



CARBON VALLEY
PARKS & RECREATION DISTRICT

CVPRD DEPARTMENT BOARD REPORTS

MAY 2024

Human Resources

May was all about training and development for HR! In May our Coordinator group continued learning and practicing Gapology. Gapology gives us the communication tools we need not only as a manager but as a leader within the District. We have also started to incorporate "16 Personalities" We had an amazing kickoff workshop where we were able to discuss and learn about each other's personality types and begin to understand how each and every one of us interpret and react to different scenarios based on our personality. Our goal is to continue to work together in smaller groups as we learn and identify communication practices with each other based on our personality.

Guest Services

Guest Services is fully staffed now with all full-time positions. Louis Barrett, Taylor Frost, Rachel Sallee, and Kai Galley are our Guest Services Specialists.

The Weld County Voucher program did not have as much funding this year as in years past. Due to this, they decided not to advertise the program as much, and as a result, we have not had anyone come to request a voucher with us this summer. We still have 2 weeks left in our Summer Fun Sale of 25% off the Quarterly. Currently, we are sitting at \$11,721 in revenue for this pass type.

Frederick High School bought 33 Quarterly Youth passes for certain kids who were part of a Leadership Club this year. Some of these kids may be struggling with high school and they wanted to promote a healthy and engaging summer for them. The kids have already started coming in to get those!

	Punch card revenue	Drop in revenue	Pass sales revenue	Total pass sales revenue	Merchandise	Rental revenue	Total Revenue
March	5,270.25	19,641.00	41,492.86	66,404.11	760.46	3,135.00	70,299.57
April	5,144.12	14,449.00	39,206.05	58,799.17	693.71	2,604.00	62,096.88
May	3,662.5	17,162.00	51,373.55	72,198.05	696.53	2,250.00	75,144.58
Total	18,423.41	49,210.5	119,054.3	186,688.21	2,165.75	9,669	197,522.96

	Adult	Youth	Senior	Adult (ND)	Youth (ND)	Senior (ND)	Punches redeemed	Pass swipes	Silver Sneakers	Renew Active	Prime Active	Comp visits	Total Visits
March	1,398	2,175	172	149	212	16	1,114	9,327	1,034	1,150	36	85	16,868
April	1,163	1,477	139	100	89	23	903	8,898	802	733	45	5	14,377
May	1,280	1,959	127	98	187	14	962	8,798	1,055	924	34	0	14,488
Total	3,762	5,170	463	379	407	51	3,247	28,403	2,872	3,082	121	203	48,160

Maintenance

Outdoor work is in full swing. Mowing, ballfield preparation, weeding, irrigation checks, and tree trimming are some pieces that make up a lot of our time currently.

A new maintenance shed was installed at the Community Center. This allows for some additional, much-needed storage of equipment. It also provides convenient access for use at the building without the need for trailering. A new Walker mower was purchased out of our small equipment funds. This mower fell under our target budget and additional attachments were able to be purchased at this price including a plow blade to make it versatile for the winter.

Athletics and Maintenance formed a new relationship with Carbon Valley Academy, which gained us access to another baseball field! The field was very under-utilized and needed some care. Members of the maintenance team spent time deep edging base paths, pulling weeds, detail dragging the field, installing a new home plate, installing a new pitching mound, and installing new base anchors. Work in this field will continue.



110 work orders were completed in the month of April.

Adult Sports

Adult 4x4 Coed Indoor Volleyball:

Spring season is underway, we had 2 new teams join us this spring season!

Totals	Teams
2023 Winter/Spring	4
2024 Spring	7

Youth Sports

Soccer: Rescheduling spring soccer has been interesting. With some creative thinking, all games have been rescheduled! Spring soccer will end the week of May 6th.

Division/Age	Participation #s	Teams
U5 Coed	79	12
U6 Coed	83	12
U7/U8 Boys	84	10
U7/U8 Girls	52	6
U9/U10 Boys	53	6
U9/U10 Girls	29	4
U11/U12 Boys	49	4
U11/U12 Girls	19	2

Totals	Participation #s	Teams/Volunteer Coaches
2024 Spring	448	57 / 58
2023 Fall	450	50 / 50

Volleyball: Mead will be playing in our spring league again for volleyball. Games are held at both CVPRD and Mead.

Division/Age	Participation #s	Teams
1 st /2 nd Grade	33	4
3 rd /4 th Grade	68	8
5 th /6 th Grade	81	10
7 th /8 th Grade	67	8

Totals	Participation #s	Teams/ Coaches
2024 Spring	249	30 / 33
2023 Spring	201	25 / 27

Softball: CVPRD teams play in the IPGSA league. Games start April 29th – June 30th. Games are held at CVPRD fields and other fields throughout the front range.

Division/Age Group	Participation Numbers	Teams
8U Coach Pitch	38	3
10U	54	4
12U	34	3
14U	39	3

Baseball: Registration is closed, and practice will start the week of May 13th. 10U, 12U, and 14U baseball teams from Berthoud, La Salle, and Platteville will be joining our CVPRD league. All other age divisions will be in house leagues.

We've restructured our baseball divisions, eliminating Saturday games. Now, Saturdays will serve as make-up or rainout days, allowing families to fully enjoy the beautiful summer weekends. We've also restructured Mini-Sluggers and T-Ball age divisions limiting the number of kids per team to ensure a quality program for both participants and volunteer coaches!



