



Parks & Recreation

BUDGET PRESENTATION

FY 2020-2021

➤ TED FRAVEL

- 32 Years Full Time Parks & Recreation
- Degree in Parks & Recreation; Ithaca College
- Responsible for Senior Services
- 16 Years Working with Seniors



STAFFING



➤ STAFFING

- 250 Part-time staff
- 7 Outdoor Pools
- 2 Indoor pools
- 60 Lifeguards





► DEPARTMENT MISSION & SERVICES

The East Hartford Parks and Recreation Department shall care for and develop the parks, playgrounds and other recreational facilities assigned by the town year round. It is the mission of the Parks and Recreation Department to maintain the highest level of standards. The work performed by our staff through outstanding parks, fields, playgrounds, aquatic facilities, special events and programs enhance the quality of life in East Hartford.



➤ ACHIEVEMENTS & ACCOMPLISHMENTS

- Revised rental brochures and forms
- Increased marketing via web, press releases, social media, school flyers and emails through our registration software
- Offered highly attended summer splash parties at our outdoor pools
- Partnered with community groups on Hockanum trail clean-up projects
- Continued to market and promote our programs via East Hartford Community Television show 'Park'n and Rec'n'
- Increased attendance at events at splash parties and summer concerts



➤ ACHIEVEMENTS & ACCOMPLISHMENTS

- Tennis Courts and East Hartford High School
- Playscape on Town Green
- Basketball Courts Hockanum School
- Terry Pool Swings
- Pool Deck Drennan
- Labor Field Basketball Courts and Parking lot

► BY THE NUMBERS



**11,762 program
registrations**



**569 program
sessions offered**



**1,779 facility
reservations**



481 youth ID's



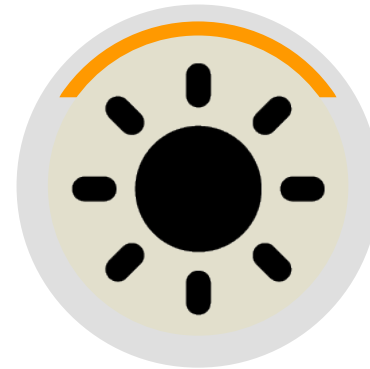
**574 summer
campers**



**915 swim
lesson participants**



**795 online
registration**



**178 picnic
reservations**



**37,261 attended
Community Center**



➤ NEW INITIATIVES

- Expand and improve our existing special events to meet increased interest and attendance
- Improve recruitment, training and retention of seasonal staff
- Continue to offer volunteer opportunities for high school students
- Identify needs for new programming within the community and create targeted new programs as needed
- Streamline registration and facility rental procedures



➤ NEW PROGRAMS

- Women's Golf Program
- Indoor Tennis
- Parent toddler class
- Traditional Ancient Chinese Crafts
- Lifeguard Training Open House
- Taekwondo
- Community Awareness Day
- Collaboration with Library and Schools



