



Recreation Division Reorganization Presentation

For the City of Joplin

February 6, 2023



Recreation Division Reorganization



Joplin City Manager's Listening Tour

In 2020, the City Manager's Listening Tour was conducted with the purpose to hear the citizens ideas and concerns about the future of our community. With the feedback, the City of Joplin can make plans that will address specific concerns and position our community to have a bright future.

Five questions were asked:

- What makes Joplin special?
- What can Joplin do better?
- What do you see as opportunities for Joplin?
- What is the biggest threat facing our community?
- What do you see for the future of Joplin in the next 5, 10, 15 years?



Recreation Division Reorganization



Parks Master Plan

In August of 2020, the City of Joplin commissioned a Parks Master Plan that would be the “Road Map” for the next ten years of operations and development.

This plan included:

- Examination of current resources
- Community feedback of needs/wants
- Analysis of what exists vs. desires
- List of projects to improve and preserve park system



Recreation Division Reorganization



Community Feedback

With nearly 1,400 people responding the City Manager's Listening Tour, across the five questions, we had approximately 7,000 responses. Key takeaways related to recreation are below:

- Community wants more recreation opportunities for all ages
- More outdoor recreation programs and events
- More cultural events and festivals
- More family events and activities
- And more health and wellness programs and events



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Community Feedback

During the master plan process, ETC Institute created and administered a statistically valid community survey. The outcome was thirty programs the community wanted which were ranked from high priority to low priority. Below are the fifteen programs within the high and medium priority ratings:

- Adult fitness & wellness programs (200 rating; highest)
- History & museums (147)
- Outdoor environmental/nature camps & programs (132)
- Exercise classes (124)
- Community special events (117)
- Senior programs (115)
- Water fitness programs/lap swimming (77)
- Community day trips (73)
- Adult sport leagues (66)
- Private facility rentals (65)
- Youth summer programs & camps (62)
- Youth sports programs & camps (61)
- STEM classes (61)
- Gymnastics/tumbling programs (60)
- Preschool programs/early childhood education (50)



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Parks Master Plan Recommendations

Along with the Parks Master Plan Community Survey, a full-time staffing analysis was conducted by Ballard King. A significant concern that Ballard King raised was the subsidy from the General Fund and the future this could have on the Department. It was the opinion of Ballard King that there should be a focus in the organizational structure regarding revenue generation. In their recommendation, at minimum, an Assistant Director that oversees all Maintenance Operations Divisions needed to be developed, splitting responsibilities so another one could focus on marketing/promotions for the entire Department, and creating another Recreation Coordinator position that has a strong focus on programming.



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Parks &
Stormwater Sales
Tax Renewal

In February 2021, the City Council appointed a Citizen's Committee to prioritize the projects from the Parks Master Plan and the Stormwater Master Plan.

The Citizen's Committee prioritized the projects resulting in the final recommendation project list, which was approved by the City Council.

The project list consisted of 22 park projects and 13 stormwater projects.



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Parks &
Stormwater Sales
Tax Renewal
(continued)

August 3rd, 2021 the City of Joplin asked the voters of Joplin to renew the ¼-Cent Parks & Stormwater Sales Tax. With an overwhelming “Yes” vote of almost 80%, the City of Joplin was able to renew this tax and program for the next 10 years.



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Parks Beautification Program

One of the projects on the approved Parks and Stormwater Sales Tax renewal, is all about making Joplin more attractive by beautifying the various parks throughout the community.

This new program proposes to address the level of beautification across the City's parks system.

Project focuses on:

- Overall park beautification
- Flowerbeds
- City and park entry signs
- Trash removal
- Landscaping projects
- Mowing and trim work



Recreation Division Reorganization



Parks Beautification Program Approval

In March of 2022, the Parks Beautification program proposal was presented at the City Council meeting and was adopted and approved. As you recall, with the approval of the Beautification Hybrid option, an Assistant Director that oversees all maintenance operations within the Parks and Recreation Department would be created.

In November of 2022, an Assistant Director of Parks and Recreation was hired. This was the first step in restructuring the Parks and Recreation Department.



Recreation Division Reorganization



Recreation Division

In March of 2022, the Recreation Manager position became vacant. This position was responsible for overseeing the Recreation Division, as well as the marketing and promotions of several Divisions within the Parks and Recreation Department. The Recreation Division currently consists of two Recreation Coordinators and a Recreation Leader.



Recreation Division Reorganization



Recreation Division Reorganization

During the vacancy, and with the addition of an Assistant Director, the Director of Parks and Recreation assumed the everyday duties of the Recreation Division. During this time, it became clear this would be the perfect opportunity to reorganize the Recreation Division and implement the other recommendations set forth in the Parks Master Plan.



