



# 2016 Annual Report

## Recreation Department

### City of Brooklyn

**Maria McGinty**

*Recreation Manager*

**Tina Westfall**

*Administrative Secretary*

**Shayne Thompson**

**Chris Hovan**

**Ryan Tolowitzki**

*Full-time Maintenance*

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# ORGANIZATIONAL CHART

## **Mayor**

*Katherine A. Gallagher*

## **Service Director**

*John Verba*

## **Recreation Manager**

*Maria McGinty*

## **Administrative Secretary**

*Tina Westfall*

## **Full-time Maintenance**

*Shayne Thompson*

*Chris Hovan*

*Ryan Tolowitzki*

## **Part-time Pool Manager**

*Ashley Butler*

# PERSONNEL CERTIFICATIONS

## **Maria McGinty**

*Certified Pool Operator*

*Aquatics Facility Operator*

*Certified Park and Recreation Professional*

*American Red Cross Lifeguard*

*American Red Cross Lifeguard Instructor*

*American Red Cross Water Safety Instructor*

*American Red Cross Lifeguard Management*

*Commercial Driver's License*

## **Shayne Thompson**

*Certified Pool Operator*

*Commercial Driver's License*

## **Chris Hovan**

*Certified Pool Operator*

*Commercial Driver's License*

## **Ryan Tolowitzki**

*Certified Pool Operator*

*Commercial Driver's License*

## **Ashley Butler**

*American Red Cross Lifeguard*

*American Red Cross Lifeguard Instructor*

*American Red Cross Water Safety Instructor*

# RECREATION DEPARTMENT FUNCTION

Recreation is a fundamental part of children's and adult's physical, mental, social, and emotional development. There are many reasons participation in recreational activities is encouraged. It helps develop our youth, it improves their education and deters negative behavior. It promotes and encourages a safer and healthier lifestyle. Recreation brings friends and neighbors together, it encourages safer, cleaner neighborhoods and creates a livelier community atmosphere. Parks and Recreation helps improve the community image, socioeconomic status, and enhances the area around it.

## 2016 IN REVIEW

- Fenway baseball field re-graded and seeded
- Exterior door key fobs added to the facility
- Lowered expenses and raised revenue from 2015
- Added Silver and Fit
- Started the Advertising Program
- Purchased an Electric Zamboni
- Implemented Credit Card Usage and On-line registration
- Grand pavilion updated with new electrical receptacles, lighting and painting
- New concrete and additional handicapped parking in the front of the building
- Used Lpi printing for brochure

# LOOKING TOWARDS THE FUTURE

- Partnership's with Soza
- Heat Exchanger for the Ice Plant
- Hiring a part-time program coordinator
- Farmers Market
- Administrative offices moving to the rink lobby for more visibility
- Opening up the community room for more functionality
- Continuing to increase overall operation efficiency and cut payroll costs
- Increasing advertising opportunities

January 31, 2017

The Honorable Katherine Gallagher  
Members of Brooklyn City Council  
7619 Memphis Avenue  
Brooklyn, Ohio 44144

Dear Mayor and Members of Council:

Please find the Brooklyn Recreation Department Annual Report for the year 2016.

Register Revenue:	\$584,141.29
Park Permit Revenue:	\$ 3,715.00
Silver Sneakers Revenue	\$ 41,182.50

TOTAL REVENUE:	\$629,038.79
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If you have any questions concerning the information provided in this report, please feel free to contact my office.

Very truly yours,

Maria McGinty  
Recreation Manager  
City of Brooklyn

# Admittance Analysis

<b>Annual Analysis</b>	<b>2016</b>	<b>2015</b>
January	2857	2866
February	2844	2399
March	3093	2750
April	2963	2641
May	2975	2881
June	4255	3662
July	4274	3942
August	4196	3593
September	2655	2407
October	2788	2344
November	2677	2505
December	2884	2435
<b>TOTAL:</b>	<b>38,461</b>	<b>34,425</b>



# Admittance By Membership Type



01/01/16 To 12/31/16 All Membership Types All Entrances All Times

Origin	Type	Attendance	Percentage
<b>Daily Pass</b>			
	Adult Guest of a Resident Swim	345	0.89%
	Cor/Parma Hts/Mem. Yoga Walk-n	20	0.05%
	Cor/Parma hts Arthr. Walk In	16	0.04%
	Corporate Swim	32	0.08%
	N SilvSN walk in pass yoga	307	0.79%
	N SilvSn walk in/no pass yoga	1	0.00%
	Non Resident Arthritic Walkn	62	0.16%
	Non SilvSn walk in/no pass	4	0.01%
	Non SilvSn walk ins/pass	1690	4.39%
	Non-Resident Adult Swim	949	2.46%
	Non-Resident Senior Swim	636	1.65%
	Non-Resident Student Swim	537	1.39%
	Non-Rsident Yoga Walk in	41	0.10%
	Parma Hts Part Adult Swim	620	1.61%
	Parma Hts Part. Student Swim	231	0.60%
	Parma Hts Partner Senior Swim	167	0.43%
	Resident Adult Swim	3929	10.21%
	Resident Arthritic walk in	101	0.26%
	Resident Senior Swim	932	2.42%
	Resident Student Swim	3620	9.41%
	Resident Yoga Walk-in	526	1.36%
	Rink City Ice Non-Resident	1004	2.61%
	Rink City Ice Resident	78	0.20%
	Rink Non-Resident Adult	208	0.54%
	Rink Non-Resident Senior	22	0.05%
	Rink Non-Resident Student	247	0.64%
	Rink Parma Hts. Adult	33	0.08%
	Rink Parma Hts. Senior	4	0.01%
	Rink Parma Hts. Student	57	0.14%
	Rink Resident Adult w/ ID	274	0.71%
	Rink Resident Senior w/ ID	3	0.00%
	Rink Resident Student w/ ID	898	2.33%
	Senior Guest of a Res.Swim	49	0.12%

