



**City of North Port**  
**PARKS & RECREATION DEPARTMENT**  
 (941) 429-PARK (7275)  
[www.cityofnorthport.com/parksandrecreation](http://www.cityofnorthport.com/parksandrecreation)

**MEMORANDUM**

**TO:** A. Jerome Fletcher II, City Manager  
**FROM:** Sandy Pfundheller, Director  
**SUBJECT:** Monthly Report – January 2022  
**DATE:** February 7, 2022

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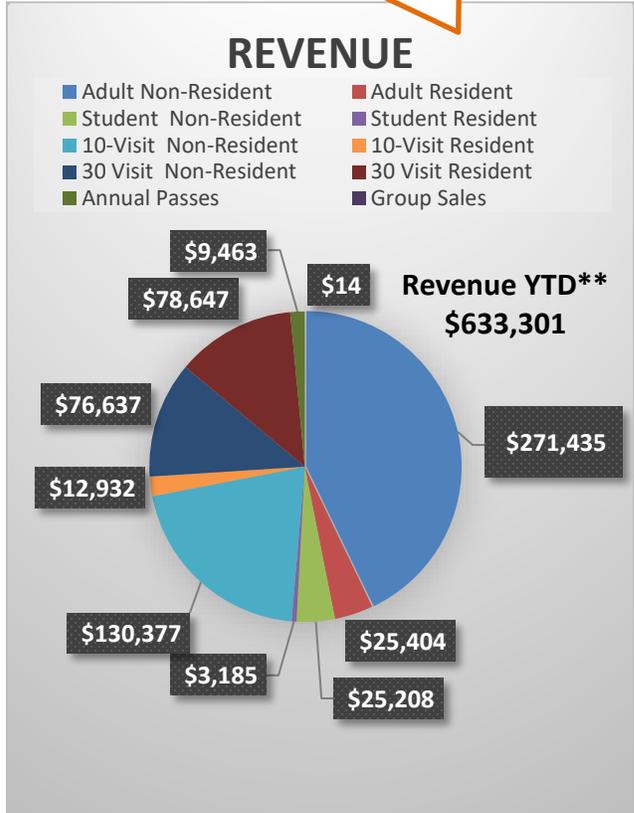
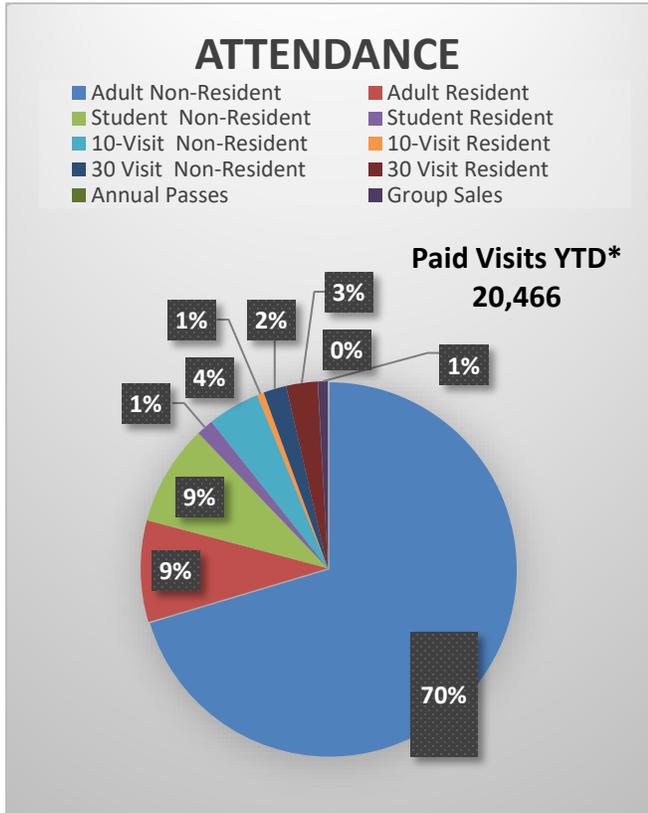
Following is the January 2022 monthly report for the Parks & Recreation Department, including an overview of the budget, attendance data, operational highlights, and updates on various initiatives.

