



PARK DISTRICT OF OAK PARK

Annual Programming and Participation Report



218 Madison St
Oak Park, IL 60302
(708) 725-2000
www.pdop.org

INTRODUCTION

The Program Participation Report was introduced in 2005. The report is developed and produced by Administration and Program staff.

The Park District's mission, vision, and values lay the foundation and set the direction of the agency. The Recreation department, with the mission in mind, work to develop program opportunities that are accessible to the community and integrated into the Oak Park living experience. Doing so requires that programs are relevant, innovative, quality based and focused on enhancing the participant's recreational experience.

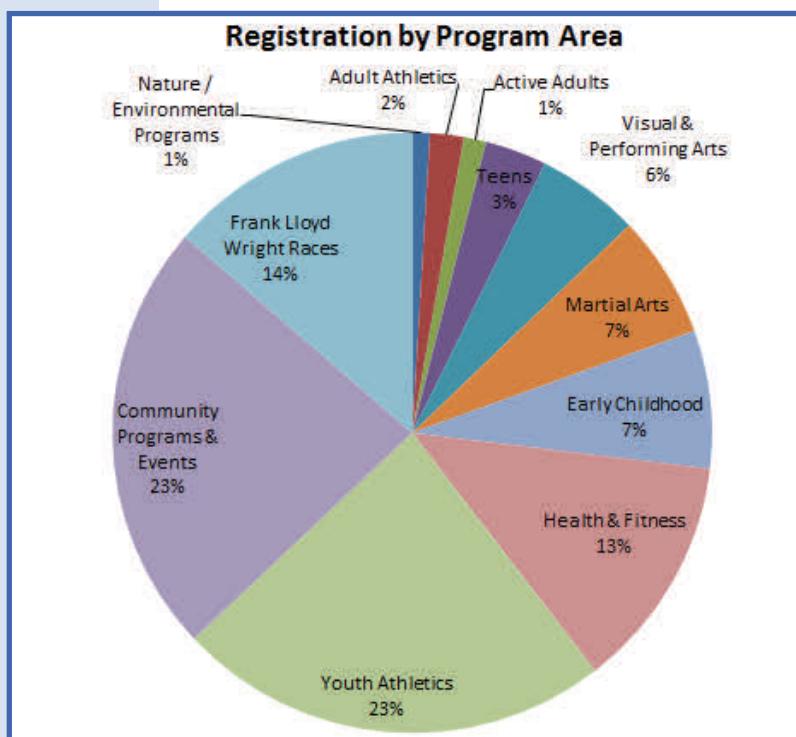
The data provided in this report is consistent with what is being tracked in the MPower system as performance measures.

This report:

- Identifies program strengths and weaknesses, providing an understanding of where there is a need for program improvements
- Provides data used to identify trends and creates a framework for improved program decision making
- Creates a historical record for ease of reference
- Improves staff accountability and provides a benchmark for performance

PROGRAM OVERVIEW

The programs offered by the Recreation Department include; fitness, adult and youth sports, day camps, afterschool, early childhood, special event, adult, senior and teen programs. These programs typically receive tax subsidies and are expected to generate revenues to cover direct costs of programs.



The pie chart above depicts program registration by area. It does not include passes or attendance to various public sessions or special events.

FITNESS & MARTIAL ARTS

Fitness participation was up 21% from 2013. This can be attributed to the addition of Les Mills BODYPUMP™ as well as TRX® suspension training. The addition of the GRC and RCRC facilities has allowed for additional spaces that were designed with fitness classes in mind.

