



Recreation Services Department Annual Report

Fiscal Year 2018-19





Introduction

This has been a year of significant challenges for the Recreation Services Department within the Town of Discovery Bay Community Services District. I would like to especially thank the residents of Discovery Bay for their support and participation in our recreation programs, activities and services. I would also like to recognize the leadership and support of our Board of Directors along with our dedicated department staff who put an incredible amount of time and effort into providing a quality recreation experience for all our residents.

This third annual report continues to build upon a solid foundation for the development of professional recreation services that will enhance the everyday lives of Discovery Bay residents. We are committed to providing robust programs that capture the interest and participation of all age groups from toddlers to seniors. In the coming year, staff, along with the Board of Directors and community members, will continue having important discussions that will focus on improving our parks, community center, recreation programs, community events, resources and funding.

On behalf of the entire staff of the Town of Discovery Bay Community Services District, we are proud to present the 2018-19 Recreation Services Department Annual Report and we look forward to another exciting year ahead.

Michael R. Davies

Michael R. Davies, General Manager
Town of Discovery Bay CSD

Department Accomplishments

Recreation Services provides community based and age appropriate recreational programming for Discovery Bay residents and visitors. The Discovery Bay Community Center acts as the hub for these activities and is complimented by a network of parks, fields and other recreational and education venues.

Key Achievements, 2018-2019

- Continued development and implementation of community based and age appropriate recreation programs, activities, and community-wide special events for Recreation Services.
- Continued and refined the partnership with the Discovery Bay Lions Club in co-sponsoring the very popular community-wide Summer Jam concert series and a “Paws on Parade” dog event generating a three-year total of over \$30,000 for improvement projects to the Discovery Bay Community Center.

Goals, 2019-2020

- Examine current special interest recreational opportunities offered and look for new and creative ways to expand current offerings.
- Continue the development and expansion of community relationships with local groups and organizations such as the Discovery Bay Lions Club, the River Otters Parent Booster Club, Discovery Bay Pickleball Club, Discovery Bay Chamber of Commerce, Discovery Bay Community Foundation, and the Contra Costa Sheriff’s Office in expanding community-wide programming and special events at the Discovery Bay Community Center.
- Examine current pricing and cost recovery practices related to the Town’s Recreation programming and facility usage fees and develop a methodology that results in fair and consistent cost recovery.

Program & Activity Highlights for 2018-19

Summer Jam Concerts

In June 2017, the Town of Discovery Bay partnered with the Discovery Bay Lions Club to create a unique bi-annual community-wide “Summer Jam” event, which features many local vendors and business, shopping, food, and live music from local bay area bands who perform on a full-size professional stage. Summer Jam has become a well-attended, loved and embraced event for the residents of Discovery Bay.

Proceeds from the Summer Jam events have funded community center improvement projects that to date have included:

- Purchase of a custom 16 x 20 outdoor movie screen.
- Professional level sound system.
- Repair and rebuilding of the brick BBQ.
- Replaced broken concrete sections with new concrete surrounding the BBQ.
- Added three new round metal picnic tables with matching umbrellas.
- Installed new screening along the back-cyclone fencing.



“Paws on Parade” Dog Park Event

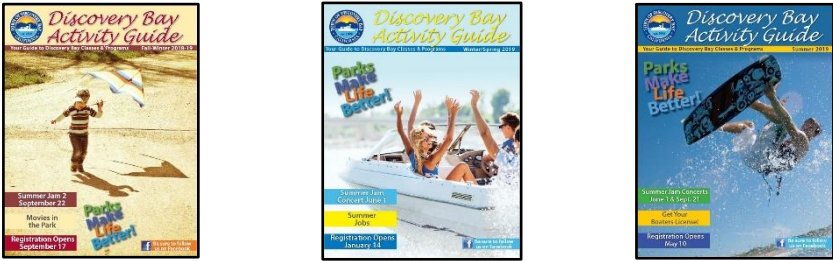
Expanding on the success of the “Summer Jam” summer concerts, the Town, in partnership with the Discovery Bay Lions Club, developed and implemented a now annual dog park special event in April that had nearly 60 participating dogs, a variety of animal related vendors, and county officials in attendance to support dog park improvements. Improvement projects currently underway include:

- Purchase of two (2) sets of dog agility hoops (one for each of the dog parks).
- Purchase of a commercial grade display sign board.
- Replacement of dog friendly sprinkler heads throughout most of the dog park.