**Parks & Recreation Department**

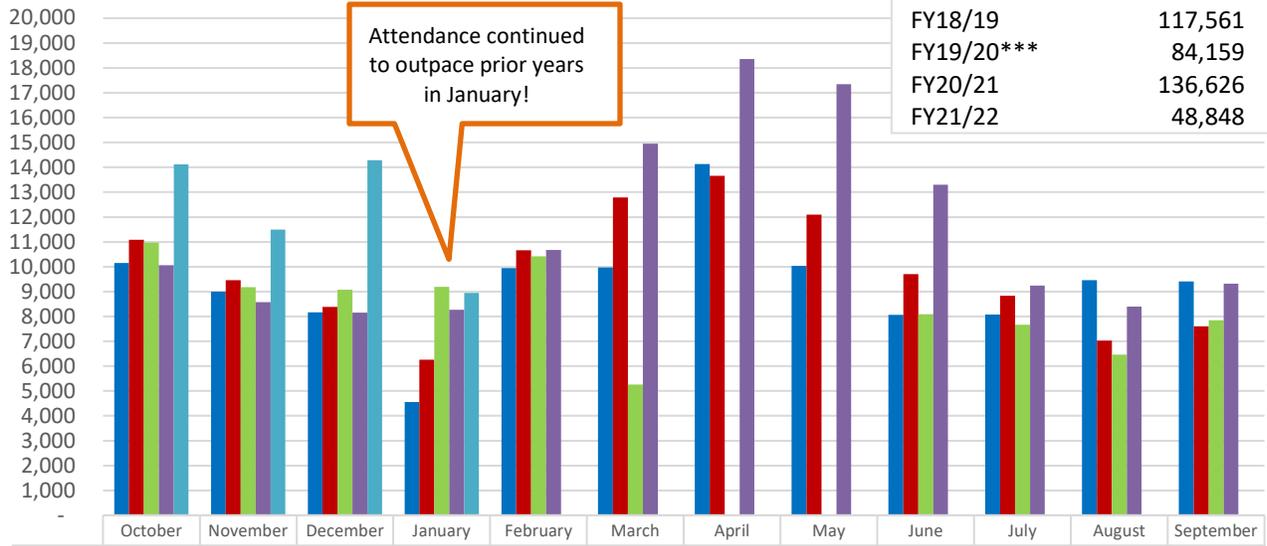
<b>Budget, as of 1/31/22</b>					
		<b>Division</b>	<b>Adjusted Budget</b>	<b>Expenditures*</b>	<b>%</b>
Personnel	001-3036	Parks & Recreation	1,677,470	454,221	27.08%
	001-3037	P&R / Aquatics	1,232,920	241,086	19.55%
	001-3038	P&R / Maintenance	1,133,660	320,166	28.24%
	125-3036	Warm Mineral Springs Park	0	0	0.00%
		Sub Total Personnel		4,044,050	1,015,473
Operating	001-3036	Parks & Recreation	353,275	77,759	22.01%
	001-3037	P&R / Aquatics	405,740	58,869	14.51%
	001-3038	P&R / Maintenance	875,420	107,471	12.28%
	125-3036	Warm Mineral Springs Park	875,580	227,646	26.00%
		Sub Total Operating		2,510,015	471,745
		<b>Budget Totals</b>	<b>6,554,065</b>	<b>1,487,218</b>	<b>22.69%</b>

Record revenue continued in January 2022.

### Warm Mineral Springs Park Admission



### Warm Mineral Springs Park Attendance by Fiscal Year



**Total Attendance**

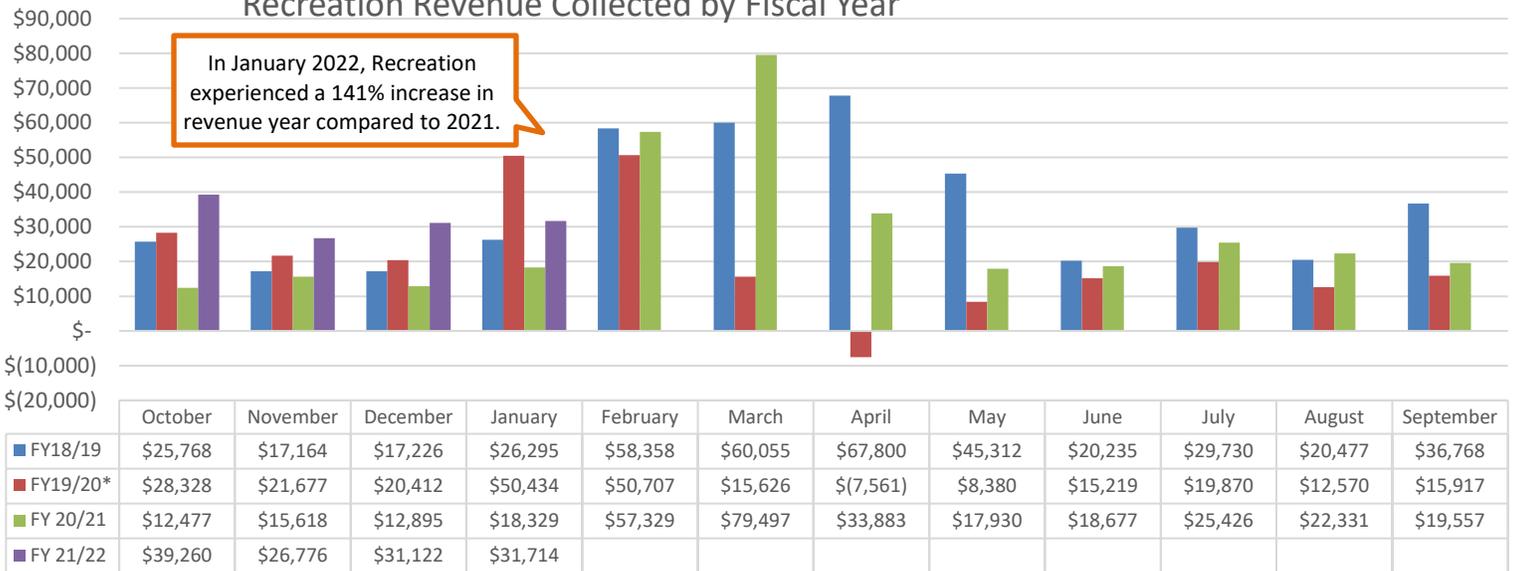
FY17/18	110,962
FY18/19	117,561
FY19/20***	84,159
FY20/21	136,626
FY21/22	48,848