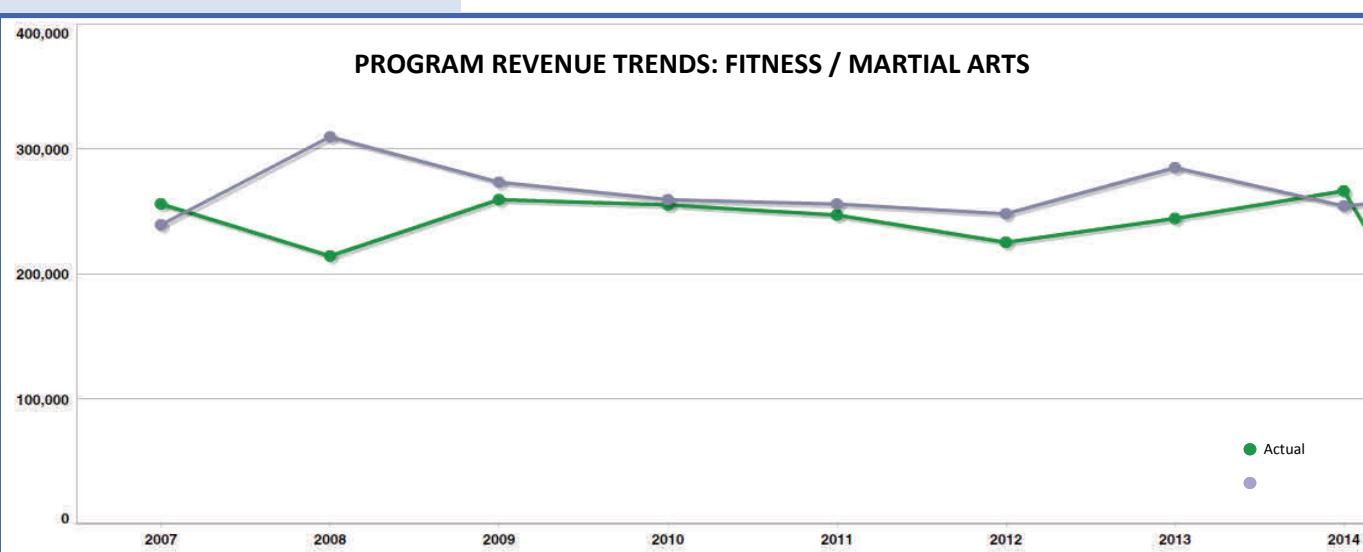
In January 2015, a new fitness model was launched to allow flexibility for participants. This decision was made based on feedback from the community survey as well as general feedback from residents that they could not commit to 8 week sessions due to the demands of modern life. In response, we converted all fitness instructors to staff to allow for participants to sign up for one class at a time. We tested the flexible

registration method with our existing software system and recognized that the current computer system did not allow for flexible registration for our residents. In response, we purchased a new system that allows participants to sign up for one class at a time as well as utilizing an app that enables them to use the system from a smart phone. We also provide several payment options, including monthly unlimited classes, a 10 pack of classes, as well as individual classes. This allows for ultimate flexibility for our participants.

We continue to monitor participation and will adjust the fitness class offerings monthly, based on community demand and fitness trends.

Marital Arts saw a decrease in participation of 2% in 2014. Based on feedback from the parents of the participants, the program has been moved from Fox to Dole. The new location offers mirrors and wooden floors for an improved space. We hope this change will have a positive impact on participation for 2015.

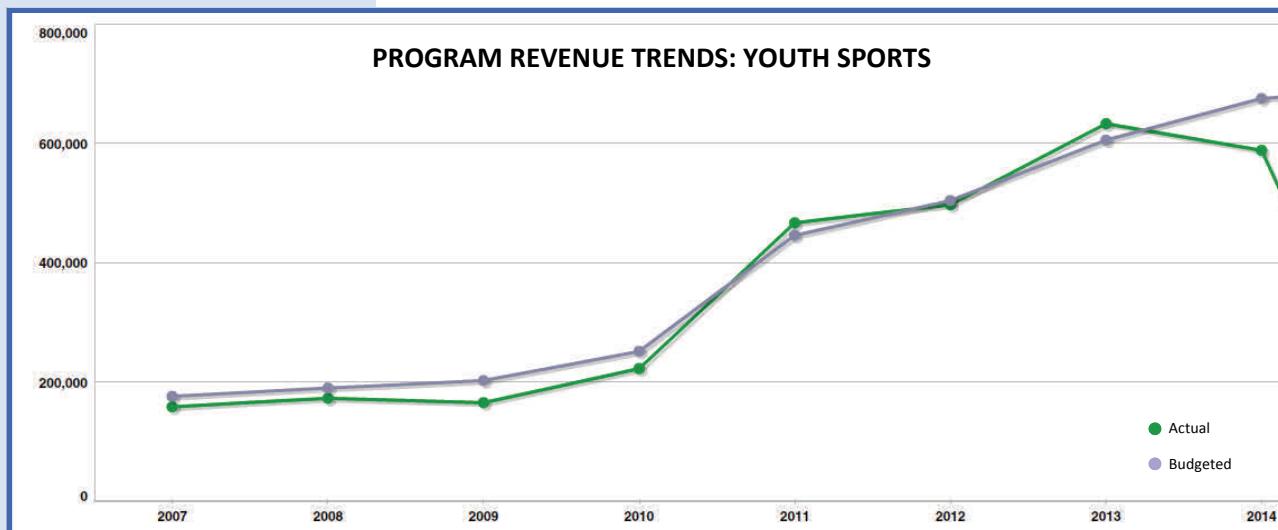
PROGRAM REVENUE TRENDS: FITNESS / MARTIAL ARTS



