



Southern Lakes Parks & Recreation

2014 Statistical Data and Programming Information

SLPR Mission:

Establish, maintain, and operate a system of parks, recreation facilities and programs.

SLPR Vision:

Offer park, recreational facility, and program opportunities that enhance the education, physical health, personal well-being and social interactions within the community.



Current Board of Commissioners

Ray Culbert, Chair

City Council Member, City of Linden

Patricia Lockwood, Vice Chair

City Council Member, City of Fenton

Shaun Shumaker, Treasurer

Board Trustee, Fenton Township

Dave McDermott, Secretary

City Council Member, City of Fenton

Bob Krug, Commissioner

Clerk, Fenton Township

Brad Dick, Commissioner

City Council Member, City of Linden



Administration Organizational Chart

Board of Commissioners

Vince Paris
Executive Director

Robin Cole
Recreation/
Enrichment
Programmer

Instructors,
Coaches,
Building
Attendants,
Program
Assistants,
Volunteers

Claudine
Liedel
Receptionist

Sherie
Peruski
Receptionist

Shirley Ciofu
HR/
Accounting
Coordinator

Nancy Muffley
Recreation/
Enrichment
Programmer

Instructors,
Coaches,
Program
Assistants,
Volunteers

Kristen
Archambeau
Dance Director/
Marketing
Coordinator

Instructors,
Coaches,
Volunteers

Jessica Haney
Aquatics
Director

Aquatics
Staff,
Volunteers

Nancy Holden
Gymnastics
Director

Gymnastics
Staff,
Volunteers





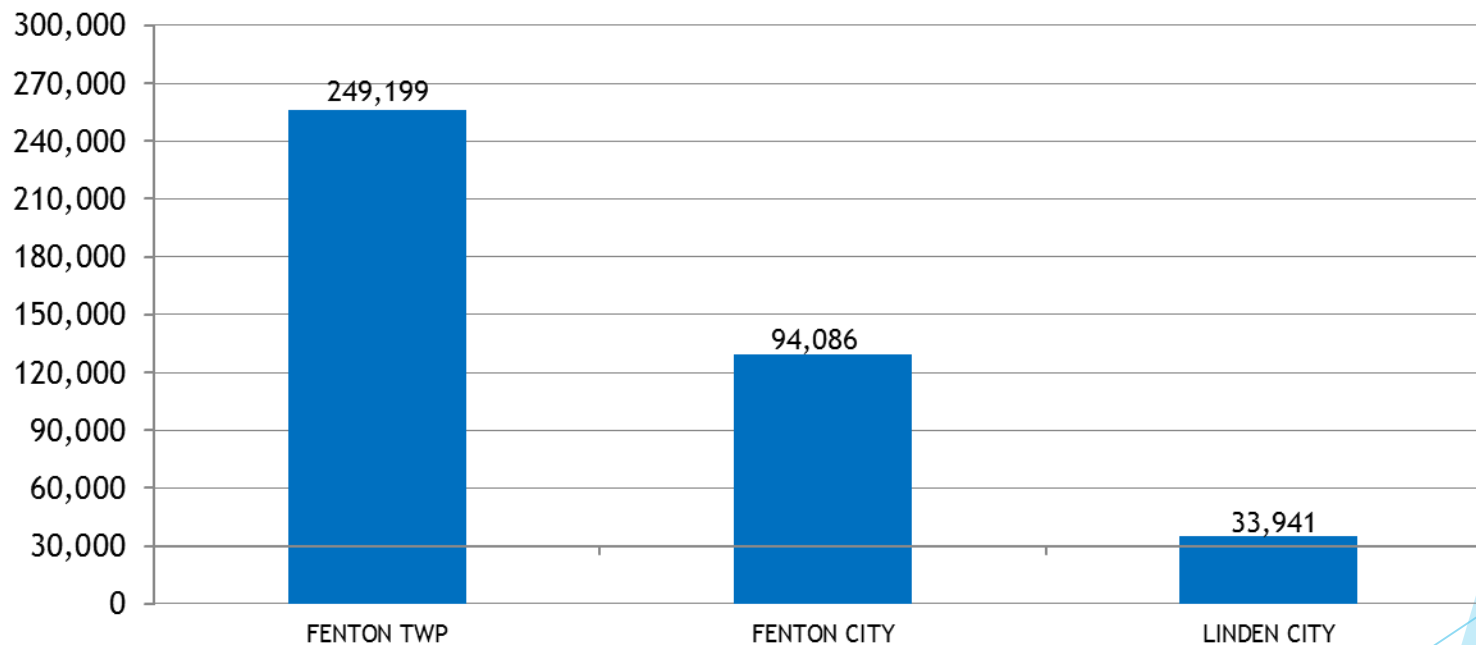
Southern Lakes Parks & Recreation

Brief History

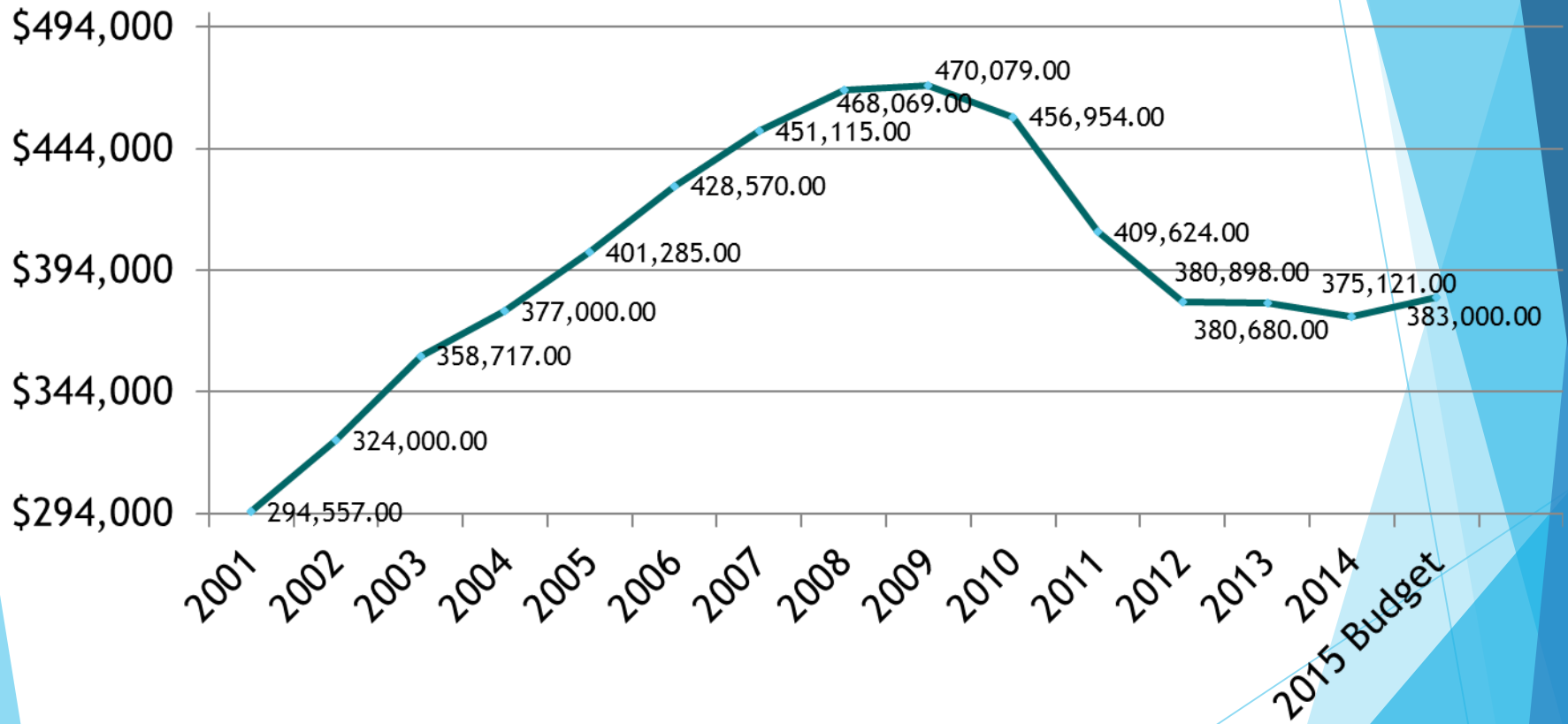
- Established in **November 2000** by a vote of the people from Linden, Fenton and Fenton Township under the Metropolitan District Act, PA 312 1929.
- Perpetual .4 mil operating millage approved (rolled backed by Headlee Amendment).
- Millage rate for **2014** was **.3726**



