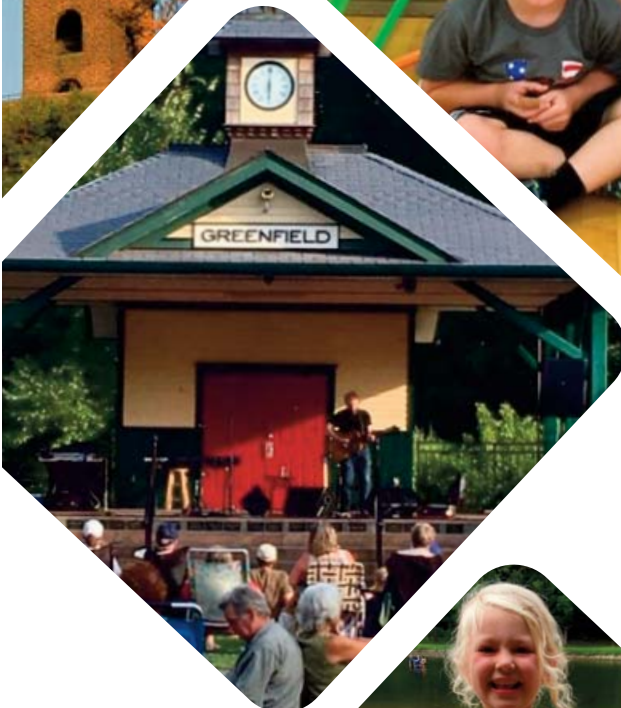


# Greenfield Recreation Department



## 2019 Annual Report



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## Recreation Department

|               |                     |
|---------------|---------------------|
| Christy Moore | Recreation Director |
| Kelly Jenkins | Program Supervisor  |
| Tori VanVleet | Program Supervisor  |

## Recreation Commissioners

Donna DuSell  
 Rachael Jaquay  
 Myrt Jaquay-Wilson  
 Francesca Passiglia  
 Taffy Ruggeri  
 Heather Valenta  
 Barbara Zaccheo



## Office of the Mayor

Mayor .....William Martin  
 Director of General Admin  
 Mark Smith

## 2019 City Council Members

|                  |                   |
|------------------|-------------------|
| Precinct 1 ..... | Vern Sund         |
| Precinct 2 ..... | Mark Berson       |
| Precinct 3 ..... | Brickett Allis    |
| Precinct 4 ..... | Wanda Pyfrom      |
| Precinct 5 ..... | Timothy Dolan     |
| Precinct 6 ..... | Sheila Gilmour    |
| Precinct 7 ..... | Otis Wheeler      |
| Precinct 8 ..... | Douglas Mayo      |
| Precinct 9 ..... | Norman Hirschfeld |
| At Large .....   | Karen Renaud      |
| At Large .....   | Isaac Mass        |
| At Large .....   | Penny Ricketts    |
| At Large .....   | Ashley Stempel    |

## Mission Statement

Our mission is to enrich the lives of the residents of Greenfield by providing safe, welcoming parks and recreation facilities and affordable, diverse recreation and cultural opportunities for people of all ages to play, learn, and build community. We create community through people, parks, and programs.

## Vision Statement

It is the vision of the Greenfield Recreation Department to create a happy and healthy community where residents can live, learn, work, and play.





# Director's Report

I am pleased to share our 2019 Annual Report that summarizes our accomplishments, activities and work over the past year as well as our vision and goals of the department.

We are committed to providing exceptional facilities, events and cultural programs to enrich the lives of our residents; from classes to sports, to splash pad to public art programs and special events, our services are vital to our community.

We embrace our mission through the National Recreation and Parks Association's three pillars of parks and recreation to make a positive impact on the quality of life.