Recreation Division Reorganization



Recreation
Division
Reorganized
Positions

Recreation Coordinator

(Aquatics, Marketing and Promotion, and Registration Software)

Recreation Coordinator

(Youth/Adult Sport Leagues & Instructionals, Tennis Programs, Sport Camps, and Athletic Special Events)

Recreation Coordinator (proposed)

(Community Special Events, Camps, and Youth/Adult programs)



Recreation Division Reorganization



Recreation
Division
Reorganized Positions
(continued)

Recreation Coordinator

(Aquatics, Marketing and Promotion, and Registration Software)

This position continues to oversee the daily duties and responsibilities of the Aquatic Division. New responsibilities would be the marketing/promotions (website, social media outlets, sponsorships, news media liaison) of the entire Department and overseeing the Department registration software.



Recreation Division Reorganization



Recreation
Division
Reorganized Positions
(continued)

Recreation Coordinator

(Youth/Adult Sport Leagues & Instructionals, Tennis Programs, Sport Camps, and Athletic Special Events)

This position continues to oversee all aspects of youth and adult athletics. A new area of focus for this position will be the addition of more fee-based sport camps and athletic special events.



Recreation Division Reorganization



Recreation
Division
Reorganized Positions
(continued)

Recreation Coordinator

(Community Special Events, Camps, and Youth/Adult programs)

This position will assume the programs and events that were being done by the Recreation Coordinator who oversees the Aquatic Division. In addition, will be responsible for creating new fee-based emphasis on programs, community events, and health/wellness classes that were referenced in the City Manager's Listening Tour and the Parks Master Plan Study. The next slide is a proposed list of possible programs and events.



Recreation Division Reorganization



Recreation Division Reorganized Positions (continued)

Existing Events, Camps, and Programs

4th Annual Earth/Arbor Day Event
23rd Annual Turkey Shootout
July 4th Celebration @ MSSU
23rd Annual Old-Fashioned Hayride
3rd Annual Holiday Tree Trail Event
Roll and Stroll Event
Letter to Santa program
Lego Camp x 3
23rd Annual Daddy Daughter Date Night
Breakfast with Santa Event
8th Annual Flashlight Easter Egg Hunt
3rd Annual Mother & Son Dance Event

Revenue Generation
Revenue Generation
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Revenue Generation

Proposed/Possible Events, Camps, and Programs

Fall Community Event in the Park
Spooky Drive through Trail Event
Family Park Day Event
Back to School Bash Event
Adult Cornhole Tournament
Flea Market Parking Lot Event @ JAC
Adult Easter Egg Hunt
E-Sports Event
Youth Cooking 101 Classes x 3
Adult Craft and Sip Classes x 12
ReCreation Kits x 12
Yoga Series in the Parks Classes
Zumba Series in the Parks Classes
Aerobics/Pound in the Parks Classes
Fitness Trail Classes
Mom/Me Classes
Youth Basic Woodworking Classes x 3
Little Squirts Day Trip Classes x 3
Walking Club program
Arts/Craft Camp
Science Camp
Nerf Camp
Playdoh Creation Camp

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Note: This position would also be the liaison for MDC and Wildcat Glades Friends Group. Both organizations use our parks for outdoor programming.



Recreation Division Reorganization



Recreation Division Reorganization Funding

The proposed Recreation Coordinator position is a reclassification from the vacant Recreation Manager position that is currently in our 2023 budget. Below you can see the comparison in funding between the two positions.

| <u>Current Budget:</u> | <u>Grade</u> | <u>Step</u> | <u>Wages</u> | <u>Fringes</u> | <u>Total Budget</u> |
|------------------------|--------------|-------------|--------------|----------------|---------------------|
| Recreation Manager | 300 | 1 | \$45,367 | \$20,644 | \$66,011 |

| <u>Reorganization:</u> | <u>Grade</u> | <u>Step</u> | <u>Wages</u> | <u>Fringes</u> | <u>Total Budget</u> |
|------------------------|--------------|-------------|--------------|----------------|---------------------|
| Recreation Coordinator | 150 | 1 | \$30,707 | \$22,180 | \$52,887 |

Cost/(Savings) (\$13,124)

*Minus operation expense



Recreation Division Reorganization



Recreation
Division
Reorganization
Recommendation

At the September 14, 2022, Park Board meeting, the Recreation Division Reorganization was presented, and board members were all in favor and recommended to City Council. They were informed that this would also be presented to City Council at a later date.

City Staff recommends this reorganization as well.



Recreation Division Reorganization



Recreation
Division
Reorganization
Next Steps

- Advertise the Recreation Coordinator of Community Special Events, Camps, and Youth/Adult Programs position
- Conduct interviews
- Make selection
- Implement and train new employee



Recreation Division Reorganization



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The Joplin Parks and Recreation Department strives to provide quality parks, services, and programs to enhance the quality of life for the citizens of Joplin. This reorganization will help to expand upon the needs and priorities that the citizens of Joplin has told us. We are excited for this next step in the "Road Map" for a better Joplin!

Questions?

