



CITY OF SANTA BARBARA
PARKS AND RECREATION COMMISSION REPORT

AGENDA DATE: October 24, 2018
TO: Parks and Recreation Commission
FROM: Recreation Division, Parks and Recreation Department
SUBJECT: Active Adults Classes and Programs Report

RECOMMENDATION:

That the Commission receive a report on the Department's Active Adults and Classes Section programs and services.

DISCUSSION:

The Active Adults and Classes section of the Recreation Division (Active Adults) offers a diverse variety of classes, programs and services to youth and adults. Headquartered in the Carrillo Recreation Center, programs are also conducted at the Louise Lowry Davis Center. The MacKenzie Park Lawn Bowls Club and Santa Barbara Lawn Bowls Club in Spencer Adams Park, along with the Santa Barbara Arts and Crafts Show, are also coordinated by the Active Adults section.

Contracted Programs

Contracted programs are professionally led fee-based programs offered for all ages through partnerships with local instructors and non-profit agencies. The majority of these contracted programs focus on dance and fitness opportunities located at the Carrillo Recreation Center. Some of the programs offered include: Latin, International and American Smooth styles of Ballroom Dance, Argentine Tango, Country Two Step, Line Dancing, Ballet for youth and adults, Modern Dance for youth and adults, Zumba with Josette, Jazzercise, Yoga, and Pilates. Instructors typically have a minimum of 5 years teaching experience, and can carry credentials ranging from certified fitness trainer to US Open Champion, in the case of swing dance instructor Sylvia Sykes.

In addition to year-round programming, Active Adults coordinates youth camps including Spotlight Theater, ceramics, ballet, hip-hop dance, horse riding, Art from the Heart, and Kids Cook culinary camps.

Contracts are set up with either an hourly rental structure where contractors manage their own registrations, or operate on a percentage-split system where City staff process

registrations and contractors receive a percentage of the program fees collected. Staff recently introduced new contractor rental rate structures based on class frequency and number of participants to allow flexibility to add new programs.

In Fiscal Year 2018, more than 6,000 youth and adults registrations in these programs were processed by Active Adults. This does not include rentals where contractors process their own registrations.

Senior Programming at the Carrillo Recreation Center and Louise Lowry Davis Center

In addition to contracted programs, Active Adults collaborates with dedicated volunteers to deliver senior programs at the Carrillo Recreation Center and the Louise Lowry Davis Center. Volunteer-led programs include the low-impact Stretch and Tone fitness class (offered at both locations), table tennis, and tea dances also held at the Carrillo Recreation Center. The bulk of the remaining classes including bridge, scrabble, chess, book club, classic movies, and knitting are held at the Louise Lowry Davis Center. These programs are typically offered at non-peak hours, carry little overhead, and are offered for free or at very low cost. The Louise Lowry Davis Center is also one of the sites where free lunches are provided to seniors Monday-Friday.

In Fiscal Year 2018, more than 11,000 seniors (duplicated estimate) were served through programs at both sites with visits approximately equal at each site, and over 12,000 seniors (duplicated estimate) were served with lunches at the Davis Center and the Franklin Center. Duplicated participation numbers refer to individual visits by seniors in programs.

Lawn Bowling

Lawn bowling is a sport similar to bocce ball where team members try to roll their balls closest to a target called a "jack." Teams for regular games are chosen at random, which encourages social interaction among the entire club membership. In addition to regular games, tournaments and social programs are programmed throughout the year.

Santa Barbara is unique among California cities in providing two lawn bowls clubs to the community. Active Adults staff manages co-sponsorship agreements with both the Santa Barbara Lawn Bowls Club, located in Spencer Adams Park, and the MacKenzie Park Lawn Bowls Club. While these organizations are primarily supported by volunteers, they maintain comprehensive organizational structures that manage the day-to-day club operations. Both clubs assess membership dues to purchase insurance and cover other direct expenses, and operate year-round with complementary schedules, allowing access to lawn bowling seven days a week. The clubs currently have a combined membership of approximately 215 members. The clubs hosted a combined 20 tournaments, welcomed over 1,000 visitors, and offered more than a dozen member special events in Fiscal Year

2018. Additionally, the Santa Barbara Lawn Bowls club has worked with over 30 organizations to host team-building activities.