YOUTH SPORTS

Youth sports programs are designed primarily to serve community members between the ages of 5 and 12 in a variety of sports activities including camps, clinics, leagues and classes. Youth sports saw a decrease in participation of 19%. A majority of that dip was in the sports camp area; a portion of the decline was due to the fact that a number of participants switched from the traditional sports camps to the skate and swim camps. So, while the youth sports department saw a decrease, the swim and rink areas saw an increase. The youth still participated just in a different camp.

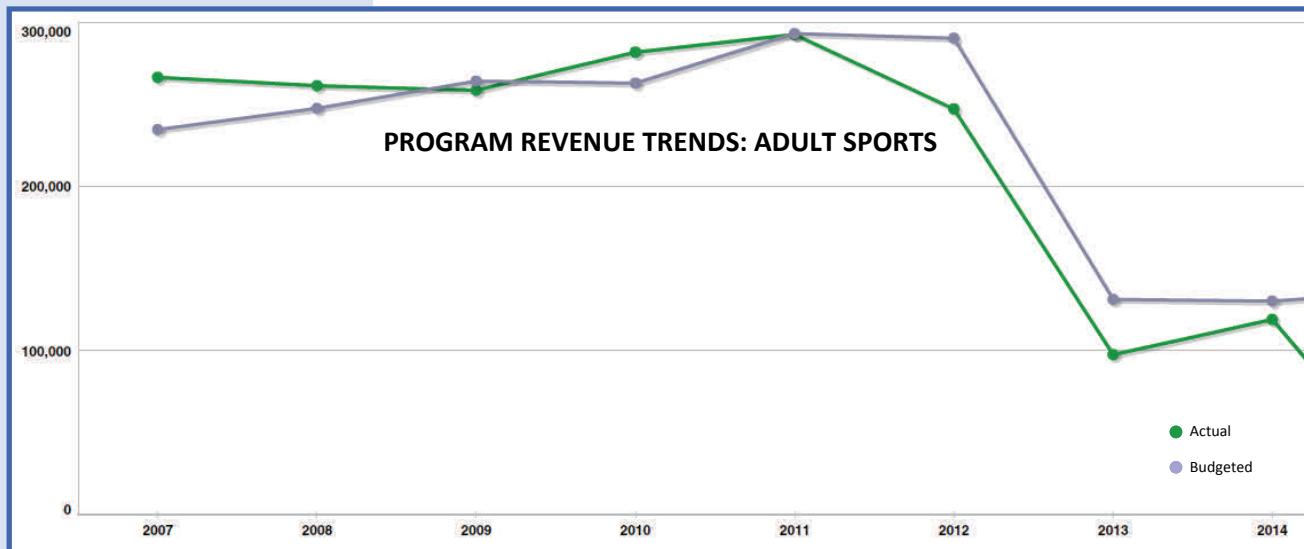
Youth Sports also saw a slight decrease in participation in some of the contracted sports programs. In January 2015, the Park District hired staff and are now directly running the youth sports classes that were previously run by a contractor to allow PDOP to keep more of the revenue. In 2014, the sports department brought tennis camps, clinics and classes in house as well.



