



# The Power of Parks

Parks & Recreation  
Department Overview 2022

[CityOfNorthPort.com/ParksAndRecreation](http://CityOfNorthPort.com/ParksAndRecreation)



# Parks & Recreation



*A nationally accredited Department through the Commission for the Accreditation of Parks & Recreation Agencies (CAPRA).*

## **Vision**

To be a recognized leader in providing parks, facilities, and programs that increase wellness and enrich life experiences within our community.


## **Mission**

To promote healthy and socially rewarding activities through the preservation of cultural resources and the provision of diverse high-quality parks and natural spaces.

## **Strategic Pillar**

Quality of Life

# At a Glance

 3  
divisions

  
9  
multipurpose  
fields


 18  
dog friendly  
parks

 11  
baseball/  
softball fields

  
12  
playgrounds


 62  
authorized  
positions


 2  
community  
centers

 8  
paddling  
access points

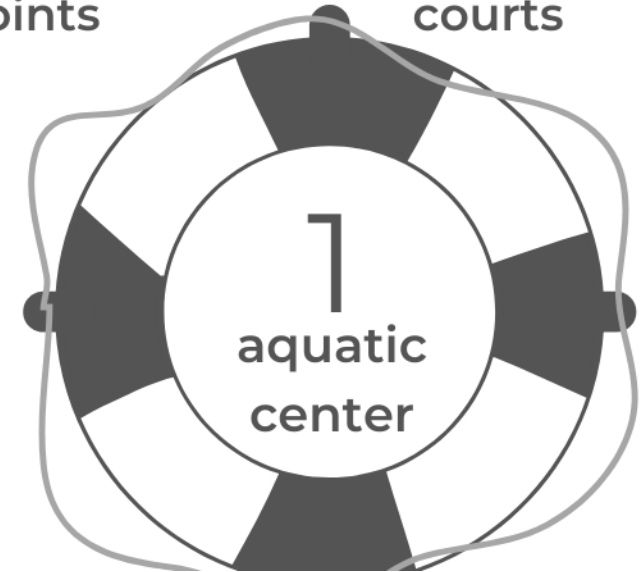
 21  
courts

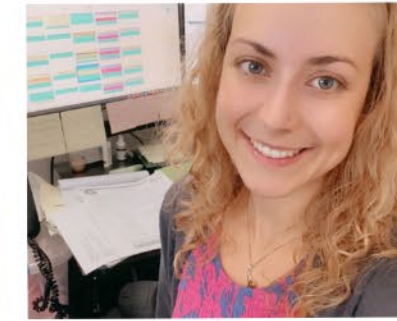
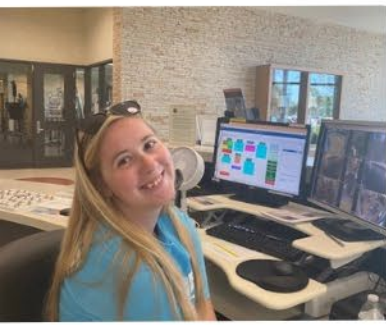
 1  
historic natural  
spring park

 5  
paved trails

 4  
natural trails

 7  
special use  
facilities

 1  
aquatic  
center





## Health Power

*Parks promote community health & wellness.*

- Parks and recreation provide places for health and well-being that are accessible by persons of all ages and abilities.
- Evidence shows that when people have access to parks, they are more likely to exercise, which can reduce obesity and its associated problems and costs. [*The Health Benefits of Parks*; The Trust for Public Land]
- Outdoor play and activity help keep kids, teens, and adults healthy – both physically and mentally.