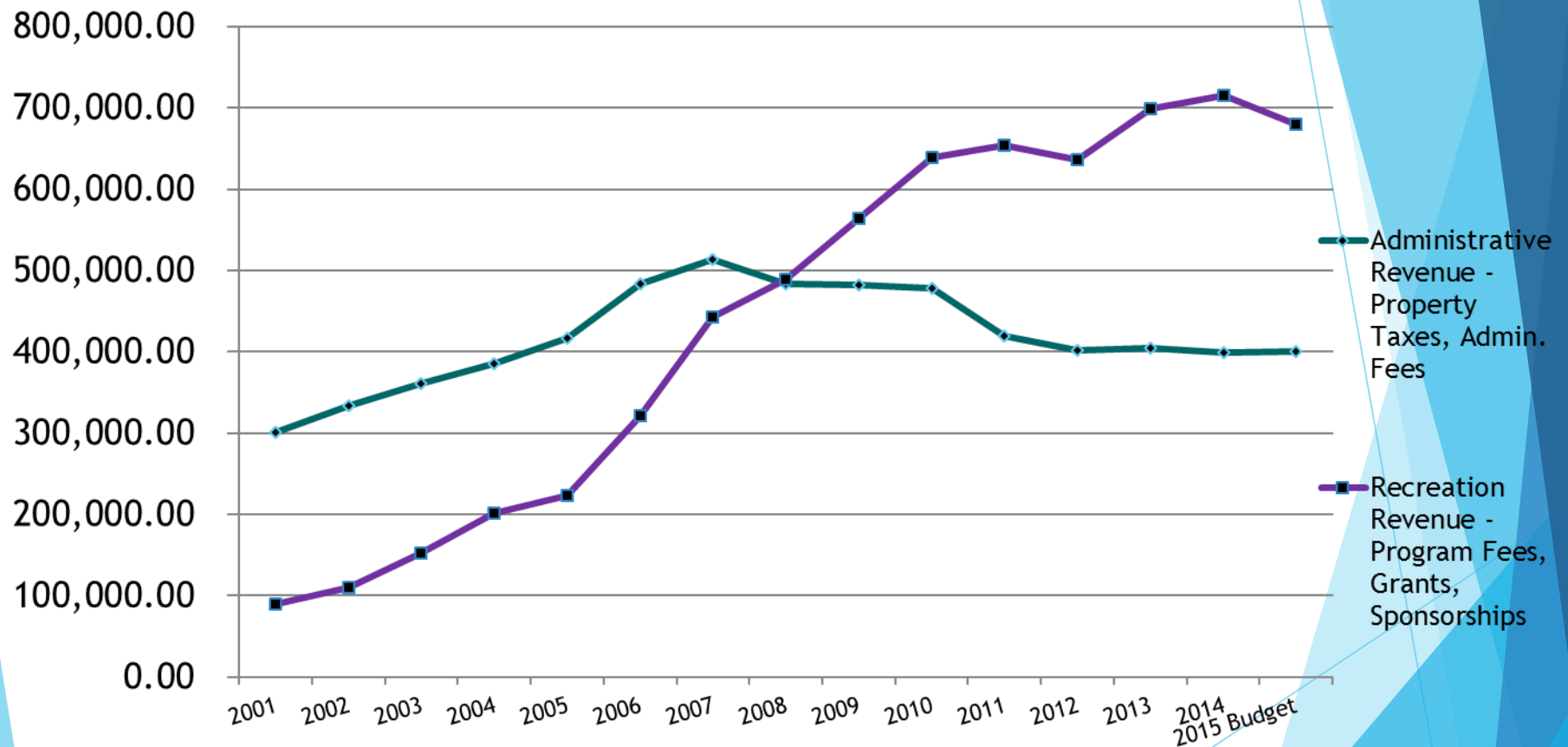
2014 L4028 Property Tax Est. Millage from SLPR District