*Health and Wellness:* our staff are leaders in recreation. They encourage physical fitness through sport programs and leagues, support balanced nutrition through the collaboration with the Greenfield Public Schools Meals program, and strengthen skills that enrich the body and mind. *Conservation and Preserving Natural Resources:* we ensure that open space is protected and that our citizens have access to natural areas. *Social Equity Access and Inclusion For All:* we strive to be a catalyst for ensuring all residents have equal access to our resources and services.

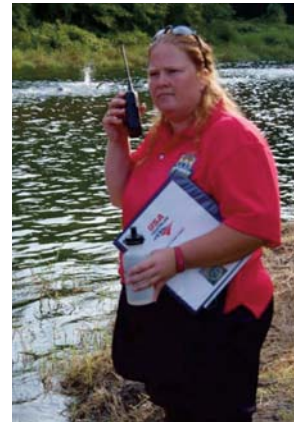
Parks and Recreation provides the local community with a wide variety of recreation, wellness, and leisure programs throughout the year. Individuals of all ages and abilities are considered when developing these programs, with a goal of providing pathways not only to physical health, but also improved social and emotional health for all.

Our staff continues to provide creative, innovative programming that engages citizens of all ages, with all interests and abilities. Youth participate in enriching programs after school, on school breaks, during the summer, and year-round sports programs. Active adults have access to healthy lifestyle opportunities through our sports leagues and programs. Our events continue to appeal to all sectors of the population while encouraging social interactions and creating enduring memories, all in a safe setting.

We are dedicated to the investment of public art, as it contributes to our vibrant community and our creative economy. This investment draws tourists, aligns with our Crossroads Cultural District's mission, and creates a place where people will want to live, learn, work, and play.

Through our Capital Improvement Plan, we will continue to design and maintain our parks and facilities in ways that Recreation Department

are safe, inviting, and vibrant to create a sense of community and contribute to the character of Greenfield. Just as education, public safety, and infrastructure are considered essential public services, parks and recreation facilities and offerings are equally important to establishing and maintaining the quality of life in Greenfield and ensuring the health and well-being of our residents and visitors.



Natural spaces provide physical, mental, and community benefits, as well as opportunities to engage with our natural resources. Parks and open space provide important environmental benefits to the community. They provide green areas for cleaning air and water and the opportunity for residents to have a daily connection with nature. The parks also contain environmentally sensitive areas such as wetland and streams which provide an important habitat for wildlife.

Lastly, we will continue to manage our assets, resources, and youthful work force responsibly and in a manner that reflects the highest standards of personal integrity. We will recruit and retain employees and provide development and enrichment opportunities to promote professional growth. Our staff actively responds to customer input and feedback to consistently provide solutions that meet customers' needs, ensuring a high level of satisfaction.

Parks and Recreation services provide a space and a reason to strengthen the social and familial bonds that provide balance and satisfaction in life. As the highlights suggest, it was a remarkable year for the community. I would like to thank our staff and all those involved for their commitment and service over the past year.

In closing, I would like to thank Mayor Martin for his service and dedication to advancing Greenfield; along with our City Council Members and Recreation Commissioners for their support of the parks, recreation, and cultural programs that continue to make Greenfield a great place to live, learn, work and play.

Please join us in celebrating an extraordinary year and we look forward to seeing you in the parks!

Christy Moore, Recreation Director

# Community Support

## Creating Community Connections

The Recreation Department received donations from a number of local businesses, organizations, and individuals throughout the year. These donations provided support for various programs, activities, special events, and park projects. Our staff recognizes the importance of community involvement and the positive impact that this partnership has on the quality of life of our residents. We would like to express our gratitude to the many volunteers who donate their time to City programs and events, we could not have accomplished so much without you!

