

Parks & Recreation Department

Recreation Division



Presented by:

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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 enewsletters.

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.

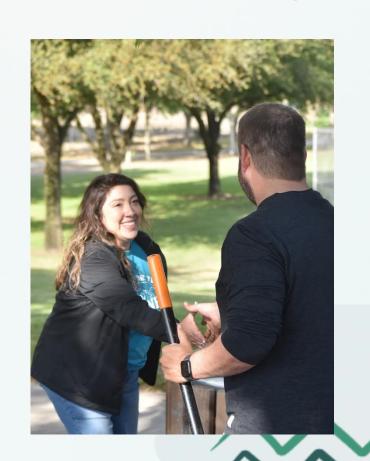
Cohesive strategy - highlight impact, accessibility and value



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.

Enrichment

Tiny Tots Seniors
Youth All-Ages
Teens Family
Adults

Adult Sports

Leagues Open-Gym
Soccer Basketball
Softball Futsol
Volleyball Volleyball

Youth Sports

Seasonal Leagues Camps & Flag Football (Fall) Clinics
Basketball (Winter) Volleyball
Baseball (Spring) Golf
Volleyball (Spring)

Special Events

Accessible & Affordable Education & Culture Placemaking Neighborhood Centric Tourism

Senior Center

Lunch Program
Encourage Social Connection
Support Lifelong Learning
Access to Resources & Support
Promote Health & Wellness

After-School

Pickleball

Provide Positive Role Models
Safe & Supportive Environment
Foster Social & Emotional Growth
Encourage Development
Ensure Accessibility & Inclusion

Specialty & Day Camps

School Intermission Themed Activities Ages 5 – 12 Childcare

Aquatics

Spring & Summer Seasons
Swim Teams
Swim Lessons
Public Swim
Enrichment

Facility Management

Park and Community Centers Private Party Rentals Community Organizations Use Gymnasium Games & Practice

Field Management

Fields & Outdoor Courts Contract Management - Leagues Seasonal Brokering Periods **Business Office & Customer Service**

Community Rentals Facilities

Manuel F. Hernandez Community Center

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

Community Rentals Park Arbors, Picnic Areas, & Special Events

FACILITY	AM	NUMBER OF BOOKINGS	
Plaza Park	Covered Arbors Uncovered Picnic Areas Play Structures Bathrooms Pond	Parking Lots Tennis & Pickleball Courts Softball Fields Horseshoe Pits Dog Park	198
Riverway Sports Park	Covered Arbors Uncovered Picnic Areas Play Structures Bathrooms Parking Lots	Seasonal Splash Pad Soccer Fields Baseball Complex Softball Complex Trailhead Access	277
Blain Park	Covered Arbors Play Structures Bathrooms	Parking Lots Open Grass Area	84
Whitendale Park	Covered Arbors Play Structures Bathrooms	Parking Lots Softball Fields 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



EnrichmentExplore 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 12th 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	
Futsol	Sundays	0	0



Youth Sports



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

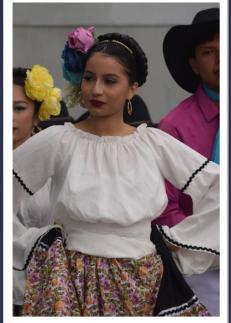
Ages 2 - 5

3 Sessions: 41 Students

Special Events

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

















Special Events

Fall	Winter	Spring	Summer
	C	ity Lead	
 • 14th Annual Corporate Games • Teen Night Series • Fall Dance Series • Movies in the Park • Senior Center Open House • Spooktacular • Teen Nerf Battle 	 Christmas Movie at the Plaza Holly Jolly Jingle All-Ages Nerf Battle Car Seat Safety 18th Annual Father Daughter Dance Ping Pong Tournament Teen Night Series 	 Party for the Planet Earth & Arbor Day Celebration 24th Annual Dia de los Ninos 6th Annual Mother & Son Dance 8th Annual Senior Games 	 Juneteenth Summer Night Lights Series Teen Night Series 2nd Annual Independence Spectacular
	Supporting	g Partner Events	
El Grito en VisaliaKJUG Free ConcertNational Night Out	•Christmas at the Plaza •PAL Christmas Tree Lighting	Irish FestivalTulare County Renaissance Fair	•Great American Race