Division/Age	Participation #s	Teams
Mini-Sluggers	81	10
T-Ball	100	10
Coach Pitch	147	14
10U	94	8
12U	65	5
14U	33	3

Totals	Participation Numbers	Teams/Volunteer Coaches
2024 Summer	520	50 / 47
2023 Summer	538	43 / 44

Youth Programming

Carbon Valley Camp

Title	Name	Experience
Camp Director	Amanda Blake	20 years teaching, Masters Degree in Administration
Assistant Camp Director	Tina Steen	Working towards Education Degree, Special Education Para
Camp Leader	Brynnlea Barrett	3 years camp experience, Kid Zone Attendant, After School attendant
Camp Aide	Jennifer Diller	Pre-School teacher, Summer Camp
Camp Aide	Ethan Greenemeier	2024 High School Graduate
Camp Aide/Sub	Noel Major	High School Student, KidZone Attendant

- 9 weeks
- Monday – Friday (8:30am-4:30pm)
- 30 kids per week

KidZone

KidZone has hired 3 new staff members. Brooklyn, Jagger, and Madison are excited to learn and join the CVPRD team!

Mobile Rec

Mobile Rec is on the GO! CVPRD continues to be in the parks on Tuesdays but has new hours. The summer schedule is from 11:30-1:30. We have teamed up with Weld County Food Bank. Every other Tuesday we will be at Clem Dufour Park while they are serving lunches to the community. Our marketing team is advertising the weekly and summer schedules on our social media sites.



Upcoming Events

- Snapology – Wonderful Wizards: June 24-28
- Kids Night at the Rec: July 27

Gymnastics

The gymnastics program is seeing strong participation in the upcoming summer session, with a slight increase compared to the previous session (509-514 participants). Summer sessions often have variable participation due to factors such as summer sports, family vacations, and general seasonal activities. The introduction of a preschool room camera allows parents to watch their children during classes, enhancing the overall experience. The competitive teams have had a strong start to their season and are on track for continued success. The Optionals and Compulsories (girls' teams) competed in two meets, May 11th at Hyland Hills and May 31st at Broomfield; and the Boys Team had their first meet at Commerce City on May 10th. All teams will have another two meets in June. The girls' teams must get qualifying scores on each event to go to the State meet in July. The boys do not need qualifying scores to go to State in July.

Aquatics

May in aquatics is always a transitional month as we gear up for summer. There were no group lessons, but our private lessons continued to see growth and it was the first month that over 100 time slots were filled. The average number of lessons an individual does continues to hover around 4.5 lessons. We hired two new head lifeguards, one internal promotion, Austin Melson, and another an external/rehire, Jordan Lohr (has spent 3 seasons at the Cove including when it was under CVPRD ownership). Avery and Ryan also conducted our second StarGuard ELITE Lifeguard Training class, we had nine participants and all of them were successful and hired. We are entering the summer fully staffed with about 45 employees and 18 swimming instructors! This is the highest our head count has been going into the summer season for the last 3 summers.



Time Slots offered	Time slots filled	Unique students YTD
158 (up from 127)	128 (up from 86)	100 (up from 75)

Fitness and Wellness

Fitness Coordinator, Suzi Shankweiler, had the privilege of attending the SCW Fitness and Business Conference held in Orlando, Florida. It is 3 full days of non-stop fitness and wellness sessions with many learning opportunities to bring back to CVPRD. We are excited to add a new fitness instructor, Annie Ferrell, to our team and she will be teaching UpBeat Pilates, which is rhythmic style mat Pilates. This class begins June 6. We are excited about newly installed stereo system at the Community Center. Fitness classes are booming, and we are loving the new surround sound system.



Group Fitness Participants Recreation Center: **1223**

Group Fitness Participants Community Center: **973**

Active Adults

Active Adults held a busy May schedule. May included trips to the Thornton Amazon Fulfillment Center, Celestial Seasonings Tea in Boulder, and a Colorado Rockies game. The Active Adults met and dined at 99 Saloon in Longmont for great burgers. A special trip was taken to the Greeley Weld Senior Foundation’s Hall of Fame event where volunteers from our Friendly Fork lunch program and walking group celebrated CVPRD’s volunteer Mary Collard, who is one of three “Volunteer of the Year” recipients. The Greeley Weld Senior Foundation provides a generous grant to CVPRD each year. This year’s grant is dedicated to a portion of the Holiday catering when our Friendly Fork lunch program goes on break.



April Lunches Served: **646**

Total Lunches Served in May 2024: **484**

Marketing

The marketing team is working hard to bring all our digital assets into ADA compliance. Candice has been attending trainings with the State, the SDA, and the DOJ to be sure she is educated about all upcoming changes to current requirements. We are proud of her, because other districts and recreation centers have been reaching out for her advice, since we have accomplished so much in such a short amount of time!

In addition to marketing programs, activities and working on the ADA compliance, the marketing team is very focused on the new election proposal and educating the public about what it is and how to vote for it! The staff was trained on June 5th how to inform patrons and community members and frame the proposal positively. The email: **election@cvprd.com** has been activated to address any questions or suggestions that community members have.

The steering committee has set some great objectives for community outreach through events and presentations. Steven, Kendra, and Brissa have already attended events on our behalf and started collecting questions and information from the community to inform our continuous improvement of outreach materials, which currently include postcards, flyers, digital media, business cards, posters, a power point presentation and a soon to be released video of Dean talking about the proposal. In the coming weeks, an animated map showing the 10-minute drive to one of our facilities for 95% of District residents will be added to the website, along with Dean's video, and links to some fun videos of community members and patrons talking about what they love to do at CVPRD, and they belong here. The "Where we Belong is CVPRD" campaign is part of the NRPA national campaign to kick off Parks and Recreation month in July and we are excited that Dacono, Firestone, and Frederick are all making Proclamations in June and July about Parks and Recreation Month.

Please reach out if you want to participate in any of our election outreach events or need materials to distribute to anyone in the District!

Here are a few fun shots of Dean shooting the Election info video, look for a link soon!