



**VISALIA**

# **Parks & Recreation Department**

## **Recreation Division**

**Presented by:**  
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**October 20, 2025**

# Recreation Division Presentation



- Mission, Goals, & Objectives
- Community Engagement
- Community Rentals
- Enrichment
- Sports Leagues, Clinics, & Camps
- Aquatics
- Special Events

# Mission, Goals, & Objectives

## Mission

To improve the quality of life for the citizens of Visalia by providing exceptional parks, places, programs and services at a good value to taxpayers and customers.

## Goal

Increase community participation in programs by expanding outreach and offering new, diverse, and affordable programs.

## Objectives

Partner with local organizations, special interest instructors, and businesses to develop and launch new programs.

Enhance digital marketing and promotions through increase of social media campaigns and e-newsletters.

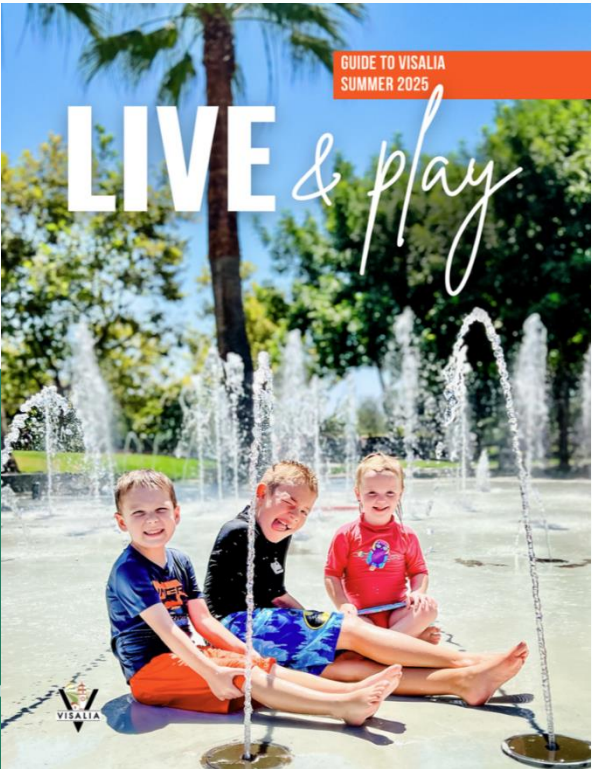
# Community Engagement

Keeping our community informed and involved by sharing the programs, events, and services designed just for them.

## Seasonal Programming

Live & Play  
Guide to programs and events.

Nearly 50,000 digital impressions.



## Social Media Footprint

@VisaliaLiveandPlay  
Instagram and Facebook



## Marketing Campaigns

Targeted campaigns - boost community awareness and engagement.

Cohesive strategy - highlight impact, accessibility and value



## Community Events

Marketing at local community and business events

Promote seasonal programs



# Recreation Divisions

Recreation divisions work collaboratively to provide cohesive, inclusive, and enriching services that collectively enhance the well-being and quality of life for the community.