~Thank you!

|                             |                                 |   |                           |
|-----------------------------|---------------------------------|---|---------------------------|
| Wormtown Trading            | Hammond Family                  | Yankee Realty                           | A.H. Rist Insurance       |
| WHAI                        | Hawks & Reed                    | Jones Whitsett Architects               | All Energy Solar          |
| Bear Country 95.3           | Mowry & Schmidt                 | Tire Warehouse                          | People's United Bank      |
| 99 Restaurant               | Summit Ice                      | Witty's Funeral Home                    | Pioneer Valley Wood Art   |
| Coldwell Banker             | Adam & Eve                      | A-1 Enterprise                          | Medcare                   |
| Freedom Credit Union        | Swift Cleaners                  | China Gourmet                           | Chamois Butter            |
| Eastern Mountain Sports     | David Singer                    | Melanson Heath                          | Margola, Rosner, & Assoc. |
| Silver Screen Design        | Garden Cinemas                  | Albert B. Allen Insurance               | Bath Fitter               |
| The Recorder                | Greenfield Gallery              | Clayton Davenport                       | Hubie's Tavern            |
| Dick's Sporting Goods       | Greenfield Savings Bank         | SWM                                     | Riff's                    |
| Bicycle World               | Franklin Community Co-Op        | John Ridgway                            | RG Penfield               |
| Hope & Olive                | Olive Street Development        | Small Corp                              | Hangar of Greenfield      |
| Gilmore & Farrell           | Ryan & Casey Liquors            | Antonio's Pizza                         | Hotel Warren              |
| D'Angelo Grilled Sandwiches | Landlord's Business Association | Yankee Self Storage                     | Montague Elks             |
| Design Alternative          | Shelburne Falls Coffee Roasters | People's Pint                           | Beck's Automotive         |
| Finn Insurance              | Ruggeri Real Estate             | Mark Berson                             | Main Street Bar & Grille  |
|                             |                                 | Detectoguard                            | Taylor's Tavern           |
|                             |                                 | Guiding Star Grange                     | Smitty's Pub              |
|                             |                                 | PDP Productions                         | Concord Optical           |
|                             |                                 | Hampton Inn & Suites                    |                           |
|                             |                                 | Health New England                      |                           |
|                             |                                 | Wilson's Department Store               |                           |
|                             |                                 | Franklin First Federal Credit Union     |                           |
|                             |                                 | Greenfield Northampton Cooperative Bank |                           |
|                             |                                 | Upingil                                 |                           |

### Community Connections

The Recreation Department works closely with many community and civic groups throughout the year on projects and programs that benefit the City and residents of Greenfield.

Girl Scouts  
 Boy Scouts  
 Franklin County Rotary  
 Franklin County Amateur Radio Club  
 Kiwanis Club  
 Public Art Committee  
 Progress Partnership  
 FRCOG  
 Franklin County Chamber of Commerce  
 Franklin County Fairgrounds  
 Safe Schools, Safe Streets  
 Communities That Care Coalition  
 Greenfield Public Schools  
 Greenfield Public School Clubs  
 Parent Teacher Organizations

### Fortin Family Volunteer Award Recipients

In recognition of their dedicated volunteer service to the Community

Zaccheo Family  
 Dan Gagaris  
 Passiglia Family  
 The Letourneau Sisters  
 The Demers Family  
 Pam Roberts  
 Rick Weissman  
 Penny Ricketts  
 Janine Greaves  
 The Bucala Family  
 The Poirier Family

# Programs

## Creating Community Through Programs

### Summer Camp

- 542 camper slots filled (out of 560)
- 90% full on opening day of registration
- 8 themed weeks
- 3 field trips & 4 special guests

### After School Programs

- Four Corners- Serving 70 students
- Federal Street- Serving 28 students
- Students enjoy special themes, activities, & clubs
- 12,079 GRASP snacks served

### Vacation Programs

- 61 kids participated in school vacation fun
- Through a partnership with the Greenfield Public Schools, 8 homeless and at risk youth attended the April Vacation Program