ADULT SPORTS

Adult sports programs focus on adult athletic leagues, classes and drop-in programs for individuals who are between 18 and 50 years old. Adult Sports saw a decrease in participation of 4% in 2014. Ridgeland Common Recreation Complex came back online in April of 2014, allowing Adult Softball to return to full participation. An adult basketball program did not run in 2014 due to many of the participants renting a school gym themselves rather than signing up through the Park District. A 7 on 7 soccer league was also added in 2014.

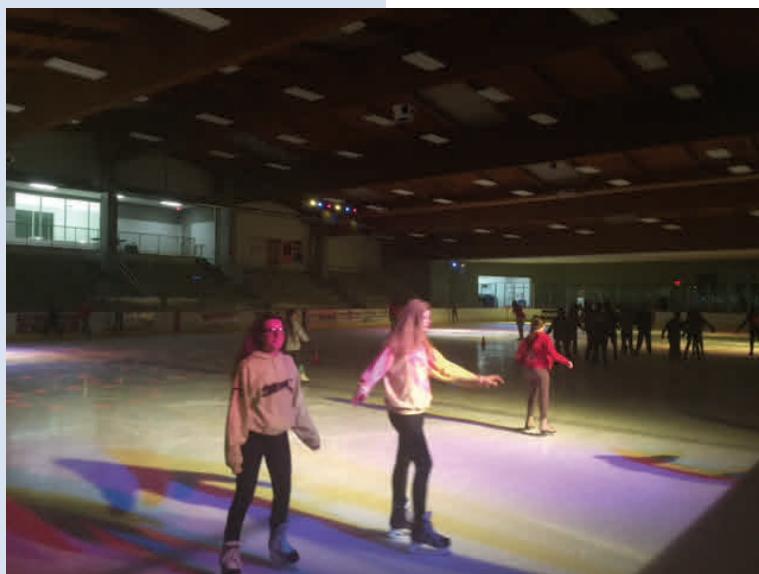
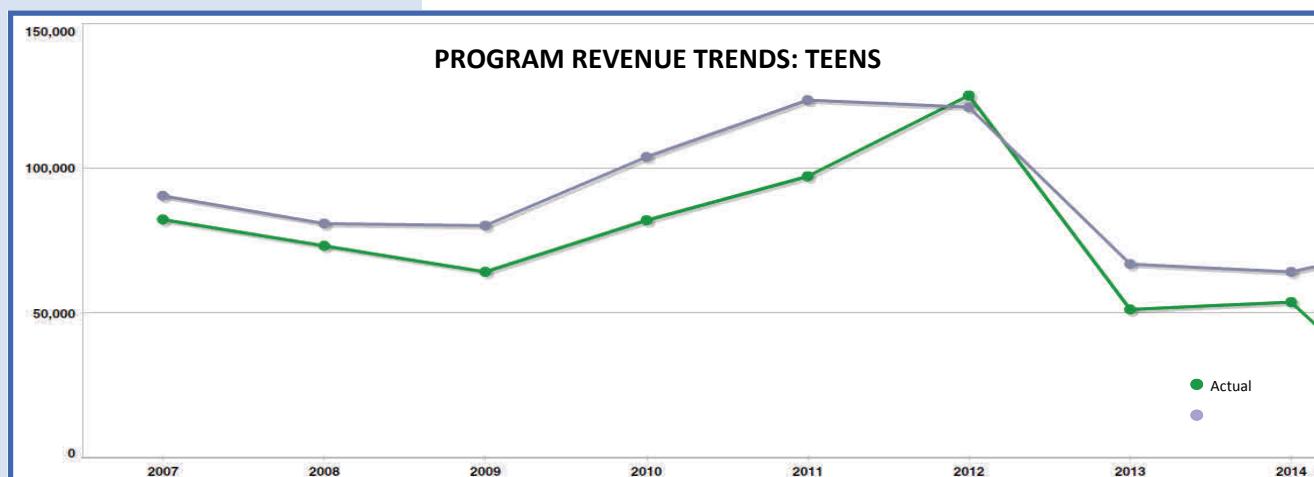
The Park District has added pre-season programs for both soccer and softball for 2015. Staff will continue to look at program offerings, time and dates of offerings as well as marketing efforts to increase in this area.