|                                                                                                                                                                                         |                                                                                                                                                                                                                   |                                                                                                                                                                                                           |                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>Enrichment</div> <div>Tiny Tots<br/>Youth<br/>Teens<br/>Adults</div> <div>Seniors<br/>All-Ages<br/>Family</div>                                                                    | <div>Adult Sports</div> <div>Leagues<br/>Soccer<br/>Softball<br/>Volleyball<br/>Pickleball</div> <div>Open-Gym<br/>Basketball<br/>Futsal<br/>Volleyball</div>                                                     | <div>Youth Sports</div> <div>Seasonal Leagues<br/>Flag Football (Fall)<br/>Basketball (Winter)<br/>Baseball (Spring)<br/>Volleyball (Spring)</div> <div>Camps &amp; Clinics<br/>Volleyball<br/>Golf</div> | <div>Special Events</div> <div>Accessible &amp; Affordable<br/>Education &amp; Culture<br/>Placemaking<br/>Neighborhood Centric<br/>Tourism</div> |
| <div>Senior Center</div> <div>Lunch Program<br/>Encourage Social Connection<br/>Support Lifelong Learning<br/>Access to Resources &amp; Support<br/>Promote Health &amp; Wellness</div> | <div>After-School</div> <div>Provide Positive Role Models<br/>Safe &amp; Supportive Environment<br/>Foster Social &amp; Emotional Growth<br/>Encourage Development<br/>Ensure Accessibility &amp; Inclusion</div> | <div>Specialty &amp; Day Camps</div> <div>School Intermission<br/>Themed Activities<br/>Ages 5 – 12<br/>Childcare</div>                                                                                   | <div>Aquatics</div> <div>Spring &amp; Summer Seasons<br/>Swim Teams<br/>Swim Lessons<br/>Public Swim<br/>Enrichment</div>                         |
| <div>Facility Management</div> <div>Park and Community Centers<br/>Private Party Rentals<br/>Community Organizations Use<br/>Gymnasium Games &amp; Practice</div>                       | <div>Field Management</div> <div>Fields &amp; Outdoor Courts<br/>Contract Management - Leagues<br/>Seasonal Brokering Periods</div>                                                                               | <div>Business Office &amp; Customer Service</div>                                                                                                                                                         |                                                                                                                                                   |

# Community Rentals Facilities

| FACILITY                             | AMENITIES                                                                        |                                                                 | NUMBER OF BOOKINGS |
|--------------------------------------|----------------------------------------------------------------------------------|-----------------------------------------------------------------|--------------------|
| Anthony Community Center             | Meeting Room<br>Dance Studio<br>Multi-purpose Room<br>Gymnasium<br>Courtyard     | Park Open Space<br>Play Structures<br>Skate Park<br>Parking Lot | 78                 |
| Manuel F. Hernandez Community Center | Gymnasium<br>Park Open Space<br>Play Structures<br>Exterior Stage<br>Parking Lot | Lighted Basketball Courts<br>Horseshoe Pits                     | 33                 |
| Visalia Senior Center                | 3 Meeting Rooms<br>Multi-Purpose Room                                            | Courtyard<br>Parking Lot                                        | 41                 |
| Whitendale Community Center          | Multi-Purpose Room<br>Courtyard<br>Parking Lot                                   | Park Open Space<br>Play Structures                              | 103                |



# Community Rentals

## Park Arbors, Picnic Areas, & Special Events

| FACILITY             | AMENITIES                                                                                |                                                                                                  | NUMBER OF BOOKINGS |
|----------------------|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------|
| Plaza Park           | Covered Arbors<br>Uncovered Picnic Areas<br>Play Structures<br>Bathrooms<br>Pond         | Parking Lots<br>Tennis & Pickleball Courts<br>Softball Fields<br>Horseshoe Pits<br>Dog Park      | 198                |
| Riverway Sports Park | Covered Arbors<br>Uncovered Picnic Areas<br>Play Structures<br>Bathrooms<br>Parking Lots | Seasonal Splash Pad<br>Soccer Fields<br>Baseball Complex<br>Softball Complex<br>Trailhead Access | 277                |
| Blain Park           | Covered Arbors<br>Play Structures<br>Bathrooms                                           | Parking Lots<br>Open Grass Area                                                                  | 84                 |
| Whitendale Park      | Covered Arbors<br>Play Structures<br>Bathrooms                                           | Parking Lots<br>Softball Fields<br>Community Center                                              | 30                 |
| Others               | 32 Parks with Reservable Arbors/Picnic Areas                                             |                                                                                                  | 68                 |



# Community Rentals

## Athletic Fields & Courts

| FACILITY             | AMENITY           | NUMBER OF HOURS RESERVED |
|----------------------|-------------------|--------------------------|
| Riverway Sports Park | Baseball (4)      | 1,503                    |
|                      | Softball (4)      | 1,864.25                 |
|                      | Soccer (10)       | 3,806.50                 |
|                      | Multi-purpose (2) | 398.50                   |
| Plaza Park           | Softball (5)      | 862.75                   |
|                      | Tennis (6)        | 465                      |
|                      | Pickleball (8)    | 1,912.75                 |
|                      | Horseshoe (8)     | 34.50                    |
| Jefferson Park       | Multi-purpose (1) | 84.50                    |
| Fairview Park        | Soccer (2)        | 42.0                     |
| Recreation Park      | Pickleball (2)    | 474.50                   |
|                      | Basketball (2)    | 56                       |
| Summers              | Basketball (3)    | 13                       |
| St. John's           | Trail (1)         | 36.50                    |
| Whitendale           | Softball (4)      | 617.75                   |