### Certification Classes

- Certified 15 new babysitters
- 4 participants certified in first aid & CPR

### Parking Meter Painting

- 21 parking meters painted & installed

### Buddy Baseball

- 12 players with disabilities participated in a game they love
- 4 volunteer buddies and 4 volunteer coaches helped to facilitate the program
- The program traveled to Belchertown for a special game at "Mini Fenway"

### Tee Ball

- 40 players learned the basics of baseball
- 15 volunteer coaches assisted

### Start Smart

- 15 players were introduced to baseball
- 15 players were introduced to soccer



### Adult Softball League

- 15 teams participated
- 325 total players
- 162 total games played



### Tennis

- 25 youth participated in Learn to Play
- 22 participated in youth lessons & league
- 22 participated in adult lessons & league

### Quidditch

- In partnership with the Greenfield Public Library, 30 kids played quidditch

### Swim Lessons

- 43 children were taught to swim

### Learn to Play

- 11 people learned pickle ball basics
- 5 children learned introductory golf skills

### Soccer

- 66 players made their way to the field
- 10 volunteer coaches assisted
- 85 practices and games were held

### Basketball

- 62 youth players made their way to the court
- 10 volunteer coaches assisted
- 122 youth practices and games were held
- 72 adult basketball players and 63 games

### Ski & Snowboarding

- 10 participants and 2 volunteers hit the slopes



# Special Events

## Creating Community Through Programs

### Winter Carnival

- 42 events were held over 3 days
- 11 ice sculptures were on display throughout downtown Greenfield
- An estimated 3,000 people were in attendance throughout the weekend
- 13 decorated vehicles lit up Main Street
- 45 dogs participated in the K-9 Keg Pull
- 40 cardboard sleds raced down Beacon hill in the cardboard sled race



### Movies in the Park

- 5 movies with special guests shown at Beacon Field and the Swim Area
- Approximately 500 attendees

### Bike Rodeo

- Approx. 50-60 participants learned bike safety
- Partnered with Greenfield Kiwanis Club and Franklin Regional Council of Governments to distribute helmets and safety pamphlets

### Energy Park Concert Series

- 3 Sunday Concerts
- 1500 attendees

### Criterium

- 321 cyclists raced through downtown Greenfield
- 50 volunteers assisted on the course



### Independence Day Fireworks Celebration

- 1,318 fireworks shells were launched from Poet's Seat Tower
- An estimated 5,000 people were in attendance at Beacon Field with an estimated 10,000 people throughout the City
- 36 musicians performed for the crowd
- The Poirier Family was awarded the Fortin Family Award for their volunteer service

### Greenfield Triathlon

- 220 athletes participated in the race
- 70 volunteers stationed throughout the course
- 30 athletes participated in weekly Tri Training
- The furthest athlete traveled 3,037 miles from Oakland, CA to participate.
- Athletes ranged in age from 12 to 80

### Riverside BBQ Contest

- 26 professional BBQ teams competed
- 5 teams were international from Canada and the Dutch Caribbean
- 26 certified judges were in attendance

### Halloween

- 1000's of participants trick or treated downtown
- 2,292 dental goodies were donated by 6 area dental offices



*\*Hillside Block Party and Dog Day Cancelled due to inclement weather in 2019*

# Parks & Facilities

## Creating Community Through Parks

The Recreation Department continues to work closely with the Parks Division within DPW in preparing athletic fields, parks for programs, events, games, and tournaments. Our staff coordinates with Greenfield Public School in scheduling and utilizing athletic facilities to meet the needs of the community athletic organizations while also accommodating the requests of scheduling parks and facilities for the public.