Marketing

Activity Guides

The primary marketing tool for the Recreation Division is the *Discovery Bay Activity Guide*, which is mailed to homes and businesses within the 94505 zip code in January, May, and September of each year. Approximately 7,000 copies are produced each quarter with a total annual mail out of 19,150.

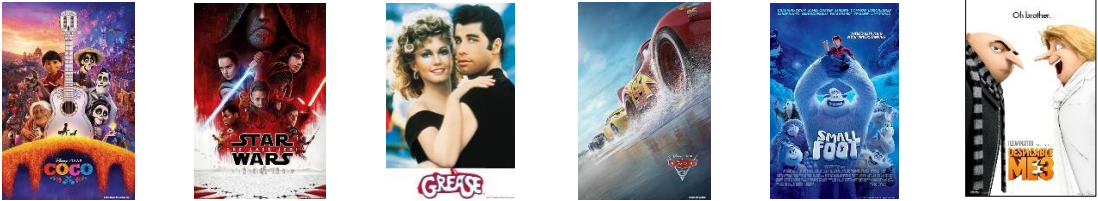


Social Media ~ Website & Facebook

Staff has increased use of the Town’s Facebook page and website to promote the various recreation programs, activities and events occurring throughout the year. Currently, our Facebook page has over 2,000 followers.

Movies in the Park

The Town’s annual summer tradition of providing “free” summer outdoor “Movies in the Park” continued again this past summer. Six family-oriented movies were shown evenings during the months of July, August and June. While attendance was generally lower than expected for the second half of the 2018 summer, there were several movies that had from 80-100 participants. June of 2019 saw a consistent attendance of approximately 50 for the first several movies of the summer.



Staff has determined that frequent use of the Town’s Facebook page, mobile electronic road sign, and movie choice have been key factors for increased and consistent attendance numbers.

Special Interest Class Offerings

A variety of contract classes & activities were offered in 2018-19. Programs included:

Youth Sports Programs

Mommy/Daddy & Me Soccer
Tot/Pre-Soccer
Soccer 1: Techniques & Teamwork
Soccer 2: Skills & Scrimmages

Youth Dance Programs

Tiny Tots
Kid's Combo Dance
Time to Tap

Youth Camps

Sculpt Clay Camp
Beginning Archery
Youth ART Camp

Tennis Camps & Programs

Red Ball Club
Orange Ball Club
Juniors/Advanced Juniors Tennis
Advanced Juniors Only
Home Schooled Kids

Aquatic Programs

Recreational Public Swim
"Learn to Swim" Lesson Program
Adult Lap Swim
River Otters Swim Team
Coast Guard Certified Safe Power Boat Handling

Special Interest Programs

Safety Driver's Ed
Smear Paint Adult and Youth
Safe Power Boat Handling
Zumba by Karina
Time to Tap



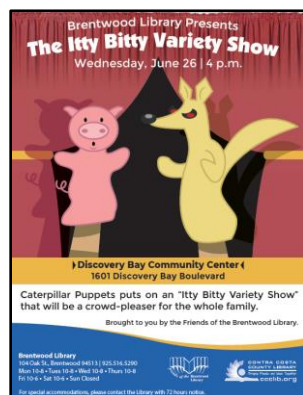
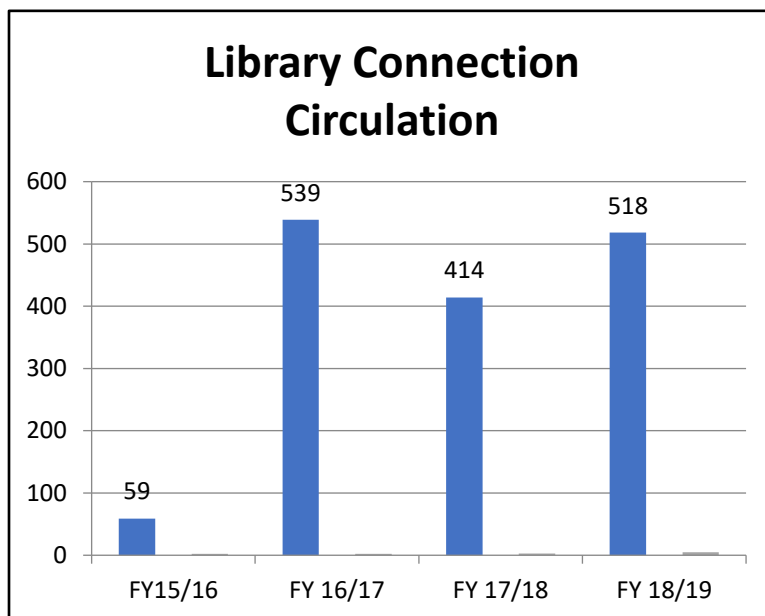
Affiliated Community Programs