# Health Power

## *How We Impact Our Community*

- 781 Achieve Anything members making a commitment to health as compared to 592 last FY.
- 381 Drug Free Youth (D-Fy) members making a commitment to be drug-free compared to 207 last FY.
- 1,690 Aquatic Center annual passholders keeping active (year to date) as compared to 1,654 for the last full FY.
- Nearly 45,000 visits to community centers, up over 7,000 from last FY, actively engaging with the community.
- 184 participants getting outside and active in the annual Rock n' Run and Roll 5K.
- Facilitating public access to over 260 acres of improved parkland through ongoing care and maintenance.
- Supporting mental and physical health benefits through the integration of reading skills in summer camp programming leading to 100% skills retention over the summer.
- Supporting youth activity through the provision of over 400 Athletic Field rentals.







## Partnership Power

*Parks forge strategic relationships to enhance amenities and services.*

- Partnerships provide an avenue for an unmet service or benefit to be delivered to the community.
- Partnerships advance community building, increase awareness, and cultivate engagement.
- Financial contributions and in-kind support complement and enhance existing events, offset expenses, and expand the delivery of services.

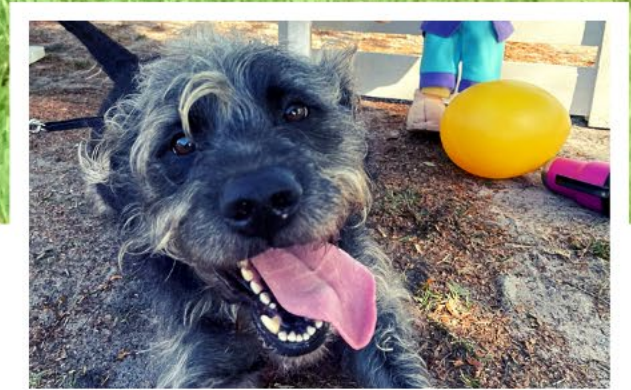


# Partnership Power

## *How we Impact Our Community*

- To date this fiscal year, staff has secured:
  - \$16,400 in cash sponsorships (**an increase of 144%** in comparison to this time last year)
  - Approximate value of \$30,499 from in-kind sponsors
  - 55 community partnerships
- Secured 6 sponsors and 21 community partners for the You Are Not Alone mental health event on April 28, 2022.
- Coordinated the Community of Unity Photo Competition with 29 participants, 7 sponsors, and 2 community partners.
- Established swim lesson scholarships and Float 4 Life program certification through a partnership with Rotary Club of North Port.
- Partnered with Kiwanis Club of North Port to deliver the Say I Do Again event.





## **Safety Power**

*Parks and recreation provides opportunities for the development of safety skills, education and training, and ensures the availability of public park amenities that are in proper working condition.*

- Professionally certified and knowledgeable staff that ensure operational requirements and safety standards are maintained.
- Provision of community education and skill development courses to improve confidence and knowledge in life safety matters.
- Organized parks and recreation opportunities keep at-risk youth engaged and contribute to reductions in juvenile delinquency.



# Safety Power

## *How We Impact Our Community*

- Provided over 300 hours of training and water safety education to the public.
- Delivered swim lessons to more than 1,050 patrons.
- Engaged 600 Second graders in free water safety classes via the Monda Kids SWIM Program with Sarasota County Schools.
- Facilitated over 30 hours of mutual training with Fire Rescue.
- Provided First Aid/CPR/Babysitter certification classes to 45 participants.
- Engaged 300 teens in supervised afterschool programming at the Morgan Family Community Center.
- Conducted monthly safety inspections of playgrounds in accordance with standards set by the American Society for Testing & Materials and Consumer Product Safety Commission.
- Conducted quarterly safety audits and daily inspections at the North Port Aquatic Center.





## **Environmental Power**

*Parks play a critical role in maintaining healthy ecosystems, preserving natural resources, and providing wildlife habitats.*

- Outdoor recreation opportunities provide safe, affordable, and healthy ways to experience and appreciate nature.
- Natural areas and greenways preserve critical environmental lands and habitats, provide valuable areas for stormwater management and filtration, and create wildlife corridors.
- Tree canopies in parks and natural areas slow winds, mitigate erosion, and have a cooling effect on ground temperatures.



