



2020 Annual Report- Parks and Recreation Department

Jack M. Abbruzzese – Recreation Commissioner

Mission Statement

To provide and promote participation by all Brooklyn citizens through educational, park, recreation, sports, and leisure opportunities.

Promote a more active Brooklyn community while working toward future facility improvements.

Recreation and Parks Department

The Recreation and Parks Department is responsible for maintaining all community outdoor parks, playgrounds, pavilions, athletic fields, greenspace, and structures. The department also maintains the John M. Coyne Recreation Center which includes an ice arena, indoor natatorium, outdoor pool, and community/fitness room. The department oversees recreational/leisure and/or sport activities for our youth, adults and seniors of the Brooklyn community.

Staff breakdown for the department:

- FT Recreation Commissioner: Jack M. Abbruzzese
- FT Recreation Manager: Maria McGinty
- FT Parks & Rental Coordinator: Jill Cifranic
- FT Maintenance Personnel: Shayne Thompson
- FT Maintenance Personnel: Chris Hovan
- FT Maintenance Personnel: Ryan Tolowitzki
- PT Payroll Coordinator: Linda Langermeier
- Approximately 125 Part-Time employees Year Round (Various Duties)
- 2020 FTE's (Full Time Equivalent staff hours) equals 23
- Tina Westfall retired in June 2020 from the Secretary Supervisor position

The Recreation and Parks Department strives to provide quality programming for all residents. The department will continue to create and develop new and exciting activities for 2021. The year of 2020 brought many challenges to programming, staffing, and facility operations due to the COVID19 pandemic. We were able to adjust to offer drive in movie nights and attempted to offer some sports programming with limited success. We closed our facilities on Friday March 13 and reopened in June with reservation restrictions and limited facility access. We did make some progress as noted below.

- Summer Concert Series - CANCELLED
- Skate with Santa - CANCELLED
- Halloween Skate - CANCELLED
- Easter Egg Hunt - CANCELLED
- New playground feature installed at Marquardt Park
- Repaved walking path and added community connecting walkway at Marquardt Park
- Installed new playground feature on outdoor pool deck
- Landscaped outdoor pool deck
- Painted Upper Memorial Park playground fence
- Removed old skate park amenities
- Added Drive In Movie Nights (2 total)
- Installed new community room fitness floor
- Installed Safety Town / tennis court fence
- Landscaped front of ice rink and outdoor pool area with assistance from Laurel Garden Club
- Added Youth Volleyball program which was cancelled due to COVID19

Fiscal Footprint for FY2020

FY 2020 Revenue 423,376.27	FY 2020 Expenditure 1,182,475.36
FY 2019 Revenue \$638,609.83	FY 2019 Expenditure \$1,364,791.12

We are scheduled to spend approximately \$1,092,000 in capital upgrades in FY2021. The large amount is mainly due to the repair of the ice rink roof in the amount of \$751,000 to be complete in spring 2021. An additional \$150,000 potentially will be funded by CDBG Grant for the ice rink roof. We are working to identify and apply for other funding opportunities for certain capital projects.

As costs continue to rise, the department continues to seek alternative funding sources for its programs and activities. Sponsorship and advertising monies for 2020 totaled \$1,425.

Thank you to our partners:

Dina's Pizza & Pub

Triad Engineering, Technical Products

Ruan Transportation Management Systems



Public Parks and Facilities Information

Veterans (Upper) Memorial Park

7619 Memphis Ave

(1) Baseball/softball fields (1) lighted

(2) Lighted outdoor basketball courts

(2) Lighted outdoor tennis courts

(1) Playground

Walking trail around perimeter of park

Public restrooms

(1) Parking lots

Picnic Shelter

Lower Veterans Memorial Park

7619 Memphis Ave

(1) Baseball/softball field

(1) Playground

(2) Picnic Pavilions

Nature trails throughout

Public Restrooms

Brock Playground

Vandalia Ave.

(1) Playground

(1) Shade Structure

John M. Coyne Recreation Center

7600 Memphis Ave

(2) Little League Baseball/Softball Fields

(2) Pee Wee Soccer Fields

(1) Ice Rink

(1) Indoor Natatorium

(1) Outdoor Pool

(2) Parking Lots

Marquardt Park

Brookhigh Dr.

(1) Full Size Soccer Field (80%)

