

2016
Year
End
Report

City of Troy Recreation Department



Our Mission:

We believe that recreation, through diverse programs, facilities and services, has a positive impact on building strong, active, healthy communities for residents of all ages, backgrounds and abilities.



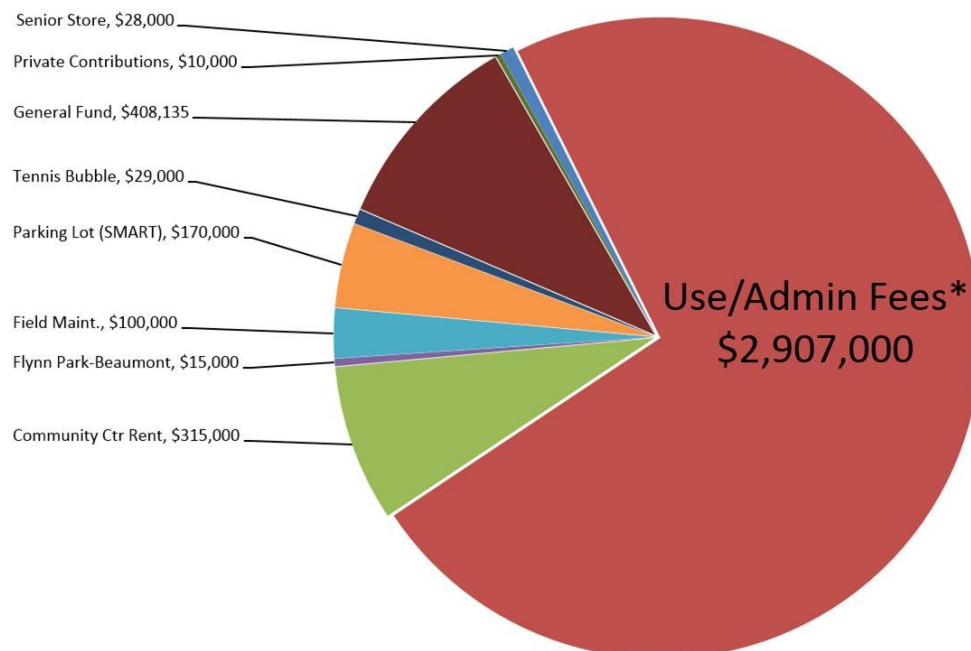
Recreation Division

The Recreation Division is responsible for the operation of the Troy Community Center and the Troy Family Aquatic Center. Through teamwork and cooperation we work with other city departments and organizations to provide programs and services for residents of all ages to get active, compete, discover, explore, and just play.

Our staff is comprised of:

- 4 Full-time Recreation Professionals
- 2 Full-time clerical
- 3 Part-time programmers
- 2 Part-time Event Coordinators
- 1 Part-time Fitness Membership Manager
- 1 Part-time Marketing staff member
- 100 Part-time seasonal employees

Funding



**Fitness passes, senior activities, swim lessons, cc fitness, recreation fees & cc events*

Partners

Building Operations

Parks Division

Troy Public Library

Police Department

Fire Department

Friends of Troy Seniors

Medi-Go Plus

Billy Casper Golf

Troy Racquet Club

Troy Baseball Boosters

Troy Youth Soccer League

Troy Youth Football League

Troy Nature Society



Marketing/Media

The Recreation Division now has it's own publication designed by Alyssa Firth. She works for both the Library and Recreation Departments.

The new publication is mailed to each Troy household (32,000 copies) four times per year.

Other improvements in our marketing include:

- Consistent message/style
- Increased messaging
- Social media
- Engaging public to get feedback
- Current and fresh look with new photos & apps
- Begin new website development



Our new Recreation Guide

Customer Service

September of 2016 we conducted a customer service survey. Below is what our customers are saying:

Treated with courtesy & respect	88% highly satisfied
Easy registration process	84% highly satisfied
Registration in timely manner	89% highly satisfied
Treated in a professional manner	90% highly satisfied
Class met expectations	75% highly satisfied
I would register again	81% highly satisfied
I would recommend my class	85% highly satisfied

Feedback from our participants.

How did you hear about our programs?

Troy Recreation Guide 53%

50+ Forward Newsletter 20%

Website 6%



Recreation

In 2016 the Recreation Administrative staff answered 33,415 phone calls and personally assisted thousands of customers in person. Our busiest months are January, February, May & June.

