



**CITY OF SANTA BARBARA**  
**PARK AND RECREATION COMMISSION REPORT**

**AGENDA DATE:** September 23, 2009

**TO:** Park and Recreation Commission

**FROM:** Recreation Division, Parks and Recreation Department

**SUBJECT:** Summer Camp 2009

**RECOMMENDATION:** That the Commission receive a presentation on summer camp highlights and response to new camp offerings.

**DISCUSSION:**

At the April Commission meeting, Recreation Division staff shared information on several new and inventive camps that were added to our recreation offerings to encourage new participation and stimulate interest in recreation programs. This presentation will cover the success of those programs and other significant recreation achievements.

**Aquatics**

The aquatic section observed a return in popularity for beach volleyball, which led to a surge in participation in the Beach Volleyball Clinic, up 48% compared to summer 2008. The Junior Lifeguard program continues to be popular and affordable, and despite the economy, the traditional seven-week program served 314 participants, which is a 22% growth compared to summer 2008.

The addition of three new aquatic and adventure camps targeting youth between the ages of 7 – 13 years of age proved to be very popular. The two-week Junior Lifeguard “Little Nippers” program, coupled with Camp Rad and Camp H<sub>2</sub>O (which replaced a declining Sports and Beach camp) served 174 participants and generated \$33,888 in revenue.

**Sports**

Catch-Me-If-U-Can Fishing clinics were new this summer with two, one-week camps. The clinics focused on teaching participants how to set up their poles, tie knots, and choice of bait to increase success. Most participants had some prior fishing experience but enjoyed the opportunity to fish at different locations each day. Spots included East Beach surf line, Sterns Wharf, Goleta Pier, and Lake Cachuma. Fish caught from the Pacific Ocean included Perch, Mackerel, Bonita, Skate, and a few spider crabs. A few trout at Lake Cachuma were snagged. All fish were caught and released. A seagull accidentally snatched a fishing pole by getting tangled in the line. The pole was rescued a short time later while the seagull remained unharmed. Twenty youth participated in this camp, which resulted in \$2,480 in new revenue.

Coast 2 Coast Soccer, a new camp this summer, was offered for two, one-week sessions at Dwight Murphy soccer field. Twenty-nine participants ranging in age of 4 -12 years old were lead by Coaches from Ireland and taught soccer the "Irish" way. FUNdamental soccer skills were taught in an encouraging environment generating \$4,510 in new revenue.

Due to the success of the spring T-Ball clinic and requests by parents to continue, a summer version was created. Added to the standard Saturday morning clinic (six sessions) was a coach pitch station for the more advance kids. The clinic ended with a Saturday session at Batty's batting cages on Milpas. Though small, \$2,754 in new revenue was generated.

Though not a youth camp (we thought you would be interested to know), the adult volleyball league was traditionally offered in fall and spring. Many players asked for a summer league which resulted in four women teams, eight coed teams and two men teams totaling 133 new players and \$2,800 in new revenue.

### **Youth Activities**

The addition of four new camps including Bike Adventures, Camp Millionaire, Club West Youth Running, and Teaching Engineering to Kids with Legos targeted a wide range of youth from 5-15. These programs served 264 new participants and generated \$41,375 in new revenue.

The Youth Activities section observed an above average growth of families interested in our most popular camps Naturecamp and Skateboard Clinic. Due to the fixed number of participants the numbers did not increase; however, those waitlisted for Naturecamp increased 52%, and for Skateboard Clinic 35%. Revenue also increased; Naturecamp 15%, and Skateboard Clinic 33%.

With the addition of new camps (and additional JC slots), the Junior Counselor program also saw a 17% revenue increase to \$4,225.

### **Participation and Revenue**

Growth of summer participation and revenue over 2008 was 31% and 43%, respectively. This increase is exceptional and is attributed to adding new and inventive programs, expanding the size of quality "tried and true" programs, and may have been partly due to families staying home and enjoying local reasonably- priced recreation.

### **Participant Evaluation Survey**

The Recreation Division is very interested in participant and parent of participant comments on program quality, enjoyment, value for price and staff qualities. Personalized survey invitations were emailed each Thursday for camps ending that week. Over 470 responses were collected. This is approximately an 18% return rate for summer camps.

Staff was very pleased that the majority response was "Excellent" for all categories. Comments that were included in the "fair" and "poor" categories are looked at very closely by staff and managers, and possible solutions for improvement are identified.

The Recreation Division is very proud that our effort to develop and implement high quality programs has paid off in participations, revenue and most importantly participation satisfaction. During the year, we will be looking seasonally to introduce or further expand programs that support community interests.

**ATTACHMENT:** Summer Camp Comparison 2008 to 2009

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