# Enrichment

## Explore more. Learn more. Be more.

- > Objective - Partner with local organizations, special interest instructors, and businesses to develop and launch new programs.
- > 12 New Partners!

| CATEGORY                      | CLASSES OFFERED      | ENROLLMENT |
|-------------------------------|----------------------|------------|
| TINY TOTS (AGES 6 MN – 5 YRS) | 93                   | 1,095      |
| YOUTH & TEENS                 | 105                  | 1,193      |
| ADULTS                        | 109                  | 928        |
| ALL AGES & FAMILY             | 30                   | 334        |
| SENIORS (AGES 55+ YRS)        | 72                   | 1,003      |
| TOTALS                        | 409                  | 4,553      |
| NUMBER OF SUCCESSFUL CLASSES  | 292 71% Success Rate |            |



# Senior Center

• Social, Fun, Enriching, & Delicious •

## Weekly Activities

Support Lifelong Learning  
Encourage Social Connection  
Promote Health & Wellness

**Participation**  
**4,399**

## Lunch Program

Low-cost senior lunch program  
aims to promote nutrition, social  
engagement, and well-being  
among older adults in an accessible  
and community-based setting

**Meals Served: 16,091**  
**Dine-In: 8,370**  
**To-Go: 7,721**

## Events & Highlights

Special Events & Luncheons  
Volunteer Program

Thanksgiving Luncheon  
Christmas Luncheon



# The Manuel

## Year Round - After-School & Extend Intersession

A free, safe, and engaging program for Visalia youth grades Kindergarten to 12<sup>th</sup> that promotes positive role models, personal growth, and exposure to new skills and interest.

### Clubs & Activities

Cheer  
Robotics  
Illustrators  
Dance  
Art & Pottery  
Swim Lessons  
Sport Science

### Highlights

Participation Attendance: 16,208  
Average Attendance: 54  
Weekdays: 59  
Saturdays: 27  
*Increase 7.8% from prior year*

### Events & Trips

Float in Candy Cane Lane Parade  
STEAM Expo  
Tech Museum, San Jose  
Monterey Bay Aquarium  
Gilroy Gardens  
Spring Showcase



# Day Camp & Specialty Camps

Designed to promote social interaction, creativity, and physical activity, day camps help participants build confidence, develop new skills, and make lasting friendships in a supportive environment.

| CATEGORY              | NUMBER OF WEEKS | ENROLLMENT |
|-----------------------|-----------------|------------|
| Winter Camp           | 2               | 45         |
| Spring Camp           | 1               | 37         |
| Summer Camp           | 10              | 516        |
| Summer Specialty Camp | 10              | 112        |
| TOTALS                | 23              | 710        |



# Adult Sports

## Seasonal Leagues

| SPORT                  | SEASON                       | REGISTERED  | NUMBER OF PLAYERS |
|------------------------|------------------------------|-------------|-------------------|
| Co-Ed Soccer           | Fall, Spring, Summer         | 29 Teams    | 522               |
| Co-Ed Volleyball       | Fall, Winter, Spring, Summer | 128 Teams   | 1,536             |
| Co-Ed Pickleball       | Fall, Spring, Summer         | 448 Players | 448               |
| Co-Ed & Men's Softball | Fall, Spring, Summer         | 139 Teams   | 2,085             |



## Year-Round Open Gym

| SPORT      | DAYS    | PARTICIPANTS | AVERAGE ATTENDANCE |
|------------|---------|--------------|--------------------|
| Basketball | Mondays | 813          | 17                 |
| Volleyball | Sundays | 1,181        | 31                 |
| Pickleball | Varies  | 276          |                    |
| Futsal     | Sundays | 0            | 0                  |