Art/Pottery: 572

Basketball: Fall 156; Winter 547

Coach Dave: 160

Girls Softball: 171

Judo/Karate: 276

Learn to Skate: 108

Little Medical School: 34

Recital Dance: 139

Ski program: 229

Total # of Registrations processed 17,373

Percent online registration: 82%

Percent of repeat enrollees: 39%

Classes that fill: 17%

DID YOU KNOW....

The first Community Center located at 520 W. Big Beaver Rd was completed in October of 1979 for a cost of \$1.4 million. The 32,000 square foot building did not meet the demands of the growing community. The Parks and Recreation department would move three times before locating at our current location. The current facility is 127,000 square feet and opened in 2002.

Special Events

Memorable one time events are a favorite for residents and staff. New this year was our partnership with the Library to present *Winter Wonderland*. It was a huge success! Number of special event attendees are listed below.

Daddy Daughter Dance Fairy Theme: 150

Easter Egg Hunt: 250

Mermaid Swim Party: 80

3 on 3 Youth Basketball tournament: 9 teams

Football Frenzie Day: 24

Park It: canceled due to rain

Winter Wonderland: 5,000

New Year's Eve Family Night: 258

Park Usage

The Recreation Department coordinates the public usage of the parks with the grounds division. We schedule field usage for baseball, soccer and football with local youth organizations. Also, each year more than 400 park shelters are reserved with us and 25 special use permits are issued.

Soccer games for TYSL/TSC: Fall 572; Spring 648

Games scheduled for TBB: 569

Youth Football participants: 150

Adult Softball games: 476

Adult Soccer games: 225

2016 Shelter Rentals: 455

Adaptive Program

Year round activities and programs are offered for persons with disabilities. A newsletter is published 6 times/year.

Programs include:

- **Friendship Club** – evening activities such as movie night, karaoke & dancing, and bingo.
- **Daytime Friendship Club** – sports, crafts, exercise, games, swimming, and more.
- **Friday Frolic Dance**
- **Sports Teams** - basketball, bowling, and softball.
- **We promote** - Special Olympics, Performing Arts Club and Weight Watchers.

Number of participants in 2016: 3,060



Golf

The Recreation Department also oversees the services of the City's privately managed, golf courses. Through contract Billy Casper, LLC is responsible for the operation and maintenance of Sylvan Glen and Sanctuary Lake.

2016 rounds of golf:

Sylvan Glen: 26,194

Sanctuary Lake: 22,942

Summer Camps

Our department has offered day camps since the early 1980's and it's a large part of what we do. In 2016 more than 45 day camps for ages 3-18 were offered. Enrollments were:

Sports Camps (20): 1,296

Day Camps: 451

Safety Town: 274

FAME: 104

Robot/Science: 72

Bricks 4 Kidz: 73

Art Camps: 46

Boat Safety: 15

CPR/Babysitting: 44

Teen Volunteers for Safety Town: 15



Rainbow Preschool

Since 1977 Rainbow Preschool has been located in the Troy Community Center. The program is licensed by the State of Michigan and offers year-round programming for ages 12 months-6 years old.

2016-17 Preschoolers: 103

Parent/Tot participants: 108

Summer Camps: 132



DID YOU KNOW

Our preschool rooms offer over 2,200 square feet of learning space, unisex restrooms within the classrooms, ipad stations and a fenced outdoor playground.

Since 1977 Rainbow Preschool has prepared more than 4,300 youngsters for elementary school.

Troy Community Center

FEATURES:

- ♦ Aerobic/Dance Studios (4)
- ♦ Aquatic Area (therapy pool, slides, water toys, lap lanes)
- ♦ Circuit Training Room
- ♦ Fitness Room (strength, cardio and weight equipment)
- ♦ Gymnasiums (2)
- ♦ Locker Rooms (Family, Men's and Women's)

Fitness Class Offerings

Body Images
Cardio Fitness Ball
Cardio & Weights
Cycle Classes
Dancelt
Full Body Circuit
High Intensity
Kettlebell & Core
Low Intensity
Lunchtime Cyle
Pilates/Barre
Pilates, Stretch, Balance & Tone
POUND
Resistance Training
Step-up & Tone
Tabata
Tabata/Core
Tai Chi-Chu'an
Triceps, Tummy & Tush
Yoga-5 different levels
Zumba
Zumba Toning

Did you know....

87% of our members are Troy Residents.