# Environmental Power

## *How We Impact Our Community*



- Expanded outdoor recreation offerings through a partnership with the Environmental Conservancy of North Port to conduct quarterly guided Nature Walks.
- Engaged local organizations in the quarterly maintenance and care of 8 parks through the Adopt-a-Park Program.
- Provided education and increased awareness on proper waste removal through Award-Winning Scoop, Scoop, Baby video.
- Planted 12 trees in association with Arbor Day and throughout the year.
- Facilitated 19 primitive campground reservations at the Myakkahatchee Creek Environmental Park.





## Economic Power

*Parks drive economic activity and help make North Port a great place to live, work, and play.*

- Parks and open spaces contribute positively to the surrounding neighborhood's property values [Texas A&M].
- Quality parks and recreation are often one of the top reasons that businesses cite in relocation decisions.
- Parks and recreation events, facilities, and rentals provide indirect revenues to the local economy.
- Parks, open spaces, and recreation facilities are vital to a thriving community supporting quality of life, providing jobs, attracting businesses, and sparking activity.
- Parks and recreation often provide teens with their first job.



# Economic Power

## *How We Impact Our Community*

- Warm Mineral Springs Park is known as an international destination attracting more than 136,000 visitors annually.
- Attracted 5,963 visitors to the North Port Aquatic Center during Spring Break generating \$72,833.10 in revenue.
- The Aquatic Center received approximately 19,500 resident and 8,700 non-resident visits FY to date.
- Myakkahatchee Creek Environmental Park attracts residents and visitors to nearly 4 miles of equestrian-friendly trails.
- Provided over 90 business vendors opportunities to support City Events through the sale of merchandise and food.
- Employ approximately 70 young adults in seasonal positions, providing a valuable employment experience for those at the beginning of their careers.







## Community Building Power

*Parks and recreation strengthens community ties and brings diverse populations together.*

- Parks provide gathering places for families and individuals of all ages and economic statuses, regardless of their ability to pay for access.
- Parks provide a sense of public pride and cohesion in the community.
- Parks and recreation services and public spaces are often cited as important factors in livable community surveys.
- Parks and recreation programs and facilities bring people together and provide social connections.

# Community Building Power

## Impact on our Community

- Engaged 30 local performers and 560 attendees at the inaugural North Port's Got Talent event.
- Attracted approximately 18,000 attendees to the City's signature events.
- Awarded \$225,000 Community Development Block Grant to fund the replacement of Kirk Park Playground as part of neighborhood improvements.
- Completed 101 hours of outreach to the community and responded to 39 media requests.
- Expanded community engagement through:
  - 157% increase in outreach that garnered over 10 million views/impressions/reach.
  - 171% increase in traffic to the website for a total of 956,220 visits, with Parks & Recreation Department landing pages accounting for 18.5% of all website traffic.



# FRPA

FLORIDA RECREATION  
& PARK ASSOCIATION



## Star Power

*Recognition from peers as a leader in our field.*

- **Florida Recreation & Park Association**
  - Public Relations Award - Electronic Media
- **Florida Festival & Events Association**
  - 1st place Adaptation of an Event
  - 1st Place PR/Media Campaign
  - 2nd Place Community Engagement Response to Pandemic
  - 3rd Place Public Service Announcement
- **Florida Fish & Wildlife Youth Conservation Centers Network**
  - Outstanding Partner
- **American Red Cross**
  - Top ranking for Aquatic Examiner Services at North Port Aquatic Center.
- **Florida Public Relations Association**
  - Image Award – North Port Aquatic Center Water Safety Campaign
  - Image Award – Warm Mineral Springs Park Marketing Campaign
  - Judges Award – Warm Mineral Springs Park Marketing Campaign
  - Grand All Image Award – Warm Mineral Springs Park Marketing Campaign

# Questions?