# Youth Sports

## Camps & Clinics

| SPORT      | SEASON                 | PARTICIPANTS | PARTNER       |
|------------|------------------------|--------------|---------------|
| Golf       | Winter, Spring, Summer | 90           | Mulligan's    |
| Volleyball | Spring                 | 54           | Sequoia Crush |

## Seasonal Leagues

| SPORT                           | SEASON | AGES         | PLAYERS | TEAMS | VOLUNTEERS |
|---------------------------------|--------|--------------|---------|-------|------------|
| Co-Ed Flag Football             | Fall   | 5 – 12 years | 613     | 46    | 88         |
| Co-Ed, Boys, & Girls Basketball | Winter | 5 – 14 years | 625     | 66    | 92         |
| Co-Ed Baseball                  | Spring | 3 – 9 years  | 243     | 24    | 36         |
| Co-Ed Volleyball                | Spring | 9 – 12 years | 311     | 32    | 46         |



# Aquatics



Aquatic programs play a vital role in promoting health, safety, and community engagement by providing opportunities for physical fitness, lifesaving skill development, and inclusive recreation for all ages and abilities.

## Swim Teams

New Swimmer Skills Test: 249  
Swim Teams: 542

## Swim Lessons

Ages: 6 months +  
Private: 227  
Group: 703  
Parent & Child: 100  
TOTAL: 1,030

## Public Swim

Attendance: 1,661  
Average Daily Attendance: 39

## Lap Swim

Offered during Swim Lessons &  
Public Swim  
16 Passes Sold

## Diving Clinic

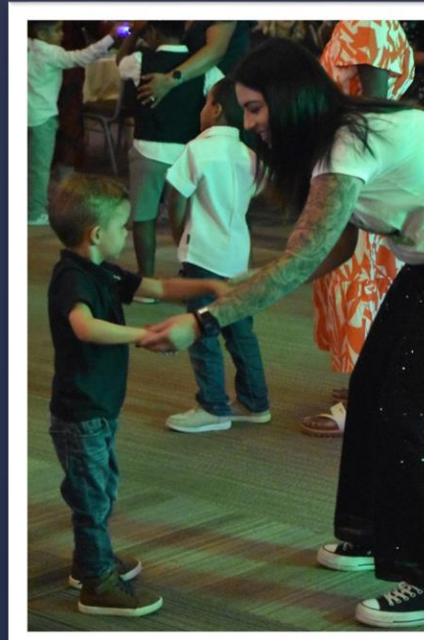
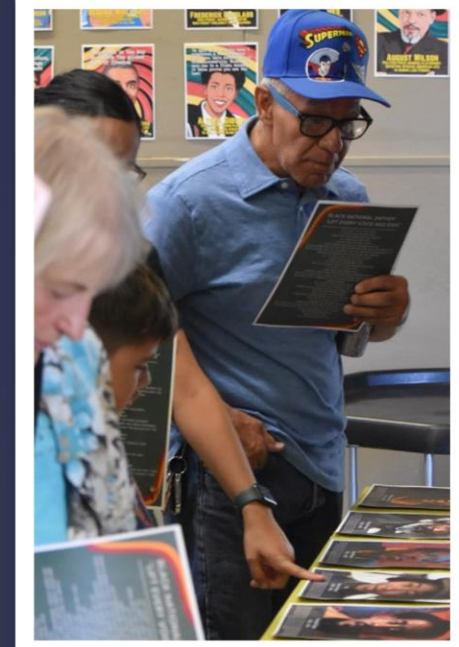
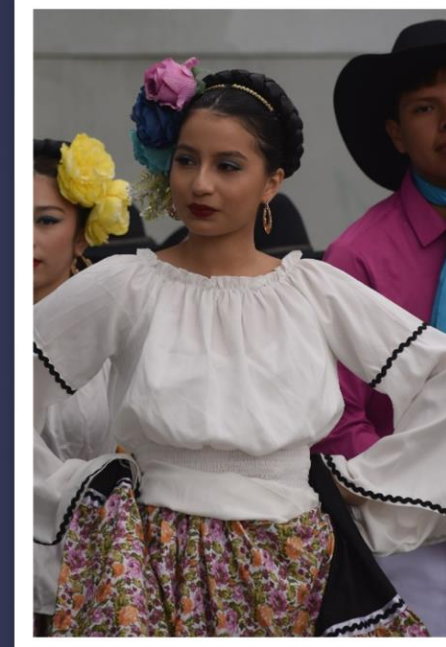
Ages 10 – 17  
2 Sessions: 14 Students