23% of our members are 60 years or older.



Main Fitness Room

Fitness Members

Total # of fitness visits: 345,250

Adult Members: 5,537

Youth Members (ages 3-17): 1,480

Kids Korner Members: 143

Other fitness class registrations: 439

New Years Eve Event: 258



Also for fitness members:

Family Night Events (2x/month, Sept-May): 1,144

Punch Card Promo: 590

Member Referral Promo: 33 new members

Fitness Passport Membership

In September of 2011, we introduced a Fitness Passport. This pass combines a fitness membership with a list of classes. The first year we sold 350 Fitness Passport memberships.

2016 Fitness Passport Members: 1,067



Indoor Aquatics

Indoor aquatic area includes: leisure pool, two slides, kiddie water features and lap lanes. Separate therapy pool (88-91 degrees) is available.

We have 50 American Red Cross Lifeguards on staff. They assisted in 4 life threatening incidents in 2016.

Programs Offered:

Parent/Infant Tot Swim Lessons
Preschool Lessons
Youth Lessons
Adult & Teen Lessons
Women Only Swim Class
Premium Private (One-on-One)
Red Cross Lifeguard Classes
Senior Aqua Class
Water Wave Aerobics
Special Events
Open Swim
Free Swim lesson testing

Total # lesson participants: 2,588

Daily users (open swim, therapy pool, lap swim): 134,700



2016 Repairs/Capital Investment

New HVAC Unit for pool area - \$290,850
Banquet Wall - \$65,000
Preschool Security Cameras - \$8,000
Gym LED Lights - \$20,000
Registration Program Upgrade - \$10,000



Banquets/Parties

The Troy Banquet Center is the perfect setting for any type of event including weddings, showers, birthdays, anniversaries, bat and bar mitzvahs, business meetings, team parties, staff training, association meetings and more.

Birthdays Parties: 133

Banquet Rentals: 1,953

Non-Profit Organizations Rentals: 1,212

This room usage is an 18% increase from 2015.

Adult Seniors (50+)

Troy's nationally accredited 50+ program provides activities and services to persons 50 and older. The Troy Community Center serves as a focal point to gather for programs offering support, information, activity, socialization and personal growth.

A twenty page newsletter is available each month at the Community Center, online or by mail, which is filled with a schedule of trips, speakers, events and classes for the month.

Total number of seniors participants: 115,475

Events

Shall We Dance: 736

Senior Expo: 77 vendors; 500 visitors

Craft Show: 43 vendors; 272 shoppers

Garage Sale: 108 Vendors; 1,222 shoppers

Band Performances (2): 120/performance

Harmonica Performances (6): 168 total attendees

Blackthorn Concert: 312 (sold out)

Services

Tax Aide: 624

Medicare Enrollment: 294

Focus Hope Food Distribution: 486

Loan Closet: 483

SHARP program: 288

Computer Learning Center

A group of volunteers that use their skills to teach classes, private consultations, and host drop-in lab hours for adults 50 and older. This group also maintains the computers and fixes problems with the equipment. In 2016 there were 168 classes offered and 418 students enrolled.

Friends of Troy Seniors

A group of seniors established in 2009 who volunteer their time and help the Recreation Department provide the following events/activities through funding and/or volunteering:

- ♦ Brunch & Learn Speakers (12) 580 attendees
- ♦ Garage Sale raised \$1800
- ♦ Tax-Aide appointments 600 calls
- ♦ Monthly Birthday Party
- ♦ Annual Summer Picnic 100 attendees
- ♦ Hearing Screening 4/month
- ♦ Blood Pressure Screening 20/month
- ♦ Flu Shot Clinic 200 shots were given
- ♦ Organize brochure rack & reading room
- ♦ Document Shredding (2) 494 participated

They also have office hours to take appointments, answer questions about programs and services.

Total number of volunteer hours for all senior programs: 19,197

DID YOU KNOW...

In the City of Troy, the senior population (age 60+) increased from 16,449 in 2010 to 18,287 in 2015 (SEMCOG) and this increase includes 3,000+ individuals over age 80. 39% of Troy households have one or more resident age 60 or older, and Troy's senior population continues to grow by more than 500 seniors each year.



The City of Troy is committed to working with and for senior citizens to provide information, programs and services that promote independence and healthy, active living.