	October	November	December	January	February	March	April	May	June	July	August	September
FY17/18	10,145	8,995	8,171	4,562	9,944	9,978	14,130	10,041	8,064	8,073	9,456	9,403
FY18/19	11,088	9,461	8,379	6,260	10,663	12,785	13,658	12,100	9,706	8,838	7,025	7,598
FY19/20	10,964	9,175	9,080	9,195	10,420	5,258	-	-	8,088	7,663	6,465	7,851
FY20/21	10,055	8,573	8,157	8,275	10,674	14,947	18,355	17,340	13,294	9,245	8,393	9,318
FY21/22	14,117	11,498	14,280	8,953								

\*Paid visits do not include passholder visits.  
 \*\*All revenues reported include sales tax.  
 \*\*\*Warm Mineral Springs Park closed due to COVID-19 on 3/16/2020; and remained closed through April and May 2020. Warm Mineral Springs Park reopened at limited capacity on June 1, 2020 and remained open at limited capacity through August 2020.

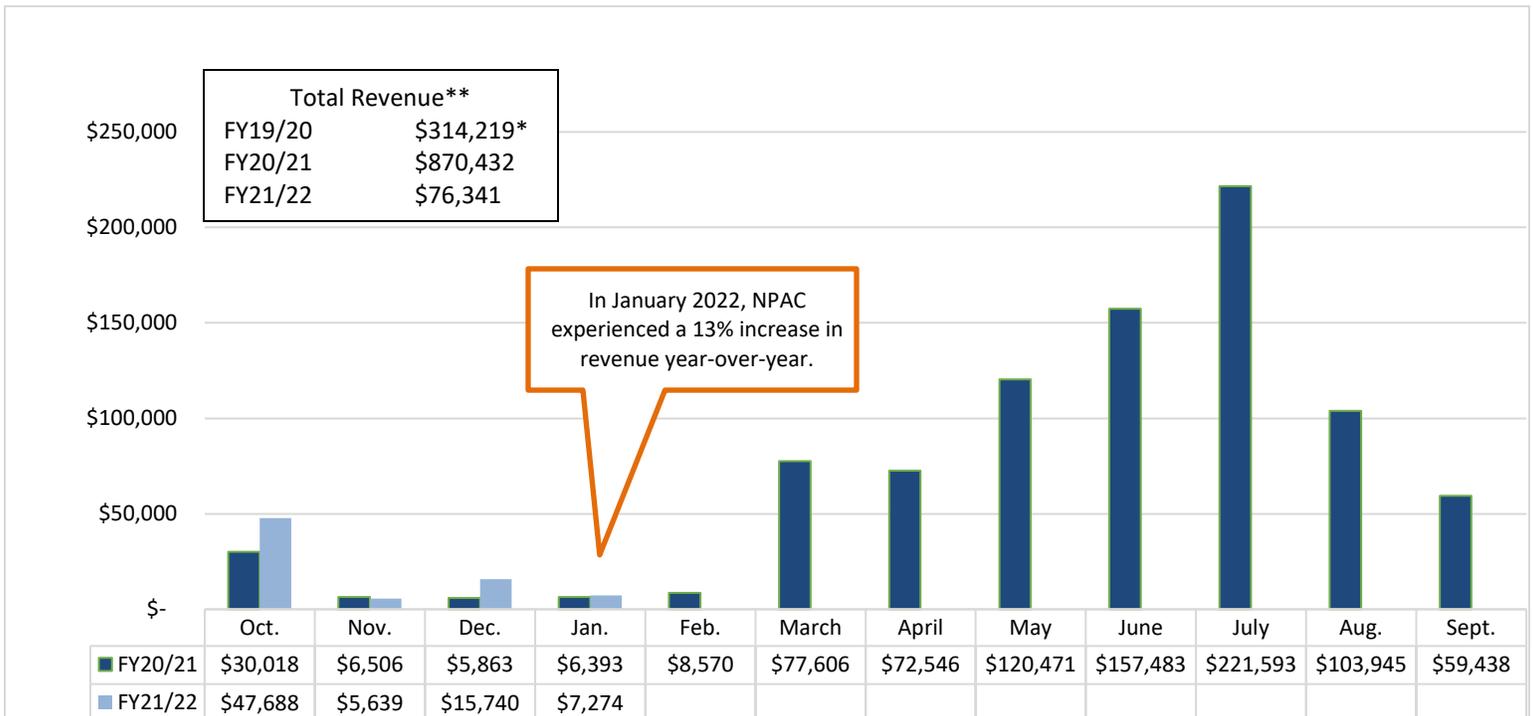
### Recreation Revenue

Recreation Revenue Collected by Fiscal Year



\*Revenue in FY19/20 reflect closures, refunds, and/or capacity limitations due to COVID-19.

### North Port Aquatic Center Admissions, Programs, & Concessions Revenue



\*North Port Aquatic Center closed due to COVID-19 on 3/16/2020; and remained closed through April and May 2020. Aquatic Center reopened at limited capacity on June 1, 2020 and remained open at limited capacity through August 2020.

\*\*All revenues reported include sales tax.

<b>Attendance:</b>			
<b>Recreation Centers:</b> Daily Drop-in/Membership visits: 2,077	<b>Recreation Centers:</b> Group Exercise visits: 552	<b>Recreation Centers:</b> Achieve Anything Members: 1,233	
<b>Aquatic Center:</b> Daily Drop-in/Passholder visits: 772	<b>Aquatic Center:</b> Group Exercise visits: 44	<b>Aquatic Center:</b> Active Passholders: 1,065	
<b>Reservations/Rentals:</b>			
Scout House: 71	<b>Morgan Center</b> Internal/Programs: 81 External Reservations: 33	<b>Mullen Center</b> Internal/Programs: 13 External Reservations: 47	
<b>Park Pavilion Reservations/Rentals:</b>			