Card Groups
Hand & Foot Adult Cards
Duplicate Bridge Adult Cards
Drop-in Pickleball
Drop-in Tennis

Library Connection

In Partnership with the Contra Costa Library System, the Library Connection offers residents of Discovery Bay the opportunity to order a variety of library materials online and have them delivered to the Discovery Bay Community Center for pick up. Discovery Bay residents may also utilize the book drop box located outside the Community Center as well. This is a “free” service to Contra Costa residents.

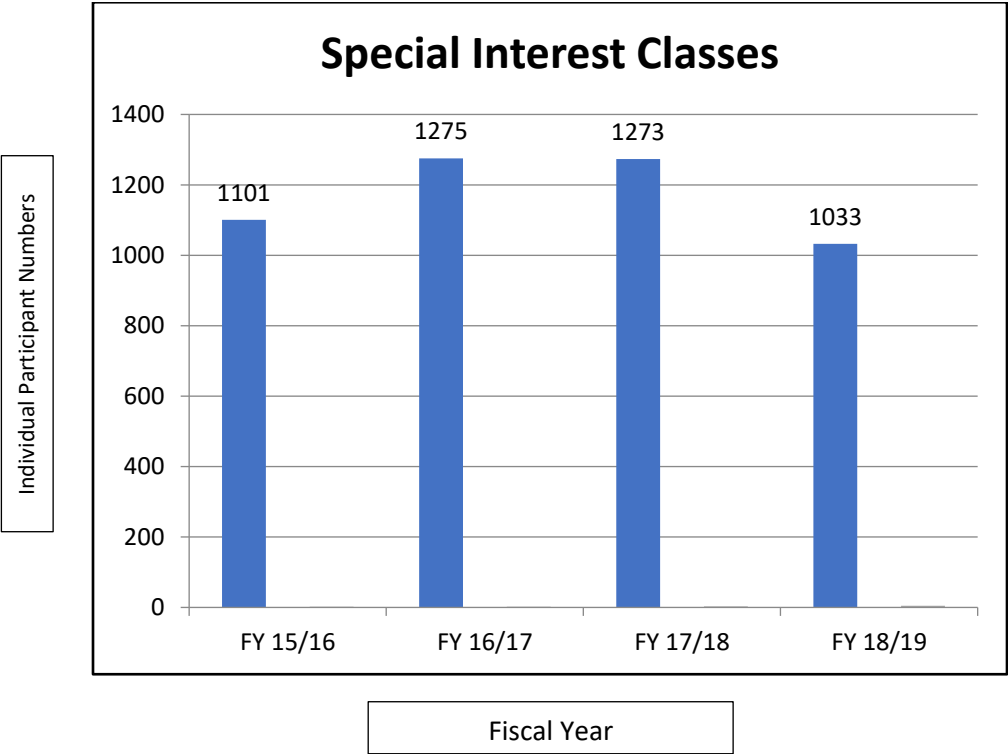
Twice annually the Contra Costa Library System will provide a “free” children’s special event here at the Discovery Bay Community Center. This past year the Library System provided a popular puppet and magician show that attracted over 50 participants for each event.