TEENS

Teen programming is provided for youth between the ages of 12 and 18. Activities include camps, trips and teen nights. We did not have the teen center open at Stevenson in 2014. Despite losing that location, teen participation increased 9%. A bulk of that growth was in our teen camp and CIT programs. In addition, we were able to bring back the teen nights at the RCRC, which are very popular.

We expect participation in teen camp and CIT programs to remain high. We are also looking to partner with other Park Districts to provide program opportunities. Additionally, teen participation at the outdoor skate rinks and at RCRC have shown huge increases reinforcing the fact that teens enjoy self directed activities.

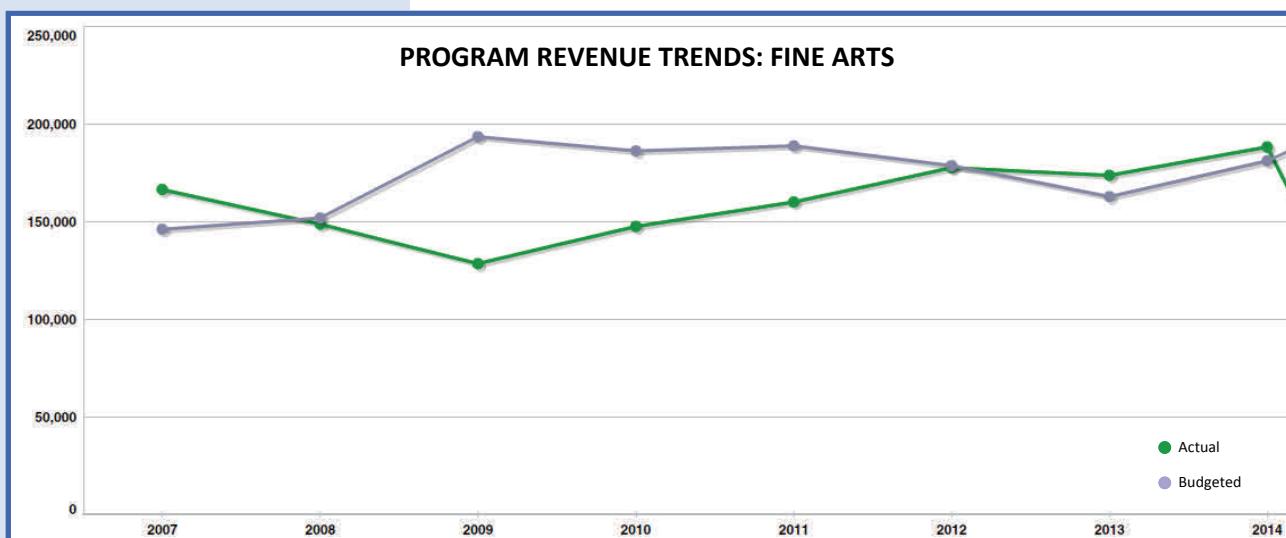


FINE ARTS

Fine arts programming is focused on three different areas including performing arts, culinary arts and visual arts. Participation in Fine Arts increased by 5% in 2014. Summer SCAW was the most successful program in this area.

Significant changes were made to SCAW camp for 2015. High demand often results in wait lists for many of the programs in this area. This summer, we will offer two 4-week sessions rather than one 6-week session. In addition, we have expanded our offerings to include several academic tracks and incorporated Circus into this camp experience. We also added a session beginning at 8am to align with our other camps, and an extended care option from 3-6pm to accommodate working parents.