## Mermaid Magic: Story & Swim

Ages 2 - 5  
3 Sessions: 41 Students

# Special Events

- Accessible & Affordable
- Education & Culture
- Placemaking
- Neighborhood Centric
- Tourism



# Special Events

## Fall

- 14<sup>th</sup> Annual Corporate Games
- Teen Night Series
- Fall Dance Series
- Movies in the Park
- Senior Center Open House
- Spooktacular
- Teen Nerf Battle

## Winter

- Christmas Movie at the Plaza
- Holly Jolly Jingle
- All-Ages Nerf Battle
- Car Seat Safety
- 18<sup>th</sup> Annual Father Daughter Dance
- Ping Pong Tournament
- Teen Night Series

## Spring

- Party for the Planet
  - *Earth & Arbor Day Celebration*
- 24<sup>th</sup> Annual Dia de los Ninos
- 6<sup>th</sup> Annual Mother & Son Dance
- 8<sup>th</sup> Annual Senior Games

## Summer

- Juneteenth
- Summer Night Lights Series
- Teen Night Series
- 2<sup>nd</sup> Annual Independence Spectacular

### City Lead

### Supporting Partner Events

- El Grito en Visalia
- KJUG Free Concert
- National Night Out

- Christmas at the Plaza
- PAL Christmas Tree Lighting

- Irish Festival
- Tulare County Renaissance Fair

- Great American Race



Estimated attendance, nearly 10,000

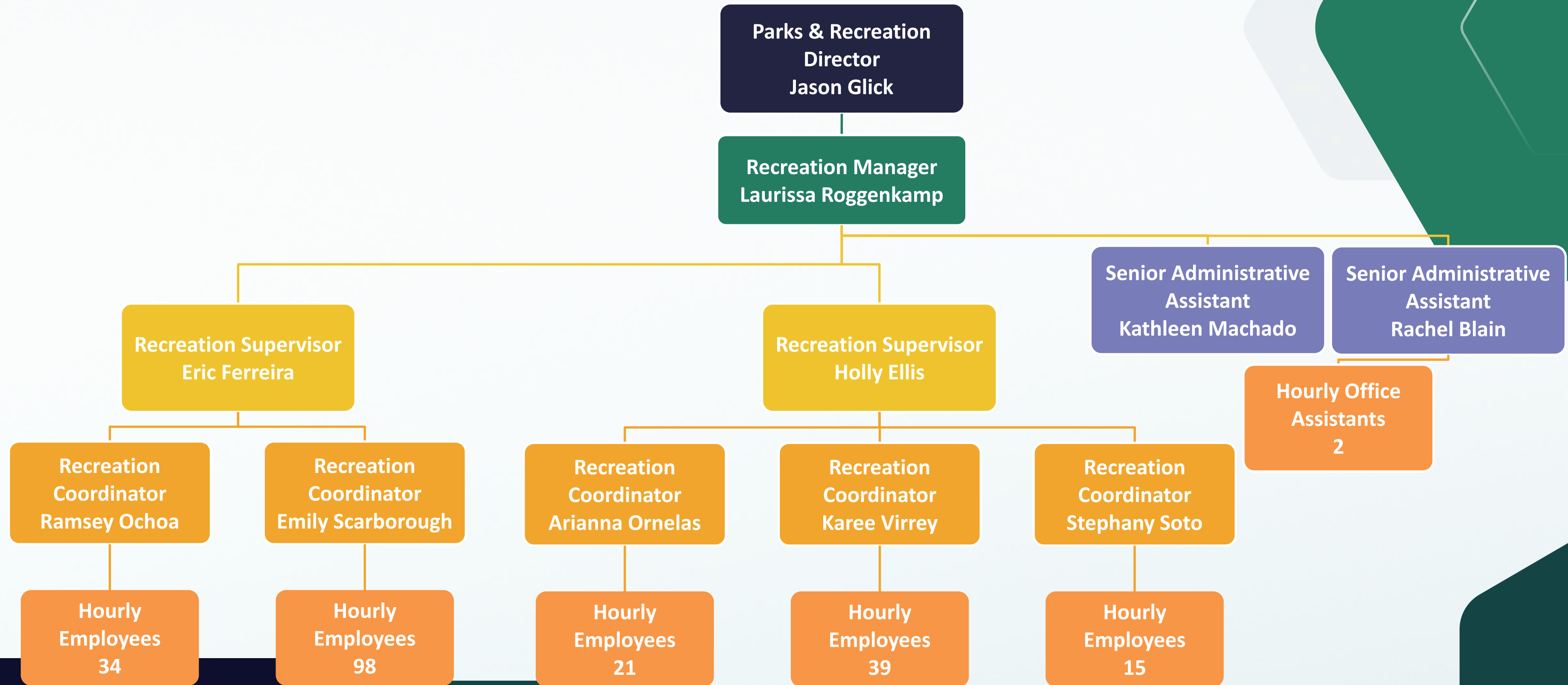
## PARTNERS

- Momentum Broadcasting  
*KJUG, Hitz 104.9, My 97.5, 99.7 Classic Rock*
- Bueno Beverage
- Visalia Unified School District
- Visalia Parks & Recreation Foundation
- City of Visalia Police Department
- City of Visalia Fire Department
- City of Visalia Community Development Department
- City of Visalia Engineering Department

## SPONSORS

- San Joaquin Valley Air Pollution Control District
- United Rentals
- AC Electric
- FunFlicks
- Amigos Restaurant & Cantina
- Raising Canes
- Orangetheory Fitness Visalia
- American Ambulance

# Recreation Division



# Parks & Recreation Commission

## The Parks & Recreation Commission Mission:

- Advise the City Council and City Parks & Recreation Staff
- Quality Parks & Programs -