FY 2018/19 Participation Numbers

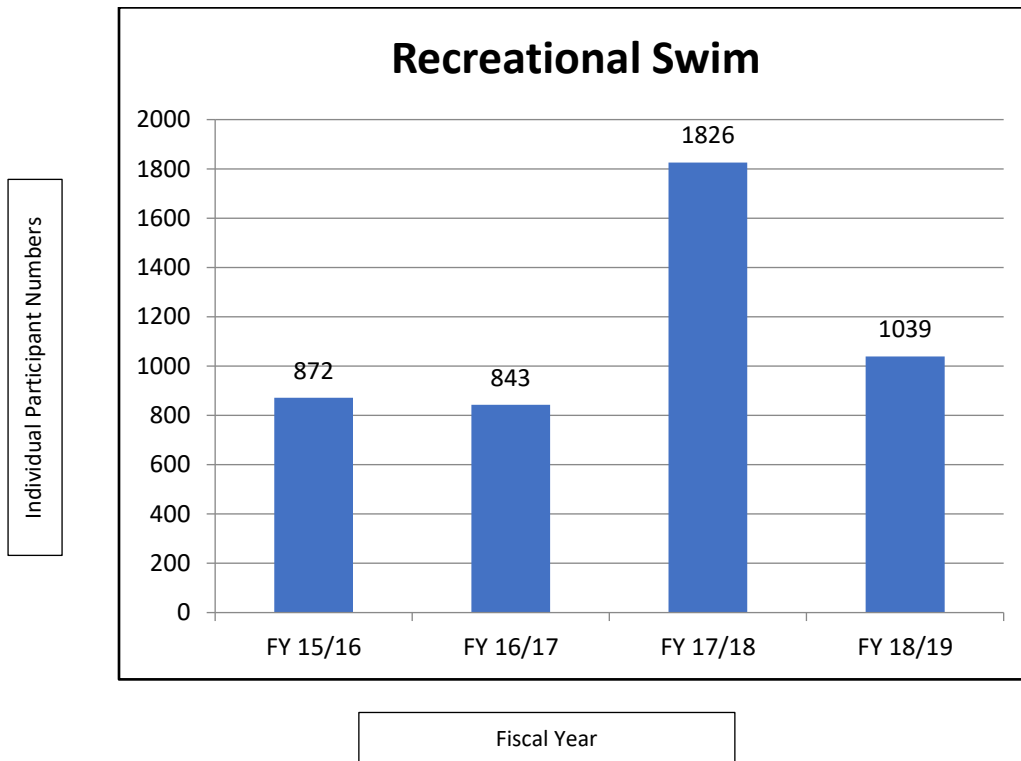
Special Interest Classes

The Recreation Division is responsible for offering a wide variety of classes and camps for all age levels. These special interest programs include youth soccer, youth dance, youth and adult art and painting classes, youth tennis, Online Driver's Ed course, adult Zumba classes, adult painting classes, swim lessons, and River Otters Swim Team. To provide these programs, the Town contracts with a variety of independent instructors in order to maximize revenue and save on the costs of hiring additional staff.