### Green River Swim Area

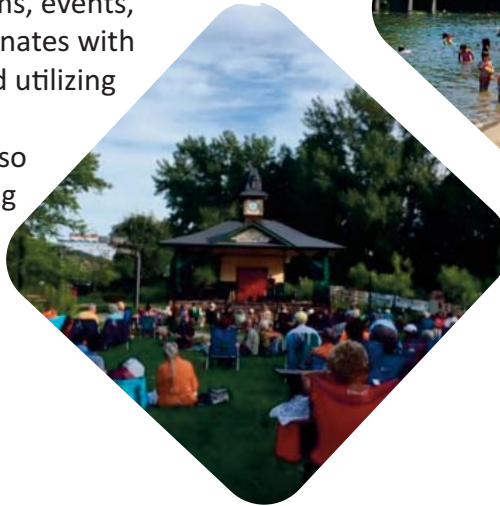
- Open 84 Days
- 953 Passes Sold
  - 708 Renewed Passes
  - 245 New Passes
- 15,541 Total Park Visits
  - 5,507 Pass Holder Visits
  - 5,234 Daily Visitors
  - 2,000 Estimated July 4th Visitors
  - 2,800 Estimated Group Visitors
- 46 Group Rentals including schools, summer camps, and community organizations
- 2 Birthday Packages
- 4 Company Picnic Packages
- 43 Children taught swim lessons
- 13 Lifeguard Rescues
- 2,047 Ice Creams Sold
- 843 Breakfasts served by GPS Meals Program
- 2,320 Lunches served by GPS Meals Program

### Energy Park

- 3 Sunday Concerts
- 14 Coop Concerts
- 5 Military Band Concerts
- 14 Events Rentals
- Green Thumbers maintained gradens weekly

### Hillside Park

- Splash Pad heavily used
- Pick Up Basketball games held
- Home of Quidditch Program
- 37 Softball Games



### Green River Park

- Dog Park heavily used
- 88 softball games held
- Home of Men's Touch Football League

### Mobile Stage Unit

- Used by the Recreation Department 7 times
- Rented to 6 outside groups and organizations

### Park and Facility Improvements

- New playground installed at AEL
- Vets' Field Upgrades
  - Softball batting cage
  - New soccer goals
  - 6 sets of portable bleachers
  - Field irrigation extension
  - Construction of press platform
  - New stadium bleacher stair treads
  - Concessions roof replacement
- Gaga Pit installed at Green River Swim Area
- Slide replaced at Federal Street School
- Approximately 180 yards of beach sand spread at GSA
- 421 square yards of engineered wood fiber spread at playgrounds





# Parks & Facilities

Creating Community Through Parks

## Parks, Public Land & Playgrounds

- 314 acres of parkland and open space
- 514 acres with Conservation Land
- 12 Playgrounds

## Outdoor Amenities

- 96 Park benches
- 86 Park picnic tables
- 1 Outdoor skating rink
- 2 Gaga Pits

## Public Art Collection

- 82 Painted Parking Meters
- 12 Painted Electrical Boxes
- 2 Public Art Sculptures
- 1 Painted Mural
- Energy Park Public art displays



## Did you know the American Sycamore is the largest diameter tree in Greenfield?

- 48" in diameter 4' above the ground
- Most massive tree indigenous to eastern North America
- The bark can peel and develop camouflage patterns





# Employee News



## Staff Development

We continue to recruit, train, and invest in our promising young employees by providing year round staff meetings and professional development to inspire professional growth. Trainings covered include: youth development, behavior management, mental health awareness, trauma sensitivity training, abuse and neglect awareness, medication training, first aid and CPR, food handling, allergy awareness training, etc.



- 11 lifeguard staff meetings and active skill review
- 10 camp staff meetings
- 11 gate and concession staff meetings
- 18 GRASP staff meetings
- 12 professional development hours with GRASP

## Years of Service

We Proudly Recognize Our Staff

5

Michael Aras  
Jaime Byrne  
Shamus Sullivan

6

Allie Fortin

15

Tracey Kelleher  
Kelly Jenkins

THANKS  
FOR  
BEING  
AWESOME



# Financial

## FACTS

### BUDGET

#### Operating Budget

The budget funds the department's three full time employees leaving all other expenses to be covered by the Revolving Fund.