<ul style="list-style-type: none"> <li>Atwater Park 1</li> <li>McKibben 4</li> </ul>	<ul style="list-style-type: none"> <li>Dallas White Park 3</li> <li>Blue Ridge 3</li> </ul>	<ul style="list-style-type: none"> <li>Highland Ridge 1</li> <li>Hope 1</li> </ul>	
<b>Adopt-A-Park: Tribute Program (to date)</b>			
Active Agreements: 7 Adopted Parks: 7	Pavers: 16	Benches: 5	Trees: 8

## January Events/Programs/Accomplishments

### Administration

- Conducted monthly CAPRA review.
- To date this fiscal year, the estimated value of in-kind donations received is \$10,600. Total financial sponsorship received to date this fiscal year is \$6,500.
- The Parks & Recreation Facebook page now has 10,386 followers. In the month of January, the page garnered an organic post reach of 147,308, had 11,455 post engagements, as well as 8,076 video views. Facebook events had a reach of 48,066 with 1,301 engagements.
- Visitors to Warm Mineral Springs Park for the month of December totaled 8,953, exceeding three of the last four years during the same month. Visitation was in part driven by the ‘Experience Vintage Florida’ Google Search Engine Marketing (SEM) campaign. The SEM ads target individuals throughout the State of Florida and generated 26,726 impressions, 1,964 clicks, 48 calls to the park, and 12,163 location actions (which indicate intent to visit) in the month of January. FY to date, the campaign cost \$1,440.85.
- Staff facilitated an interview with ABC 7 at WMSP for a Discovering the Suncoast segment.
- Staff collaborated with Economic Development to plan the upcoming Braves Bash celebration at Cool Today Park in partnership with the Atlanta Braves.
- Preliminary planning and layout began for the Summer/Fall edition of the Playbook.
- Staff participated in continuing education opportunities hosted by Florida Recreation & Parks Association and Florida Public Relations Association.
- Final paperwork to support RFB’s for WMSP Building Restoration & Improvements and Myakkahatchee Creek Greenway Trail projects completed.