Santa Barbara Arts and Crafts Show

The Santa Barbara Arts and Crafts Show (Show) is a 53-year tradition of showcasing Santa Barbara County residents as they display and sell their handmade original art and craft pieces in the longest-running non-juried arts festival of its kind. Located on Cabrillo Boulevard from State Street to Calle Cesar Chavez, the Show currently has 154 members and is governed by an elected Advisory Committee, which holds monthly meetings to review policies, set advertising priorities, review incidents and complaints, and to provide feedback to the Department on the administration of the show.

Those who are interested in participating as an Arts and Crafts Show member are invited to fill out an application and go through a screening process with the Advisory Committee. The current fee is \$529 a year to participate in addition to a \$20 fee for advertising. Show members can participate in 62 shows per year that occur every Sunday, and Saturdays of major holiday weekends.

Facility Rentals

The Carrillo Recreation Center facility, with its historic ballroom, dance studios and meeting rooms, provides rental opportunities to host community conferences, forums, meetings, and non-profit events, in addition to serving as a large venue for private family gatherings, capable of seating up to 300 guests. In Fiscal Year 2018, there were 29 paid rentals on Friday and Saturday nights accommodating approximately 6,000 guests. On many other Friday and Saturday nights, the facility was used for Department programs, such as public dances hosted by Carrillo Recreation Center instructors.

The Active Adults Section also manages rentals at the Carrillo Street Gym for basketball, indoor soccer, floor hockey, volleyball, and fitness programs. Gym rental clients include Santa Barbara Special Olympics, schools, youth club sports teams, and local businesses providing wellness opportunities to employees, as well as informal groups who have rented for several years to get together for weekly basketball or soccer games. The Carrillo Street Gym accommodated approximately 8,000 visitors in Fiscal Year 2018.

Dance and Fitness Studios at the Carrillo Recreation Center

The Carrillo Recreation Center has three dance and fitness studios in addition to the Carrillo Ballroom, two multi-purpose rooms, and the Carrillo Street Gym. In March 2018, the smallest of the dance and fitness studios was converted to a personal training center. This fully-equipped training studio was designed to work with five to six personal trainers who pay a monthly fee to consult one-on-one with clients working to achieve personal fitness goals. Contracted trainers can schedule one-hour sessions between 5:00 am and

10:00 pm with a maximum of three trainers using the room at once. The Department invested \$20,000 to equip the room with versatile functional training equipment, including TRX systems, a rowing machine, spin bikes, a Paramount functional trainer, and a full cage squat rack. It is anticipated that the rental of the fitness room will generate approximately \$24,000 in revenue annually. \$5,200 in revenue has been generated to date from the personal training center. Feedback from the four trainers and their students has been very positive. Personal training contracts for the fitness studio were designed for each of the trainers to also offer a weekly free fitness class to the public, which has allowed the Carrillo Recreation Center to expand its affordable fitness opportunities for community members. Other studios are primarily used for ongoing dance and fitness classes.

Revenue

The Active Adults Section generated \$520,700 in Fiscal Year 2018 and has a revenue commitment of approximately \$579,000 in Fiscal Year 2019 that can be categorized in the following areas:

Rentals	\$208,500
Arts and Crafts Show	\$93,600
Fitness Studio	\$24,000
Classes and Contracts	\$252,900

Approximately half the rental revenue is generated from large weekend rentals for family celebrations and non-profit events; the remaining revenue comes from ongoing and occasional weekday rentals. Classes and contracts include approximately 65 weekly ongoing classes, seven monthly public dances, and youth camp programming.

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