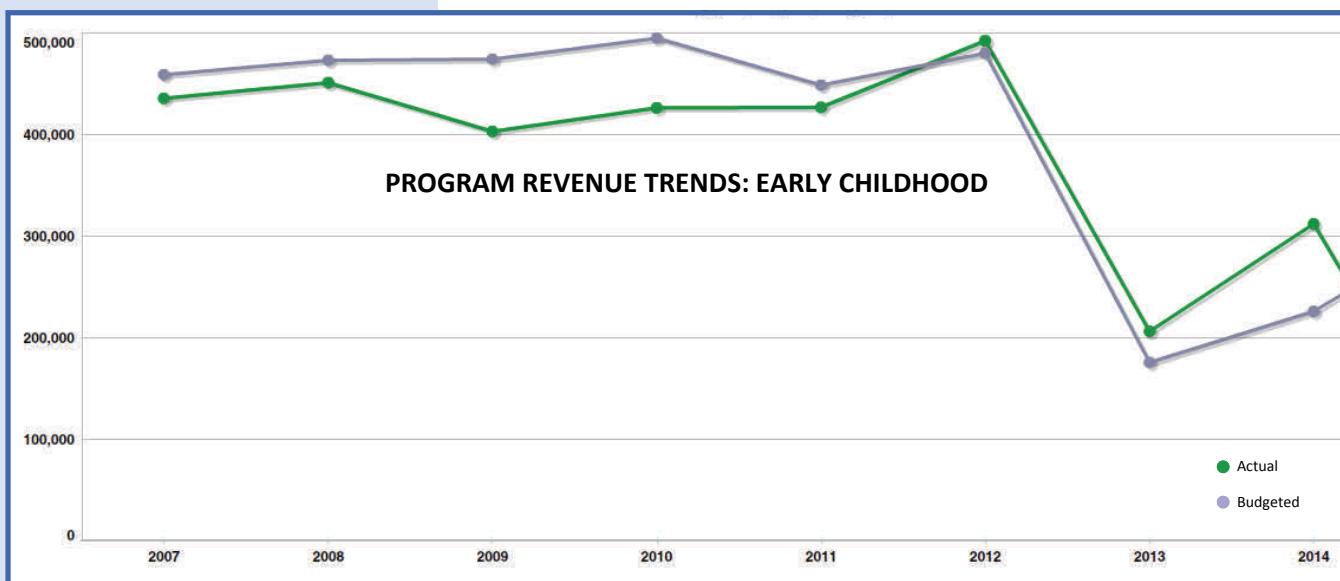
In addition to the camp program, we are offering one-day SCAW programming throughout the year to provide year-round arts options. We also recently hired a dance coordinator and will have a focus on growing our dance program, with the goal being to have enough participants to offer a dance recital.



EARLY CHILDHOOD

Early Childhood programs are geared toward children ages 3 months through 7 years old, with parental participation included in various socialization and movement classes. Preschool and Playschool is geared towards 2 - 5 year olds and focus on social, emotional, and cognitive development, in addition to Kindergarten readiness skills. Early Childhood programming increased 13% in 2014. This was accomplished through adding another classroom to our preschool program. Additionally, we increased attendance and offerings for classes for this age group. In 2014 we opened the Cubhouse at the Stevenson location. Attendance has been steady with an average of 12 participants per day with over 20 per day attending on Fridays.

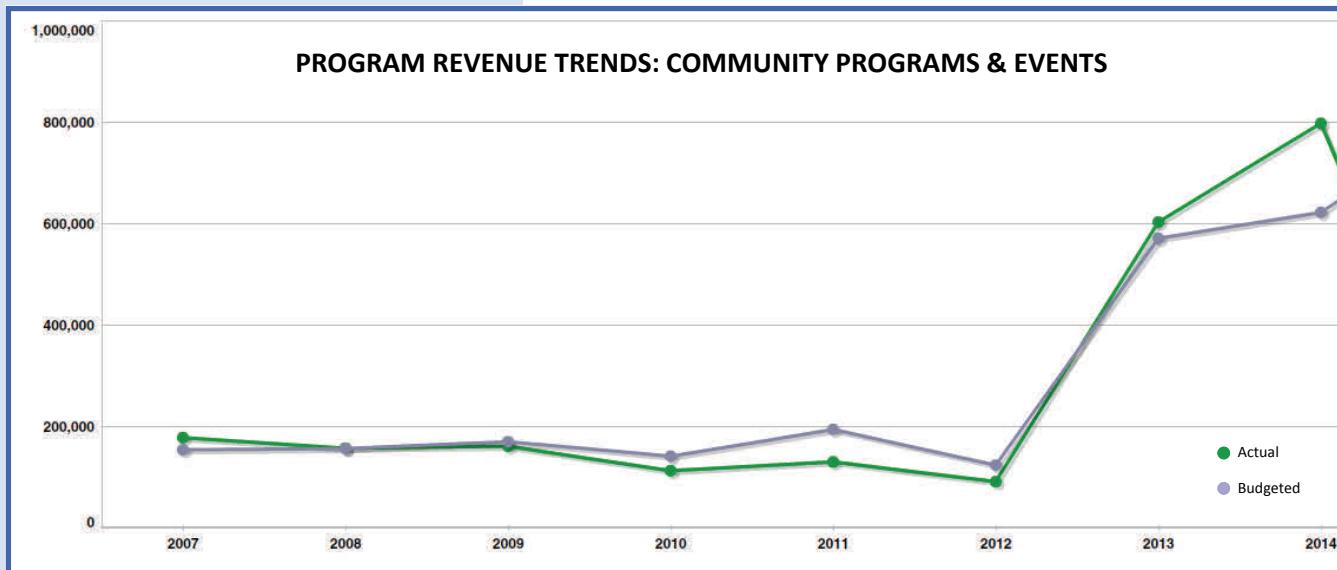
In 2015, we plan to offer Preschool at our Longfellow location and will be planning for a nature based curriculum to be implemented at the new Austin Gardens Environmental Center. We will also continue to introduce new class offerings to this age group.



