

Memorandum



CITY OF DALLAS

DATE September 5, 2017

Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson
TO (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scott
Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **Park & Recreation Summer Program Recap Briefing**

On Monday, September 11, you will be briefed on the Park & Recreation Summer Program Recap. The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in black ink that reads "Willis Winters".

Willis C. Winters, FAIA, Director
Park and Recreation Department

Attachments

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billerae Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager
Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Park & Recreation Summer Program Recap

Quality of Life, Arts & Culture
Committee

September 11, 2017

Willis Winters, Director

Crystal Ross, Assistant Director

Park and Recreation Department



City of Dallas

Purpose

- Provide information on 2017 Recreation Services Summer Camp programming

Training and Orientation

- Recreation Services hired 93 traditional camp employees
- Send A Kid to Camp hired 42 seasonal staff
- Staff received certifications in: CPR / First Aid / AED
- Training topics covered:
 - City Policies / Procedures
 - Performance Expectations
 - Interactive Games & Activities
 - Food Handling Certification



STREAM

SCIENCE

TECHNOLOGY

RECREATION

EDUCATION

ARTS

MATH

Summer Camp

Summer Program Review

- Summer Day Camp was offered June 12th - August 4th
- Served 5,434 campers
- 81 Locations
 - 12 CDBG Sites
 - 41 Recreation Centers
 - 19 SAKTC
 - 9 Teen Camps



Summer Program Review

Campers participated in a variety of daily activities with a focus on our theme

STREAM :
S: SCIENCE
T: TECHNOLOGY
R: RECREATION
E: EDUCATION
A: ARTS
M: MATH

- Science
- Technology
- Recreation
- Education
- Arts
- Math



Swim Lessons

As an enhancement to our summer camps, 8 centers incorporated swim lessons into their summer camp curriculum: 268 Swim Lessons were offered.

- Anita N. Martinez
- Dr. Martin Luther King Jr.
- Exline
- Grauwyler
- Jaycee Zaragoza
- Juanita J. Craft
- Larry Johnson
- Tommie M. Allen

Science Field Trips and Activities

- Children's Aquarium
- Dallas Arboretum
- Dallas Zoo
- Engineering for Kids
- iFly (STEM Program)
- Perot Museum
- SeaLife Grapevine
- UTA - Planetarium



Technology Field Trips and Activities

- Cranium Kids
- Microsoft North Park
- STEM Achievers
- Teen Tech Center



Recreation Field Trips and Activities

- Bahama Beach
- Basketball
- Bowling
- Bubble Soccer
- Junior Angler Program
- Mayor's Youth Fitness Initiative (MYFI)
- Outdoor Adventure Program
- Pump It Up
- Swimming
- Texas Horse Park
- Trinity Forest Adventure Park



Education Field Trips and Activities

- Animal Edutainment
- Professional Guest Speaker
- Conflict Resolution
- Cranium Kids
- iFly
- Mayor's Summer Reading Program
- Mock Trials



The Arts Field Trips and Activities

- Arts and Crafts
- Dallas Children's Theater
- In House Fashion Show
- Irving Arts Center
- Junior Players
- Medieval Times



Math Field Trips and Activities

- Cooking Matters
- EMPAC Math
- Home Depot
- Math Explosion Day
- Math Flash
- Totally Equipped



Special Programs

Our participants engaged in special programming offered by:

- Dallas United Crew Rowing
- Junior Players
- National Junior Tennis League
- The First Tee Dallas



Special Events & Activities

Partnered with various City of Dallas Departments to provide education and awareness:

- Dallas Fire and Rescue
- Dallas Police Department
- Office of Environmental Quality
- Dallas Public Library



Reported Program Strengths

- Low staff to participant (1:20 or 1:10 on field trips)
- Variety of programs offered
- Qualified and Seasoned Staff
- Affordable; Great Value



Reported Program Challenges

- Extended camp hours and additional weeks are needed
- Offer additional educational classes
- Increase enrollment limit
- Improve Parent communication
- Paper vs. electronic registration process



Program Feedback

“Keep up the good work. This camp has a lot of activities and field trips. That is what makes summer camp important.”