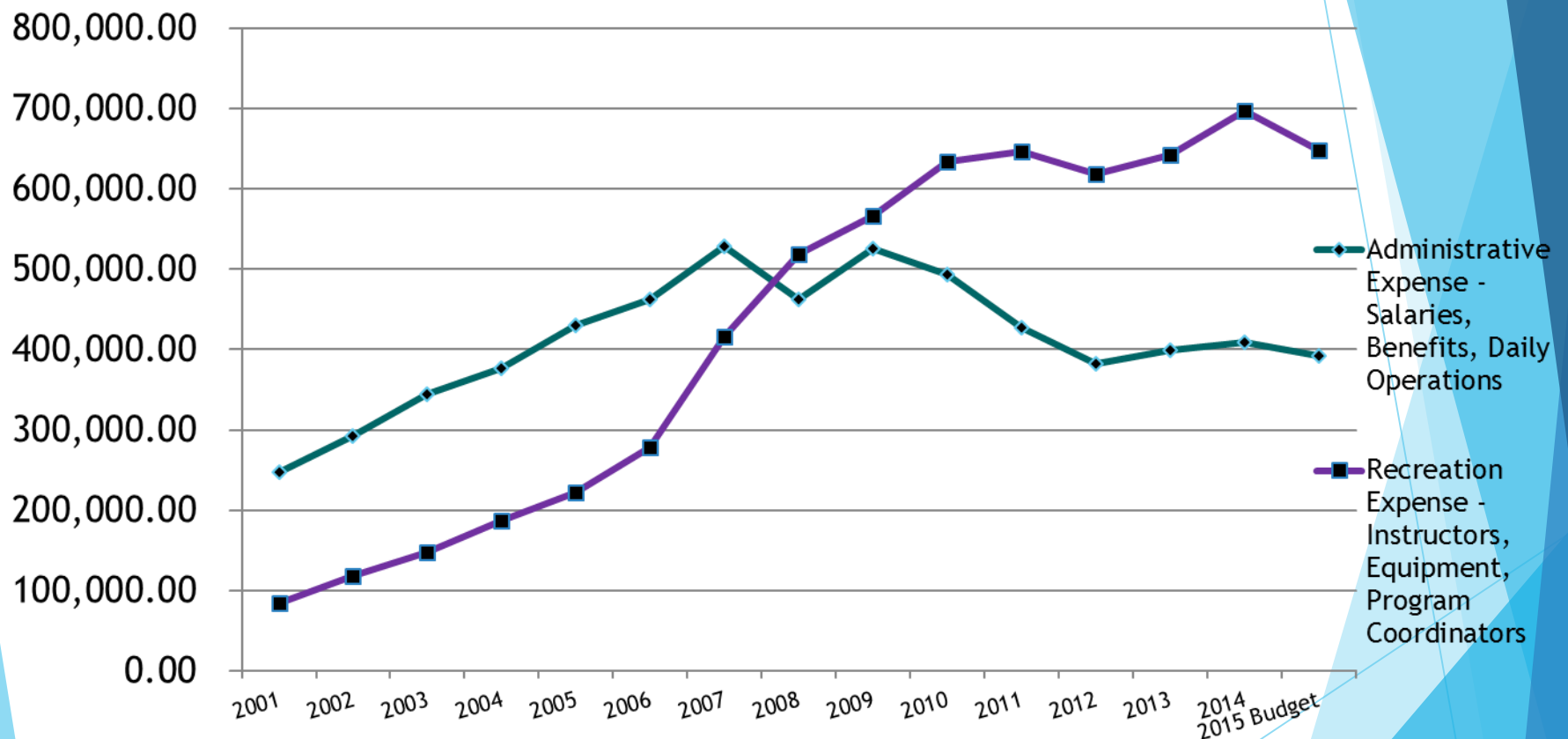
Property Tax Revenue