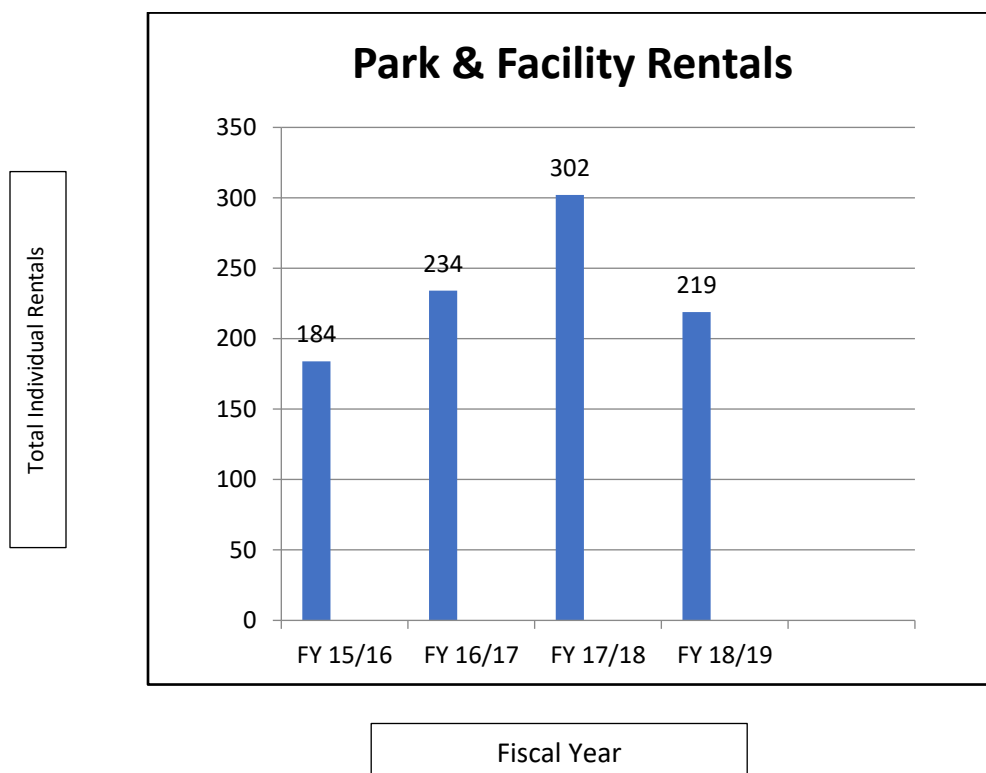
Aquatic Programs

Currently our aquatics program is temporarily on pause; however, in the summer of 2018 the Recreation Division is proud to recognize the outstanding job our aquatics staff provided in our “Learn to Swim” program. Recreational swimming provided the residents of Discovery Bay a place to come cool off and enjoy their community with family and friends. The pool ran from Memorial Weekend through Labor Day weekend. Operating hours have been Thursdays through Mondays, 1PM-6PM weekdays, 12PM-6PM weekends, with the Pool being closed to open recreational swim Tuesdays and Wednesdays.



Park and Facility Rentals

The Recreation Division is responsible for managing the rental of Town owned parks and facilities. This includes the Discovery Bay Community Center, various rooms within the community center, an event lawn area, a group BBQ area, and eight tennis courts. Parks include Cornell Park and Ravenswood Park that contain BBQ areas, covered picnic areas, tennis courts, pickleball courts, and sports fields.