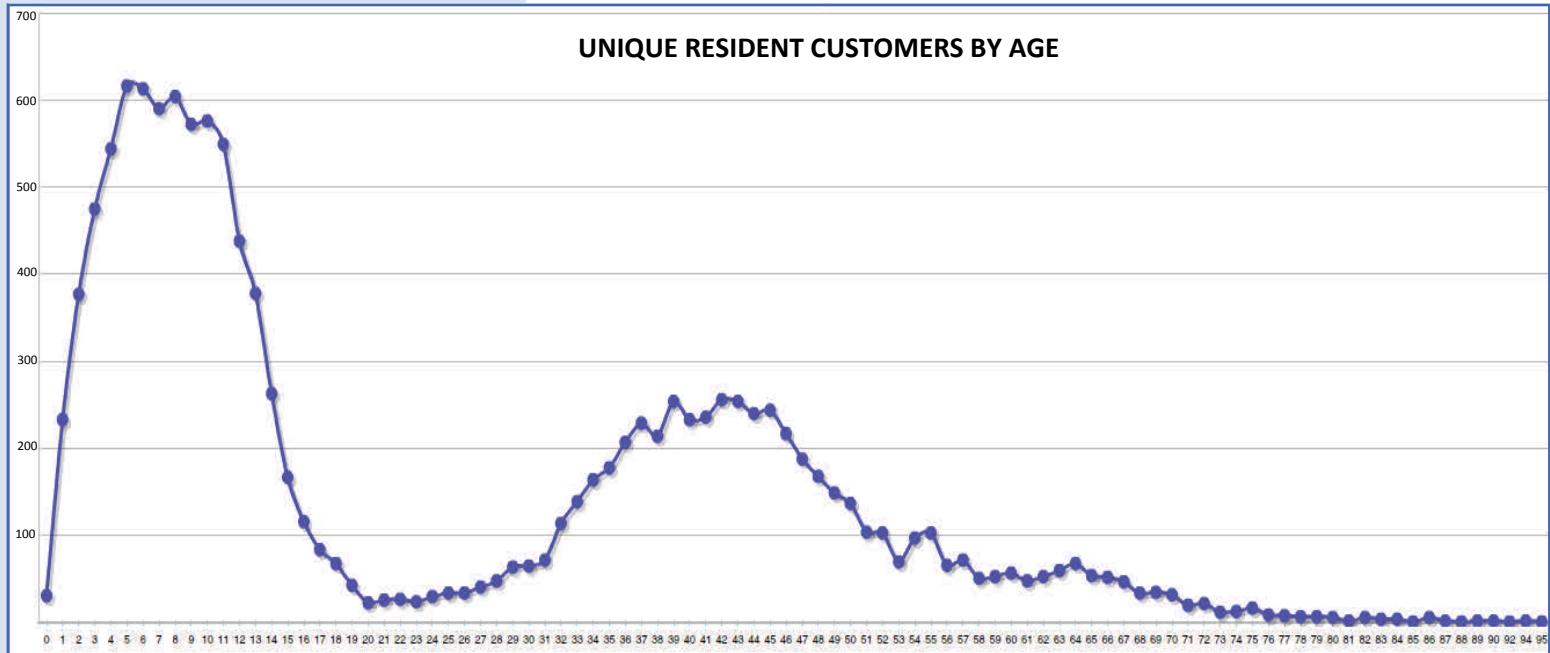
COMMUNITY PROGRAMS & EVENTS

Community Programs and Events includes events such as A Day in our Village, Frank Lloyd Wright Races, etc., as well as programs such as Afterschool, Day Camp, and Active Adult programming. 2014 saw participation increase 48%. The increase can be attributed to the addition of a new After-school site, increased participation in senior programming, a successful Day Camp program, as well as increases in event participation and general programming.