FY19 City Operating Budget  
\$159,427 Personnel Only

#### Revolving Fund

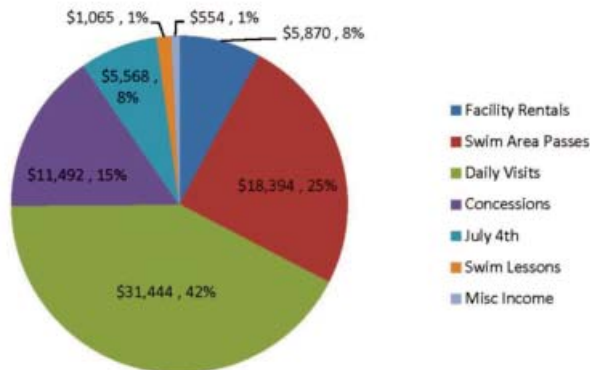
The Recreation Revolving Fund is utilized to support all programs, special events, park operations, and department functions. While we strive for all activities to be self-supporting, a few operate at a deficit. The Swim Area consistently operates at a loss due to the cost of staffing. Below is the breakdown of Swim Area income and expenses for 2019.



#### Financial Aid

\$8,155 awarded in financial aid to over 30 scholarship applicants for reduced cost programming

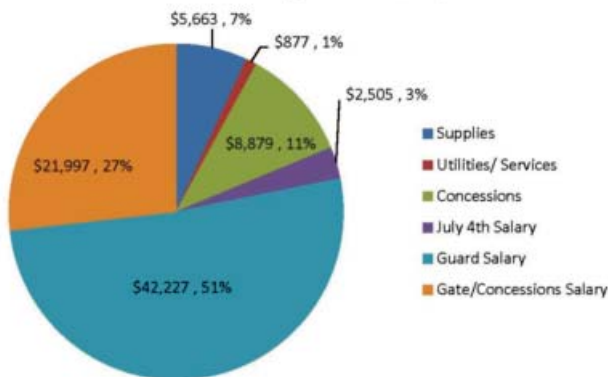
2019 Swim Area Revenue: \$74,386.81



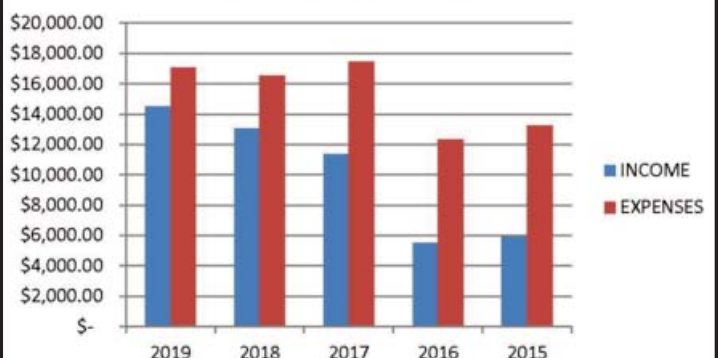
#### Independence Day Fireworks Fund

The Fireworks Revolving Fund is a separate account devoted exclusively to Fireworks revenue and expenses. For the past five years, funds generated from vendors, sponsors, and donations did not cover the cost to produce the event. This has resulted in the depletion of reserve funds which may lead to a scale back of the event unless additional revenue can be generated to offset the deficit.

2019 Swim Area Expenses: \$82,147.74



Fireworks Budget





# 2020 Goals




## Recreation Department Goals

- Upgrade RecTrac & WebTrac Software to provide a smoother online registration process
- Increase Swim Area Pass sales by 5%
- Increase 2020-2021 After School Enrollment at Federal Street School by 20%
- Offer an After School drop in program for Middle School Students
- Seek grant funding for pending park projects
- Expand program offerings for the community
- Continue to utilize the power of social media and expand online presence
- Expand partnerships with area businesses, educators, and potential program partners
- Invest in future public art projects
- Provide and maintain high quality, safe, diversified, sustainable, and accessible parks and recreation system.
- Maintain financial efficiency by maximizing current revenue streams, pursuing alternative revenue sources, and effectively managing expenses
- Expand public outreach, brand recognition, and support for the department.
- Attract, retain, and develop a work force
- Create an amazing customer experience
- Strive for organizational excellence