(1) Medium Size Soccer Field

Public Restrooms

Walking trail around perimeter of park

Playground

Membership Demographics for FY2020

Membership	Code	Resident	Non-Resident	Annual	Monthly	Total
AARP Medicare Supplement Program	AARPMSP	10	11	21	0	21
Brooklyn Clerk	BC	9	2	11	0	11
Brooklyn Fire	BFD	1	0	1	0	1
Brooklyn Police	BPD	1	0	1	0	1
Corporate ID Card	CID	1	29	30	0	30
Corporate Monthly	CM	0	2	0	2	2
Corporate Annual Pass	CP	0	23	23	0	23
Garage Employee	GE	1	1	2	0	2
ID Resident Card	IDR	1,247	1	1,248	0	1,248
Linndale Adult Pass	LAP	0	3	3	0	3
Linndale Family Pass	LFP	0	5	5	0	5
Linndale husband/wife pass	LHWP	0	3	3	0	3
Linndale Partnership I.D.	LID	0	19	19	0	19
Non Resident Adult Pass	NRAP	0	26	17	9	26
Non Resident Family Husband/Wife Pass	NRFHWP	0	7	7	0	7
Non Resident Family Pass	NRFP	0	3	2	1	3
Non Resident Husband Wife Monthly	NRHWM	0	2	0	2	2
Non-Resident ID Card	NRID	0	261	261	0	261
Non Resident Senior Couple Pass	NRSCP	0	7	7	0	7
Non Resident Senior Pass	NRSP	0	47	42	6	47
Non Resident Single Parent Family Pass	NRSPF	0	4	2	2	4
Non Resident Student Pass	NRSRP	0	1	0	1	1
Optum Fitness Advantage	OFA	46	103	149	0	149
Parma Hts. Adult Pass	PHAP	0	23	19	5	23
Parma Hts. Family Pass	PHFPASS	1	5	4	2	6
Parma Hts. Family Husband/Wife Pass	PHHWP	0	7	7	0	7
Parma Heights ID Card	PHID	0	159	159	0	159
Parma Hts. Student Pass	PHSP	0	4	2	2	4
Parma Hts. Single Parent Family Pass	PHSPFP	0	6	6	0	6
Parma Hts. Senior Couple Pass	PHSRCP	0	2	2	0	2
Parma Hts. Senior Pass	PHSRP	0	26	25	1	26
Parma/Hts Part. Adult Monthly	PPAM	0	1	0	1	1
Resident Adult Pass	RAP	79	0	79	0	79
Resident Family Husband/Wife Pass	RFHWP	36	0	36	0	36
Resident Family Pass	RFP	29	0	29	0	29
Resident Husband/Wife Monthly	RHWM	1	0	0	1	1
Resident Monthly	RM	8	0	0	8	8
Resident Student Pass	RSP	10	0	10	0	10
Resident Single Parent Family Pass	RSPFP	22	0	22	0	22
Resident Senior Pass	RSRP	118	0	118	0	118
Soza Annual Pass	SAP	0	7	7	0	7
Silver and Fit	SF	4	20	23	0	24
Soza Partnership I.D.	SPID	0	30	30	0	30
Silver Sneakers	SS	124	354	467	0	478
Total Unique Members By Membership Type		1,748	1,204	2,899	43	2,952

General Membership Revenue for FY2020: \$46,365

Silver Sneakers Revenue FY2020: \$30,764

Total Membership Revenue for FY2020: \$77,129

Facility Rentals FY 2020

Pavilion Rentals

Total Permits Rendered	0
Total Pavilion Rental Revenue	NA

Ice Rink Rentals

Total Rental Groups	30
Total Rental Revenue	\$240,230.50 (Increase of 37,472.65)

Pool Rentals

Total Rental Groups	9
Total Rental Revenue	\$15,416.50

Program Snapshot FY 2020

Learn to Skate Participants	200
Learn to Skate Revenue	\$15,367
Swim Participants	13
Total Swim Revenue	\$2,460
Youth Baseball Participants	CANCELLED
Youth Baseball Revenue	NA
Youth Basketball Participants	42
Youth Basketball Revenue	\$2,440
Day Camp Participants	CANCELLED
Day Camp Revenue	NA
Youth Soccer Participants	SPRING AND FALL CANCELLED
Youth Soccer Revenue	NA
Jazzercise Revenue	\$2,178

Administrative Goals and Objectives 2021

- Improve communication with school personnel and collaboration on youth sports programming
- Work with schools to utilize turf and high school baseball field to offset removal of Wrigley and Fenway fields
- Raise the standards by which we serve our customers
- Eliminate costly expenditures-find where we can reduce our fiscal footprint
- Continue to place value on the employees of the facility and train/certify where necessary
- Develop department and facility EAP with Police and Fire Departments
- Seek additional outside sponsorships / partnerships
- Continue to evaluate possible new facilities and upgrades to existing facilities (Ice Rink and Pool)
- Start process for Veteran's Park master plan and get community feedback along the way
- Improve advertising and communications with community through new website and electronic communication

Park Goals and Objectives 2021

Upper Memorial Park:

- Program the park with more community based programming for all ages
- Rehab Memorial #1 Baseball Diamond
- Replace trail connecting Upper and Lower Memorial Park
- Improve landscaping and aesthetics of the entrance sign
- Renovate park office to make it functional

Lower Memorial Park:

- Power washing of outfield wall of Memorial #2
- Rehab and clean up Memorial #2 diamond
- Evaluate removal of playground by pavilion due to continuing vandalism

Brock Playground

- Plant grass in bare spots and clean up playground area

Marquardt Park

- Phase II of the revitalization project to begin in Winter/Spring 2021 to include shelter installation and fitness equipment

JMC Recreation Center Goals and Objectives

Ice Rink

- Continue to rehab the interior with paint, repairs, etc. as needed
- Focus on bringing in and increasing revenue year round
- Solicit for corporate sponsors and/or partners to help offset operational costs
- Maintain our reputation as a premier amateur ice arena in Ohio and expand upon that
- Add storage area next to Zamboni room
- Continue to improve outside aesthetics and landscaping

Natatorium

- Evaluate needs and feasibility for locker room and pool deck improvements
- Add play features to indoor and outdoor pool areas
- Continue to develop aquatics programs and keep the pool attractive to prospective members and rental clients
- Upgrade weight room and cardio room and purchase new equipment

Special points of interest

- Create (1-2) more yearly community recreation activities
- Increase user participation and user revenue
- Meet the recreational needs of the people
- Create efficient, meaningful programs that match the pulse of our community
- Better control facility issues as they relate
- Improve internal communication and assistance with projects
- Collaborate with senior center staff to offer more cross over programming

Look to the Future

- Follow Master Plan Process and continue to develop plans and objectives for expansion and/or renovations of existing facilities
- Improve park amenities and outdoor recreation offerings for the community
- Develop alternative plans for expanding and renovating existing facilities or possibly build new
- These facilities to include possible indoor field house, fitness area, new entrance area, pool, spray ground, and more athletic fields