# Admittance By Membership Type



01/01/16 To 12/31/16 All Membership Types All Entrances All Times

Student Guest of Resident Swim	93	0.24%
Summer Walk On	1053	2.73%
<b>Regular Memberships</b>		
Brooklyn Clerk	189	0.49%
Corporate Annual Pass	836	2.17%
Corporate Monthly	135	0.35%
ID Resident Card	13	0.03%
Non Resident Adult Pass	547	1.42%
Non Resident Family Husband/Wi	115	0.29%
Non Resident Family Pass	47	0.12%
Non Resident Senior Couple Pas	537	1.39%
Non Resident Senior Pass	1388	3.60%
Non Resident Single Parent Fam	118	0.30%
Parma Hts. Adult Pass	562	1.46%
Parma Hts. Family Husband/Wife	146	0.37%
Parma Hts. Family Pass	168	0.43%
Parma Hts. Senior Couple Pass	11	0.02%
Parma Hts. Senior Pass	906	2.35%
Parma Hts. Single Parent Famil	271	0.70%
Parma Hts. Student Pass	2	0.00%
Resident Adult Pass	4166	10.83%
Resident Family Husband/Wife P	844	2.19%
Resident Family Pass	1827	4.75%
Resident Husband/Wife Monthly	91	0.23%
Resident Monthly	155	0.40%
Resident Senior Pass	5592	14.53%
Resident Single Parent Family	798	2.07%
Resident Student Pass	161	0.41%
Silver Sneakers	7	0.01%
Silver and Fit	40	0.10%
<b>TOTALS:</b>	<b>38461</b>	<b>100.00%</b>

# Daily Pass Sales Summary Report



01/01/2016 to 12/31/2016 - All Pass Types

Type	Description	Quantity	Amount
AGR	Adult Guest of a Resident Swim	345	2,070.00
C	Corporate Swim	32	96.00
CINR	Rink City Ice Non-Resident	1004	8,032.00
CIR	Rink City Ice Resident	78	390.00
CPAWI	Cor/Parma hts Arthr. Walk In	16	80.00
CPMYW	Cor/Parma Hts/Mem. Yoga Walk-n	20	100.00
NRA	Rink Non-Resident Adult	208	832.00
NRAD	Non-Resident Adult Swim	949	8,541.00
NRAWI	Non Resident Arthritic Walkn	62	372.00
NRS	Rink Non-Resident Student	247	741.00
NRSR	Rink Non-Resident Senior	22	66.00
NRST	Non-Resident Student Swim	539	3,773.00
NRSW	Non-Resident Senior Swim	636	3,180.00
NRYW	Non-Resident Yoga Walk in	41	246.00
NSSNP	Non SilvSn walk in/no pass	4	12.00
NSSNY	N SilvSn walk in/no pass yoga	1	3.00
NSSP	Non SilvSn walk ins/pass	1690	1,690.00
NSSPY	N SilvSN walk in pass yoga	307	307.00
PHA	Rink Parma Hts. Adult	33	99.00
PHASW	Parma Hts Part Adult Swim	620	3,720.00
PHS	Rink Parma Hts. Student	57	114.00
PHSR	Rink Parma Hts. Senior	4	8.00
PHSSW	Parma Hts Partner Senior Swim	167	584.50
RAID	Rink Resident Adult w/ ID	274	548.00
RAS	Resident Adult Swim	3929	11,787.00
RAWI	Resident Arthritic walk in	102	408.00
RSID	Rink Resident Student w/ ID	898	898.00
RSRID	Rink Resident Senior w/ ID	3	0.00
RSRS	Resident Senior Swim	932	1,864.00
RSS	Resident Student Swim	3623	7,246.00
RYW	Resident Yoga Walk-in	526	2,104.00
SGR	Senior Guest of a Res.Swim	49	196.00
SGRS	Student Guest of Resident Swim	93	465.00
SHSSW	Parma Hts Part. Student Swim	231	1,039.50
SWO	Summer Walk On	1053	10,530.00
<b>Totals:</b>		<b>18,795</b>	<b>72,142.00</b>