➤ SPECIAL EVENTS



➤ CAMPS



➤ AQUATICS





➤ YOUTH & ADULT PROGRAMS



➤ FACILITIES





► DEPARTMENT CHALLENGES

- Minimum Wage Increase
- Seasonal Hiring



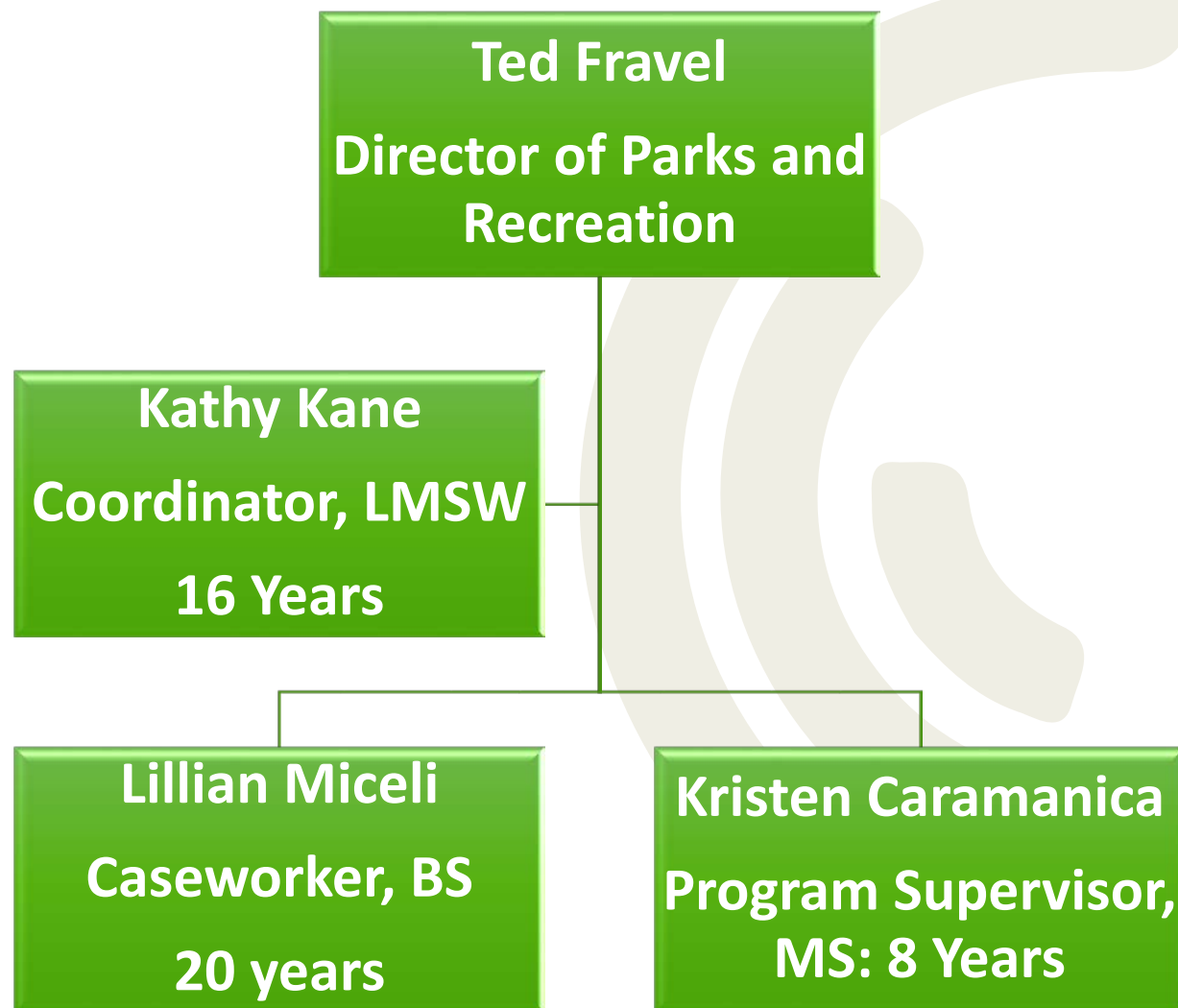


Senior Services BUDGET PRESENTATION

FY 2020-2021



► ORGANIZATIONAL CHART





► DEPARTMENT DESCRIPTION & SERVICES

- Senior Services serves residents ages fifty-five and older as well as their caregivers
- Their mission is to safeguard and empower East Hartford older adults to sustain dignity, integrity, health, well-being and independence
- Staff assist with meeting basic needs, case management, crisis intervention, community education and caregiver consultations



➤ DEPARTMENT DESCRIPTION & SERVICES

- Staff coordinates and oversees a variety of fitness and enrichment classes, health and wellness screenings, educational, cultural and social programs at the senior center
- Staff advises, educates and empowers individuals to navigate the increasingly complex Medicare system



➤ ACHIEVEMENTS & ACCOMPLISHMENTS

- During the past year attendance at the Senior Center has increased exponentially with visitors to the center numbering in excess of 30,000
- Falls Prevention program A Matter of Balance with the East Hartford Health Department





➤ ACHIEVEMENTS & ACCOMPLISHMENTS

- 7,770 Community Café meals served with 23,920 delivered Meals on Wheels coordinated through CRT
- Intergenerational programs in partnership with multiple universities promoting both mental health and wellness





➤ ACHIEVEMENTS & ACCOMPLISHMENTS

SUCCESSFUL NEW PROGRAMS

- Massage therapy
- Reflexology
- Audiology
- No cost diabetic footwear
- Ask the lawyer
- Painting
- Tibetan Bowls
- Six week self care series drumming
- Lion's low vision screening





➤ ACHIEVEMENTS & ACCOMPLISHMENTS

- Offered 55+ Wellness Fair and Flu Clinic with 23 vendors and 170 flu shots given
- Offered Diabetes Self-Management classes in conjunction with the East Hartford Health Department
- Increased number of escorted day/overnight and cruise travel opportunities





► PROGRAMS & INITIATIVES

- Planning for the new East Hartford Senior Center
- Expand services in current location to increase reach to older adults in the community
- Increase marketing efforts to generate awareness of services available



► DEPARTMENT CHALLENGES

- To continually respond to the “Senior Marketplace” and develop new program options.
- To promote a clear, positive and well articulated message of what our senior center can offer to a diverse group of active agers to keep them vibrant and involved.
- New Senior Center



THANK YOU!