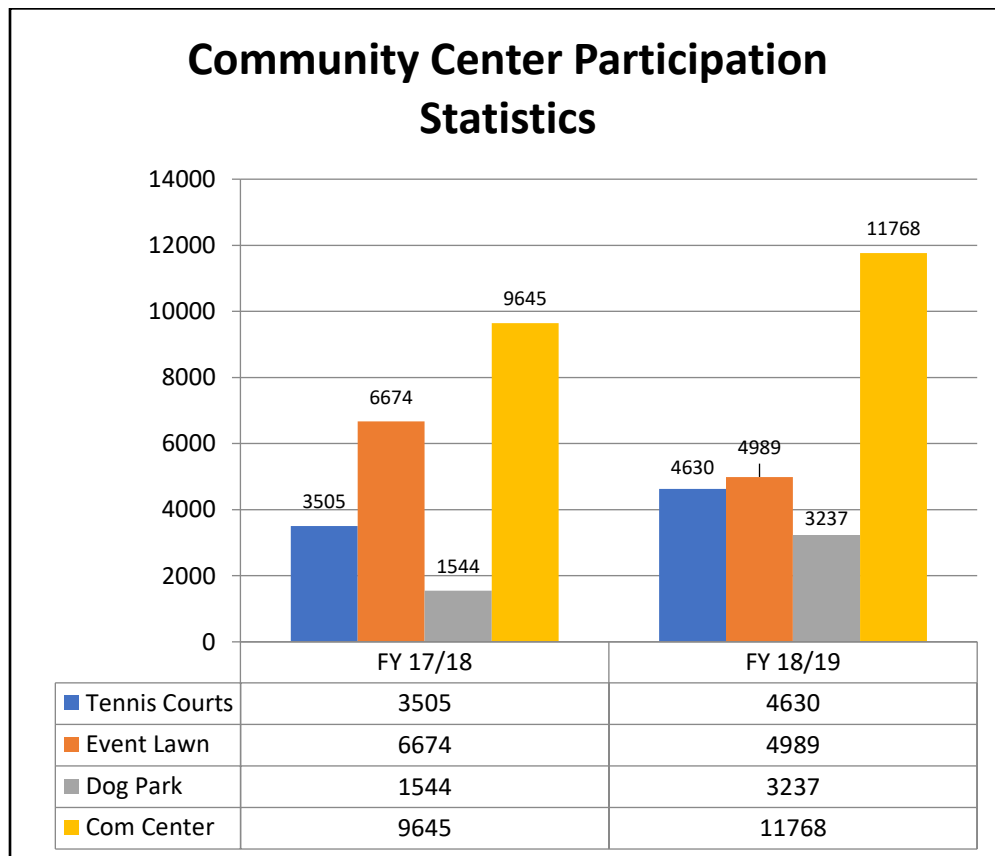


Community Center Participation

The almost 5,000 square foot Community Center sits on nearly 7.4 acres and provides a variety of amenities that includes eight (8) tennis courts, of which six (6) are in playable condition, a dog park, an event lawn area, community garden and a swimming pool.

To provide a snapshot of the use of these facilities, staff has accumulated the following participation statistics based on the following criteria:

Participation numbers for each amenity were taken hourly Monday through Friday from 4PM to close, and Saturday/Sunday from 8AM to close throughout the fiscal year. Closing time is generally dusk and varies throughout the year.



Community-Wide Events

Throughout the year, the Discovery Bay Community Center grounds serve as the staging area for a variety of local private and Town co-sponsored events. Large community events (gatherings of more than 50 participants) are generally approved in advance for the entire calendar year by the Board each February.

The following is a list of those events approved for fiscal year 18/19:

- *Summer Jam Concert in the Park – September*
- *American Red Cross Blood Drive - October*
- *Discovery Bay Lions Club/Chamber Holiday Parade – December*
- *Discovery Bay Lions Club Easter Egg Hunt – March*
- *Paws on Parade Dog Park Event – April*
- *Discovery Bay Chamber Food Truck Round Up – April, May, June*
- *Summer Jam Concert in the Park – June*
- *Friday Night Movies in the Park – June, July, and August*

Community User Groups

Throughout the year, the Town of Discovery Bay Community Recreation Department provides a meeting place for a variety of common-interest groups, clubs, and loose knit gatherings. These participants generally use Town facilities at little or no cost.

The following is a list of the most common groups utilizing the Discovery Bay facilities in fiscal year 18/19:

- *Pickleball – Cornell Park Pickleball Courts*
- *Tennis – Community Center Tennis Courts*
- *Hand & Foot Senior Card Group – Community Center*
- *Duplicate Bridge Card Group – Community Center*
- *Boy Scouts - Community Center*

Fee Waivers

The Town of Discovery Bay Community Services District Board of Directors annually provides the opportunity to more adequately respond to the needs of the community by waiving or modifying regular fees and charges on a case-by-case basis. Below are the groups and/or activities that the Town has accommodated this fiscal year.

<i>Events</i>	<i>Approved Fee Waived</i>
Lions Club Easter Egg Hunt	\$80
Library Program	\$180
*Bridge on the Lake Senior Program	\$8,190
"Hand and Foot" Senior Bridge (Wednesdays)	\$5,200
Boy Scouts of American Troop 514 weekly Mtg	\$1,750
Discovery Bay Garden Club Community Workshop	\$30
R.A.D. Program/Contra Costa Sheriff's	\$875
<i>Total Fees Waived for Calendar year 2018</i>	<i>\$16,305</i>
<p>*The "Bridge on the Lake Senior Program" operates under a "Memorandum of Understanding" with the Town of Discovery Bay to pay \$1 per player, per meeting to offset total fee waived. For Calendar Year 2018, the program collected and paid \$1,024 towards the total annual fee waived of \$8,190, making the actual fee waived for this year \$7,166.</p>	

CONCLUSION

The Recreation Services Department of the Town of Discovery Bay CSD continues to act as the hub for activities for the Town of Discovery Bay. All of the work this past year would not be possible without the generous support and dedication of:

Town of Discovery Bay Board of Directors

Park & Recreation Standing Committee

Non-Profit Organizations

Community Organizations & Volunteers

Community Sponsors and Partnerships

Discovery Bay Businesses

Town Staff