  - Parks - Safe, properly maintained, and equally accessible
  - Recreation Programs - For all ages to meet the ever-changing interests of diverse and multi-cultural community
- Develop facilities that will accommodate the needs of our active and growing community
- Be open and actively responsive to input from individuals and community organizations

## Accomplishments:

- Annual Items
  - Review of Requests for Fee Waivers for Non-City Organization Utilizing the Visalia Senior Center.
  - Review and Recommendation to City Council of Recreation Rates & Fees
- Review of New or Upgrades to Parks & Facilities
  - Riverway Sports Park Fencing Project
  - Public Input Meeting – Neighborhood Parks 1, 2, 3
    - Elliot Property – Recommendation to City Council
    - Pearl Wood Property – Recommendation to City Council
    - Victory Oaks Property
  - Riverway Dog Park

Meetings held on the second Tuesday evening of each month at 5:30 P.M. (*unless otherwise announced and publicly noticed*) at City Hall in Council Chambers.

# In Development

## Parks & Recreation Master Plan and Needs Assessment

Foundational strategic roadmap to guide the acquisition, development, maintenance, and programming of parks and recreation facilities in alignment with the City's General Plan over the next 20 years.

### **Key Recreation components of the Master Plan include:**

- A comprehensive needs assessment for recreation programs and facilities through statistically valid survey
- Program trend analysis
- Cost recovery policy review and recommendation
- Facility use review and recommendation
- Prioritization of improvements to existing programming
- A strategy for ensuring fair and equitable access to parks and green space throughout the community
- Development of goals, policies, guidelines, and implementation strategies based on realistic funding scenarios



**VISALIA**

# THANK YOU!



**visalia.gov**  
**Liveandplayvisalia.com**



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