## Capital Master Plan

| <div>  <div> CITY OF GREENFIELD<br/> RECREATION DEPARTMENT<br/> CAPITAL MASTER PLAN </div> <div> Prepared by: Christy Moore<br/> Updated: 10/16/19 </div> </div> |            |            |            |            |               |            |            |            |            |              |
|---|------------|------------|------------|------------|---------------|------------|------------|------------|------------|--------------|
| DESCRIPTION   | 2021       | 2022       | 2023       | 2024       | 2025          | 2026       | 2027       | 2028       | 2029       | 2030         |
| Four Corners Playground & ACES Equipment  | \$ 82,000  |            |            |            |               |            |            |            |            |              |
| Citywide Outdoor Park Amenities   | \$ 70,000  |            |            |            |               |            |            |            |            |              |
| Skate Park  | \$ 350,000 |            |            |            |               |            |            |            |            |              |
| Park Bleachers  |            | \$ 105,000 |            |            |               |            |            |            |            |              |
| Shattuck Park Fitness Cluster   |            | \$ 25,000  |            |            |               |            |            |            |            |              |
| Beacon Park Upgrades: Adult Exercise Circuit, Bocce Courts, Water Fountains   |            | \$ 60,000  |            |            |               |            |            |            |            |              |
| Rocky Mountain Ridge Trail Map Development  |            |            | \$ 55,000  |            |               |            |            |            |            |              |
| Hillside Park Upgrades: Pavilion, Walking Path, Shade Structure   |            |            | \$ 178,000 |            |               |            |            |            |            |              |
| Murphy Park Upgrades  |            |            |            | \$ 155,000 |               |            |            |            |            |              |
| Poet Seat Upgrades Stairs, Benches  |            |            |            | \$ 45,000  |               |            |            |            |            |              |
| Public Art Projects   |            |            |            | \$ 25,000  |               |            |            | \$ 25,000  |            |              |
| Recreation & Wellness Center Public/Private Partnership   |            |            |            |            | \$ 60,000,000 |            |            |            |            |              |
| Beacon Park Walking Path  |            |            |            |            |               | \$ 120,000 |            |            |            |              |
| Abercrombie Park Upgrades   |            |            |            |            |               | \$ 55,000  |            |            |            |              |
| Disc Golf Course  |            |            |            |            |               | \$ 25,000  |            |            |            |              |
| Outdoor Amphitheater  |            |            |            |            |               |            |            |            |            |              |
| Classroom Four Corners School   |            |            |            |            |               |            | \$ 40,000  |            |            |              |
| Park Pre-Cast Bathrooms   |            |            |            |            |               |            | \$ 200,000 | \$ 200,000 | \$ 200,000 | \$ 200,000   |
| Urban Visions Bike Trails & Corridors   |            |            |            |            |               |            |            | \$ 100,000 |            |              |
| Energy Park Site Amenities  |            |            |            |            |               |            |            | \$ 50,000  |            |              |
| Green River School Playground   |            |            |            |            |               |            |            |            | \$ 55,000  |              |
| Highland Park Playground  |            |            |            |            |               |            |            |            | \$ 50,000  |              |
| Highland Park Environmental Center  |            |            |            |            |               |            |            |            |            | \$ 2,500,000 |
| Boat Launch & Waterfront Boardwalk  |            |            |            |            |               |            |            |            |            | \$ 1,000,000 |
| TOTALS  | \$502,000  | \$190,000  | \$233,000  | \$225,000  | \$60,000,000  | \$200,000  | \$240,000  | \$375,000  | \$305,000  | \$3,700,000  |



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