### Recreation Division

- Winter Camp wrapped up on January 7 with 45 students in attendance. Campers had the opportunity to meet and learn from various City Departments such as North Port Police, Utilities, North Port Fire Rescue, and Public Works. They also completed their own video project and various crafts.
- On January 29, the Recreation Division hosted the Community Yard Sale inside the George Mullen Activity Center due to the cold front. 410 people were in attendance, with 27 vendors.

- The Division held its inaugural North Port Nature Walk, developed in partnership with the Environmental Conservancy of North Port, at Myakkahatchee Creek Environmental Park.

Aquatics Division

- 43 participants were enrolled in the Learn to Swim program.
- Beginner Kayaking class provided water safety training and opportunity to paddle the local blueways.
- On January 8, 25 patrons braved the 68-degree temperatures at the Winter Ice Breaker.
- Staff certified nine new babysitters through the American Red Cross Babysitters Training course.
- Float 4 Life classes began in January.
- Seasonal facility maintenance continued including cleaning of the Atwater splashpad surface.
- Staff met with the Human Resources Department to refine the hiring process for seasonal Lifeguards.
- Outreach at the North Port High School yielded 25 potential hire candidates.

Park Maintenance Division

- Pressure washed sidewalks and pavilions at the Garden of the Five Senses in preparation for the upcoming Say I Do Event.
- Installed railroad ties under the fence between the small and large dog sides at the Canine Club Dog Park and repainted the Department’s large Adirondack chair.
- Inspected and removed rocks and other trip hazards along the dirt paths at Warm Mineral Springs Park and removed the weeds near the Community Garden.
- Cleaned up new sign area, installed shell at Atwater Park, added clay to the infield and pitcher mounds.
- Lined many soccer fields for several events.
- Picked up several vehicle loads of tree debris throughout Butler Park and completed mulching the shrub areas at George Mullen Activity Center.



Pressure washed the concrete and sidewalks at Atwater in preparation for Opening Day.



Attendees enjoyed the first Quarterly Nature Walk at Myakkahatchee Creek Environmental Park.



More than 400 attendees browsed the goods available at the Community Yard Sale.



Repaired the drums at the Boundless Playground.

### Capital Projects

Project #	Project Name	Current Activities
GM20AT	ADA Transition Plan, Phase II	Phase II has been awarded to a contractor and work is scheduled to begin in late February.
P10MCG	Myakkahatchee Creek Greenway Trail	Budget amendment complete and RFB package in Purchasing for formal solicitation.
P15MCC	Myakkahatchee Creek Greenway Land Acquisition	Commission provided direction to continue with purchase of only unimproved properties along the Creek.
P17DGC	Disc Golf Course	Solicitation closed with no responsive bids, working with Purchasing to determine next steps to build this amenity.
P17EPI	Environmental Park Improvements	Staff confirmed appropriate permitting steps to replace a restroom in the same footprint and has requested building specifications and costs from a contractor via a piggyback.
P17NPP	North Port Aquatic Center	Breezeway lights were replaced. Warranty items remain, project manager to coordinate repairs.
P19AP4	Italy Avenue	Under consideration for inclusion with the Dallas White Park Redevelopment opportunity (Colliers Intl.).
P20MPR	Marina Park Restroom	Site survey complete and information submitted to the City Engineer to provide drawings as required by SDR.
WM19BR	Warm Mineral Springs, Building Renovations	Budget amendment complete and RFB package in Purchasing for formal solicitation.
P21DWR	Dallas White Park Conceptual Master Plan Design/Site Renovations	After placing project on hold, Collier’s Intl. is working to update parameters for a redevelopment opportunity at Dallas White Park.
P21KPP	Replacement playground equipment at Kirk Park	City accepted CDBG award on 2/1; County will execute grant agreement on 3/8. Upon receipt of the finalized agreement, a construction schedule will be developed.
P22PAI	Park Amenities	Sourcing equipment.
GM22CN	Canine Club Improvements	Fencing adjustments to be implemented pending material availability. Additional modifications awaiting response to request for quotes.
P22DWP	Replacement Playground Dallas White Park	Playground scope in development.
P22DPB	Legacy Trail Connector Bridge	City and County staff are evaluating opportunities to complete a parking area following the County’s contractor’s installation of the bridge.
P21VET	New Veteran’s (Armed Forces) Memorial Park	Commission provided direction to return with top three names for this location, and further refine preliminary conceptual design.

CC: Parks & Recreation Department