Fitness/Sports/Wellness

Golf League: 124

Stretch & Tone class: 420

Chair Exercise class: 730

Yoga, Zumba, other fitness: 458

Enrichment

Knitting: 104

Mosaic Tile: 83

Basket Weaving: 46

Ballroom Dance: 201

Computer Classes: 418

Painting, Watercolor, etc: 400

English Workshop: 206

Meals-on-Wheels

Since 2002 the Community Center has housed the Meals-On-Wheels office, Emerald Food Service and distribution for Oakland County.

- 33,521 meals were delivered in 2016
- 15,865 meals were served at the Community Center

Medi-Go Plus

Troy Medi-Go Plus is a non-profit small bus service that provides door-to-door transportation to Troy seniors and adults with disabilities. The City of Troy supports Troy Medi-Go Plus by designating its Municipal and Community credits for this service. Riders pay \$2 per ride for the service. Current offices are located within the Troy Community Center.

2016 Riders: 18,000 (4,000 more riders than 2015)

Medi-Go staff:

1 FT Coord, 2 PT Dispatchers, 10 PT Drivers. *All staff are hired by and are employees of Medi-Go*

Free Drop In Programs

Book Club

Duplicate Bridge

Party Bridge

Coloring Group

Cribbage

Euchre

Harmonica

Heritage Band

Line Dance

Mah-Jong Group

Needlework Club

Pacific Rim Club

Painting Club

Pinochle

Jr. Pinochle

Quilting Group

Sewing Group

Society of Senior Singles

Red Hat Society

TOPS

Walking Club

Woodcarving

of drop-in participants: 210

Did you know....

68% of room usage, Monday through Friday between 8 am and 4 pm, is for senior programming.

In 2016 we offered more than 10,730 hours of senior adult programs.

There are 116 craft vendors that have product in the Creative Endeavors store.

Troy Family Aquatic Center

Facility features:

- ◆ Main pool w/zero depth entry
- ◆ Tube & Body Slides
- ◆ Kiddie waterfall, slide and splash pad
- ◆ Play structure
- ◆ Sand volleyball court
- ◆ Sand Play area
- ◆ Harvey's Hut Concessions

of Visitors: 48,306

Season Pass Holders: 2,260

of Seasonal Employees: 122

of swim lesson participants: 1,126

Special Days include:

Family Nights – every Saturday

Free Day

Grandparents Day - every Tuesday

Hero Weekend

Father's Day

Mother's Day

TPL Day



Opening Day 2016

Outdoor Pool Operation

The Recreation Division is also responsible for overseeing the operation of the outdoor aquatic center. The facility opens each year on Memorial Day weekend and closes each year on Labor Day weekend.

2016 Capital Investment & Repairs:

New Funbrella: \$4,800

Pumps & Filter baskets: \$32,000

Flume surfaces (seals & resurfacing): \$27,350

Slide plates and columns: \$15,100

Tile replacement: \$1,900

New in 2016!

Twitter Account@troyaquaticcenter: 111 Followers

Facebook @troy aquatic center: 3,555 Likes



Vote 4 Best Winner #1 Swimming Pool in 2014, 2015 & 2016!

Special Events

Throughout the season special events are offered which are coordinated by the pool staff. Below are the attendance numbers:

***Glow Night:** canceled due to rain

Harvey Hunt: 585 kids

Water Safety Day: 35 kids

Sink or Float: 23 swimmers

Spirit Week attendees: 5,349 guests for the week

Christmas in July: 1,493 daily passes

Neptune Club participants: 35 swimmers/3 coaches

Largest Swim lesson: 10 participants

Dog Swim: 130 soggy doggies

****This event Won MParks 2016 Innovative Programming Award***



Partners



TPL (Teen Night)
Fire & Police Departments (Safety Day event)
Neptune Aquatics
PLATO Pet Treats
Camp Bow Wow
Oakland Hills Veterinary Hospital
Longview Boarding & Grooming
Dog's Way Training Club
Premier Pet Supply
Maple Veterinary Office



Harvey's Hut Concessions

In 2015 the Recreation Division took over the operation of concessions at the Aquatic Center. We were able to provide healthier menu options, improve coordination with Birthday Party and pool staff, and have a better overall presence in the park.

In 2016 we expanded our food service to Flynn Park and Firefighter's Park.

TFAC Concessions: \$112,924

Parks Concessions: \$12,109

Birthday Parties Hosted: 12





Troy Recreation Department
Committed
Innovative
Diverse
Integrity
Teamwork