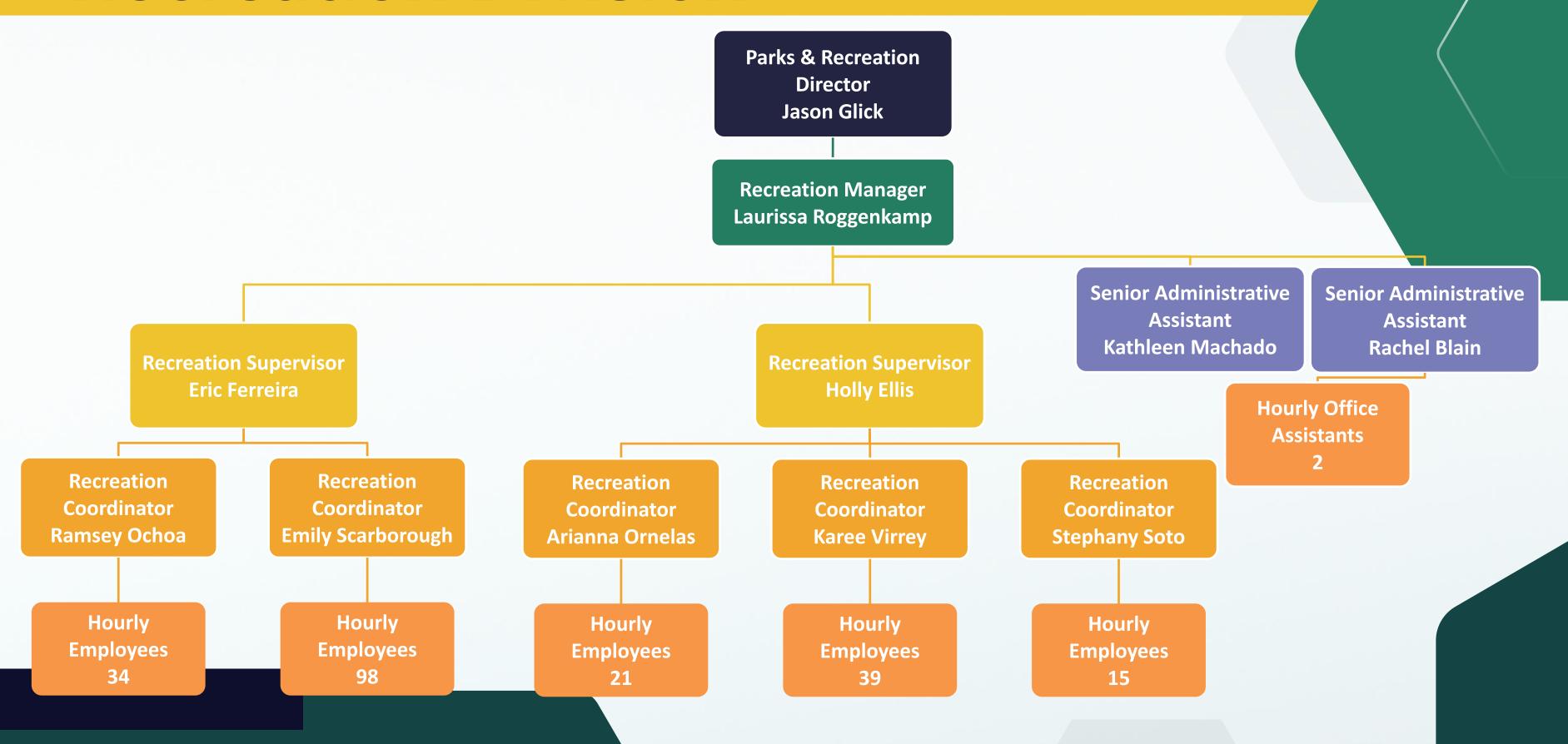
Estimated attendance, nearly 10,000

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 everchanging 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



THANK YOU!



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