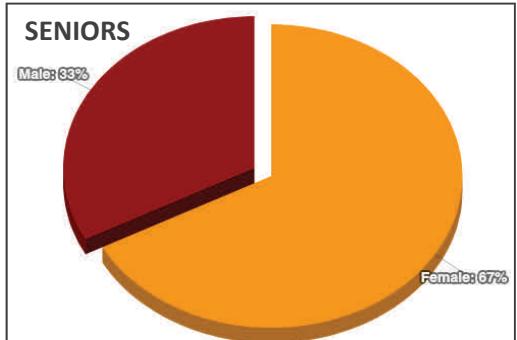
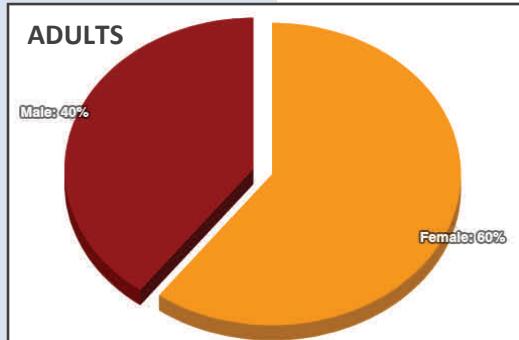
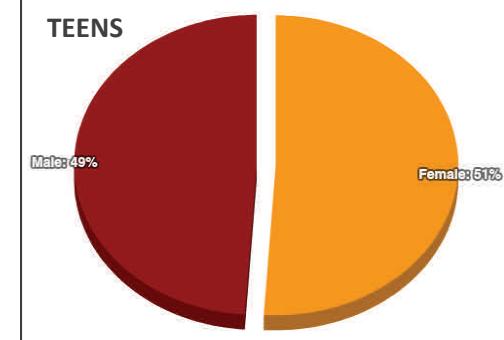
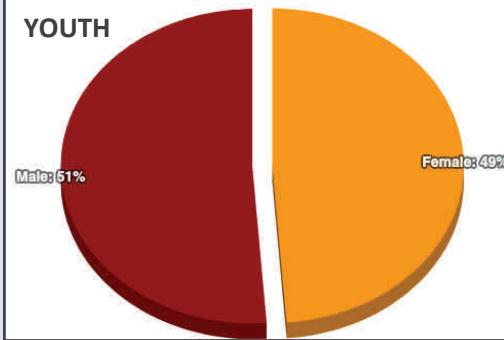
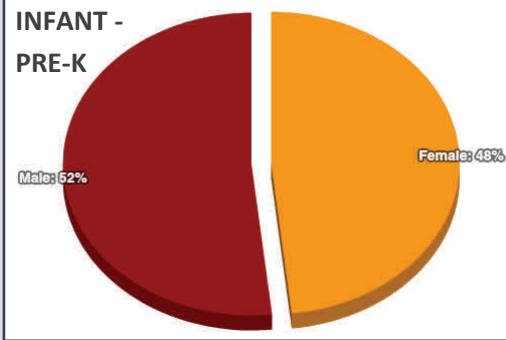
2015 will include an additional Afterschool site at Stevenson and a continued effort to offer programming for adults and seniors.



PROGRAM DEMOGRAPHICS



UNIQUE RESIDENT CUSTOMERS BY GENDER



CUSTOMER FOCUSED

