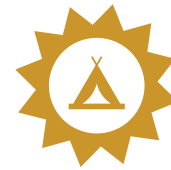
**26,000**



**Meals Served at the**  
**2017 Summer Food Program**  
Bobby Bonds, Bordwell, Bryant,  
Hunt, La Sierra, Lincoln, Nichols,  
Patterson, Reid and Villegas.  
**June 21**



**50** **Zumbathon**  
**Participants**  
May 23



**40**

**Participants a Week**  
**Summer Mini Day Camp**  
June 19

## JOHNNY MARTIN SOTELO YOUTH OPPORTUNITY CENTER



**16** **Job Fair**  
**Attendees**  
**6** **Working at Jobs**  
**that were Hiring**



**5** **Youth**  
**Helped Install**  
**Solar Panels**



**Enrollment**  
Riverside Heritage John Muir  
Charter School  
**18** **Eastside Site**  
**22** **Arlanza Site**



**Community Settlement Association,**  
**Family Garden Mural**  
Assisted by Project BRIDGE

**Eastside Heal Zone**  
**Green Store Mural**

Collaborated with Project BRIDGE



**179+**  
**Attendees**  
**10th Annual Young**  
**Men's Conference**  
May 16

## NUTRITION EDUCATION AND OBESITY PREVENTION BRANCH (NEOPB)



**Reach of Community Health Fairs**  
**1,565**



**Reach of Direct Education**  
**118**



**Reach of Policy System**  
**Environmental Change and Posters**  
**15,905**



**Cooking Matters /**  
**Shape of Yoga Classes**  
Home Front at Camp Anza



**PARKS, RECREATION AND COMMUNITY SERVICES**  
**QUARTERLY REPORT: APRIL - JUNE 2017**

**Parks**  
**Make**  
**Life**  
**Better!**

## FRIENDLY STARS

# 498

April Attendance

Spring Fitness Party, Spring Egg Hunt, Earth Day, Paint the Night

# 363

May Attendance

Cinco de Mayo Fiesta, Country Western, Game Night

# 400

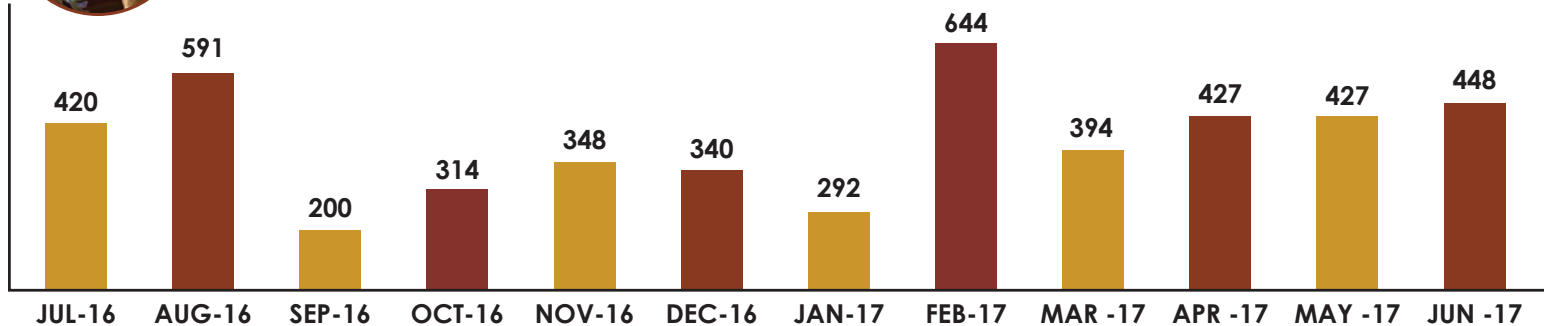
June Attendance

50's Shindig, Summer Nights, Night in Paris Prom, 80s Night



## RIVERSIDE ARTS ACADEMY REGISTRATIONS

TOTAL: 4,845



### HEALTHY EATING ACTIVE LIVING

# HEAL

Grant Funds

# \$261,552



# 1,000

Nutrition Education  
Farmers Market

Classes include Teen Cuisine, Food 4 Thought, and after-school programs



# 35

Youth Participants  
Mural / Painting Projects

### NEOP

# NEOP

Grant Funds

# \$260,000



# 45

Participated and Partnered  
Events



# 23

Training Classes

Including Nutrition Education Curriculum, Fiscal Documentation, and Staff Development



# 65

Nutrition Education and  
Physical Activity Classes

# 339

Direct Education Reach

Fit for You Nutrition and Fitness Classes at Bryant, Bordwell, Bonds, Villegas Parks, and John Muir Charter School



PARKS, RECREATION AND COMMUNITY SERVICES  
QUARTERLY REPORT: APRIL - JUNE 2017

Parks  
Make  
Life  
Better!



# PARK MAINTENANCE



**276**

Call Center  
Service Requests



**145,534**

Mt. Rubidoux  
Pedestrians and Bikers  
April and May

**51**



After-Hours  
**EMERGENCY**  
Call-Outs  
April and May



**2,471**

Work Release  
Participant Hours  
April and May



Bonaminio  
Tree Sponsor  
Pamela Stein



**480**

Work Orders  
Generated



**403**

Completed

## Volunteer Events

**April 22**

UCR  
Sycamore Canyon Clean-up  
21 volunteers

**May 13**

KRCB Great American Clean-up  
Fairmount Park (50) &  
Hole Lake (44)

**May 18**

Ralph Lauren  
Fairmount Park  
25 volunteers

**June 3**

Poly High School  
Fairmount Park  
5 volunteers

**June 21**

United Way  
Fairmount Park

**June 24**

Cub Scouts  
Fairmount Park

## SPECIAL TRANSIT



**28,147**

Total Trips



**10,011**

ADA Riders



**148,455**

Service Miles



**18,123**

Non-ADA Riders



PARKS, RECREATION AND COMMUNITY SERVICES  
QUARTERLY REPORT: **APRIL - JUNE 2017**

Parks  
Make  
Life  
Better!