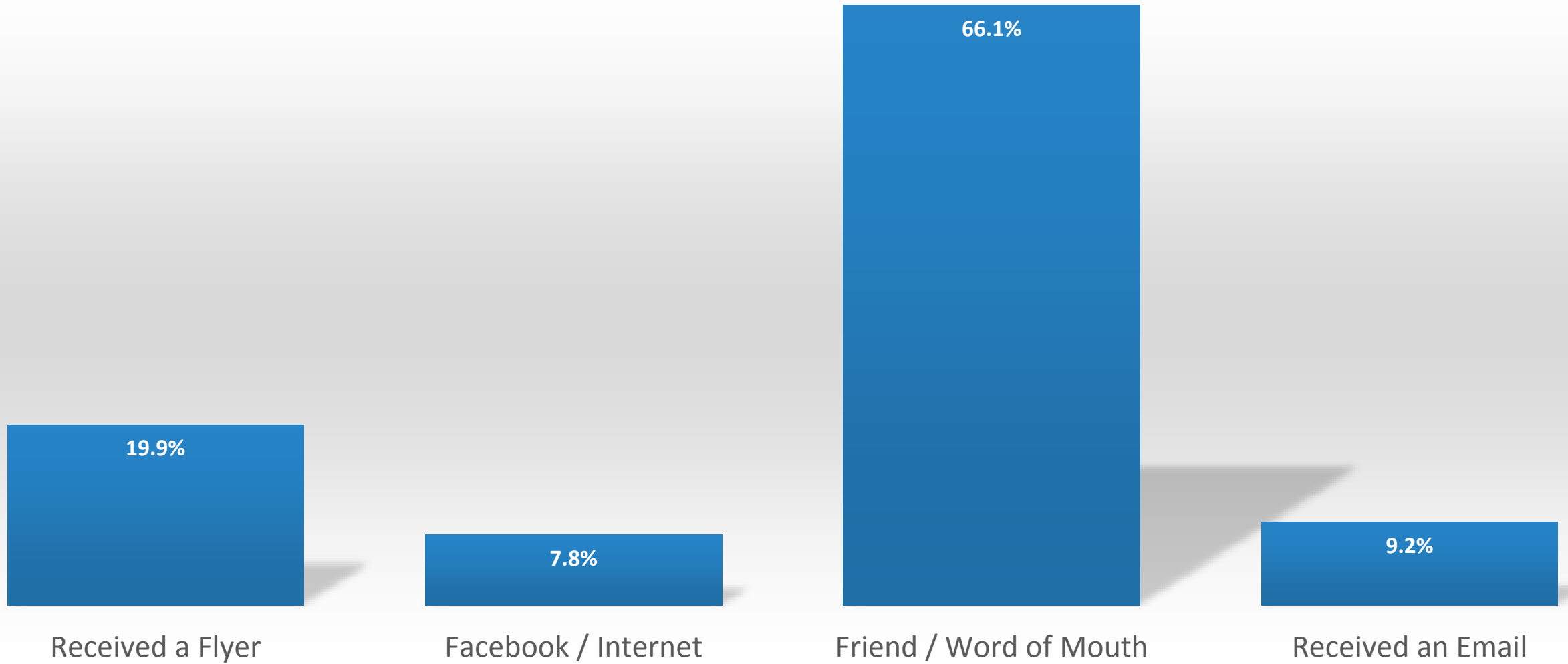
“Wonderful summer camp with wonderful staff!”

“Excellent service.”

“I love the staff and my child is always excited and eager to go there. Especially on field trip days.”

“Great camp. Our kids had fun. Good instructors.”

Recruitment Efforts



Summer Camp Annual Video

Senior Summer Camp Program

- 8 week program/20 hours per week
- Served 125 seniors
- 3 Pilot Camp Sites
 - Jaycee - Zaragoza
 - Janie C. Turner
 - Juanita J. Craft



Senior Summer Camp Program



Janie C Turner



Yuanita J Craft

Jaycee - Zaragoza



Senior Summer Camp Program

Seniors participated in a variety of activities that focused on our 5 program components:

- Competition
- Events
- Health and Wellness
- Socialization
- Special Interest



Field Trips

Through our senior summer program, participants were exposed to educational and recreational venues including:

- African American Museum
- AT&T Performing Art Building
- Mary Kay Museum
- Bowling
- Buccee's
- Bureau of Engraving
- Collin Street Bakery
- Dallas Museum of Art
- Dallas Zoo
- Klyde Warren Park
- Love Field Art Tour
- Tanger Outlet Mall
- Texas Theater

Field Trip Transportation

Our participants were transported to 28 field trip locations throughout the city.

- 22 buses were used to transport campers
- 18 vans were used to transport campers



Special Events

Two signature events kicked off our Senior Summer Camp season

- Mother's Day
 - 620 attendees
- Father's Day
 - 70 attendees



Survey Says...

I have really enjoyed this program, thank those of you who has sponsored it. I am like the kids lets do it again and hats off to you and Mrs. Jasmine she had it together, she respected all of us seniors and could solve a problem just like that. God Bless you , me and all the seniors. Thanks, Thanks, Thanks and Thank God!!! –
Juanita J. Craft Recreation Center

I'm so grateful that we have people that want to help us Seniors get out.
-Janie C. Turner Recreation Center

Everything was great and Fun!
Thank you,
- **Jaycee Zaragoza**

I think the Senior Summer Camp Program was a great idea and a great success!
-**Janie C. Turner Recreation Center**

I really enjoyed all the Trips, there were really good.
- **Jaycee Zaragoza**

Very good program! Very stimulating, educational and enjoyable!
-**Janie C. Turner Recreation Center**

I really did enjoy myself, it made me feel so healthy, good, My mind, body and spirit. Ill be looking forward for another year
-**Juanita J. Craft Recreation Center**

Everything was good!
Muy Bien
-**Jaycee Zaragoza**

I really had an awesome time participating in the program. I hope this will continue In the future. The staff were very professional, kind, and considerate. Thanks to everyone involved.
-**Juanita J. Craft Recreation Center**

Senior Summer Camp Video

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