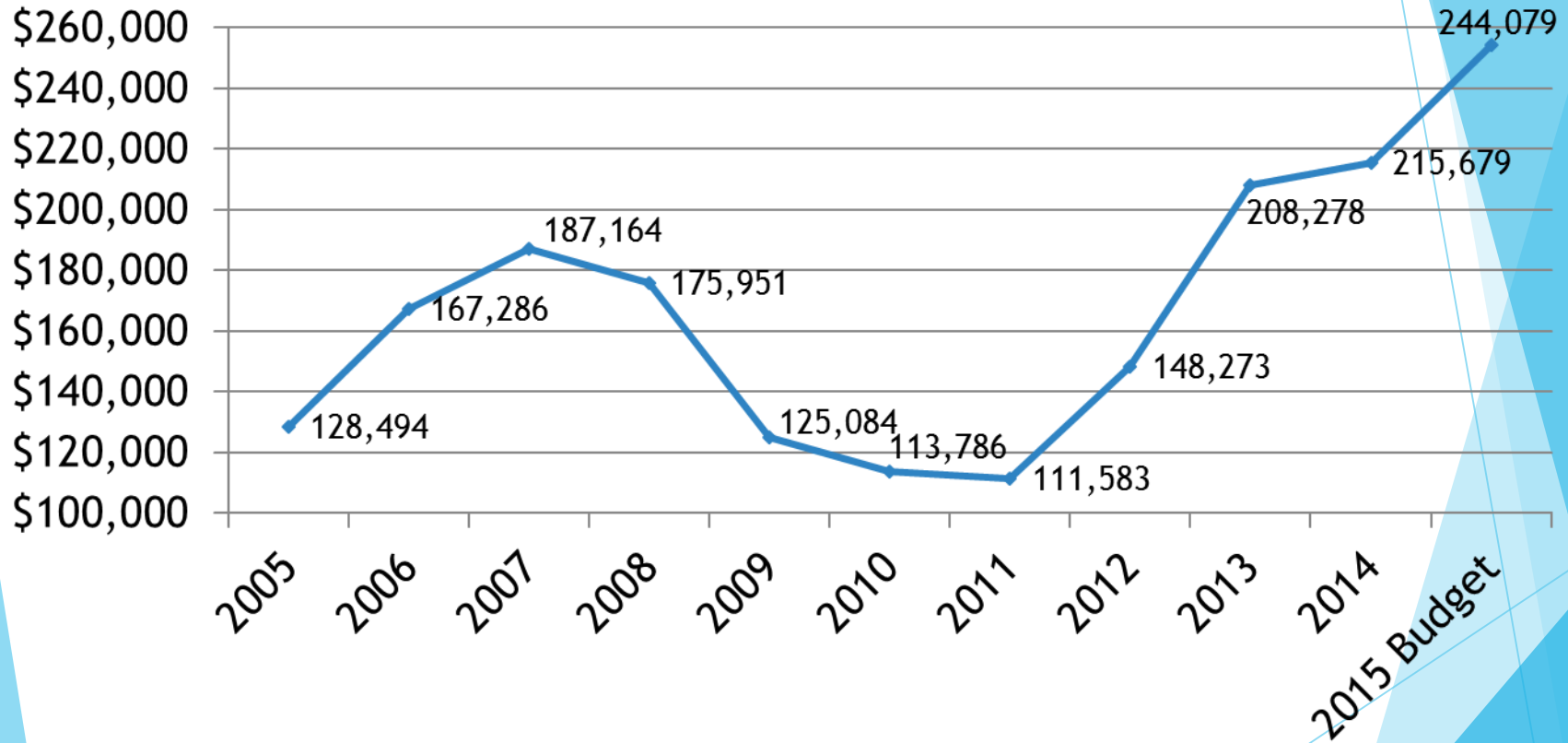
Revenue Trends



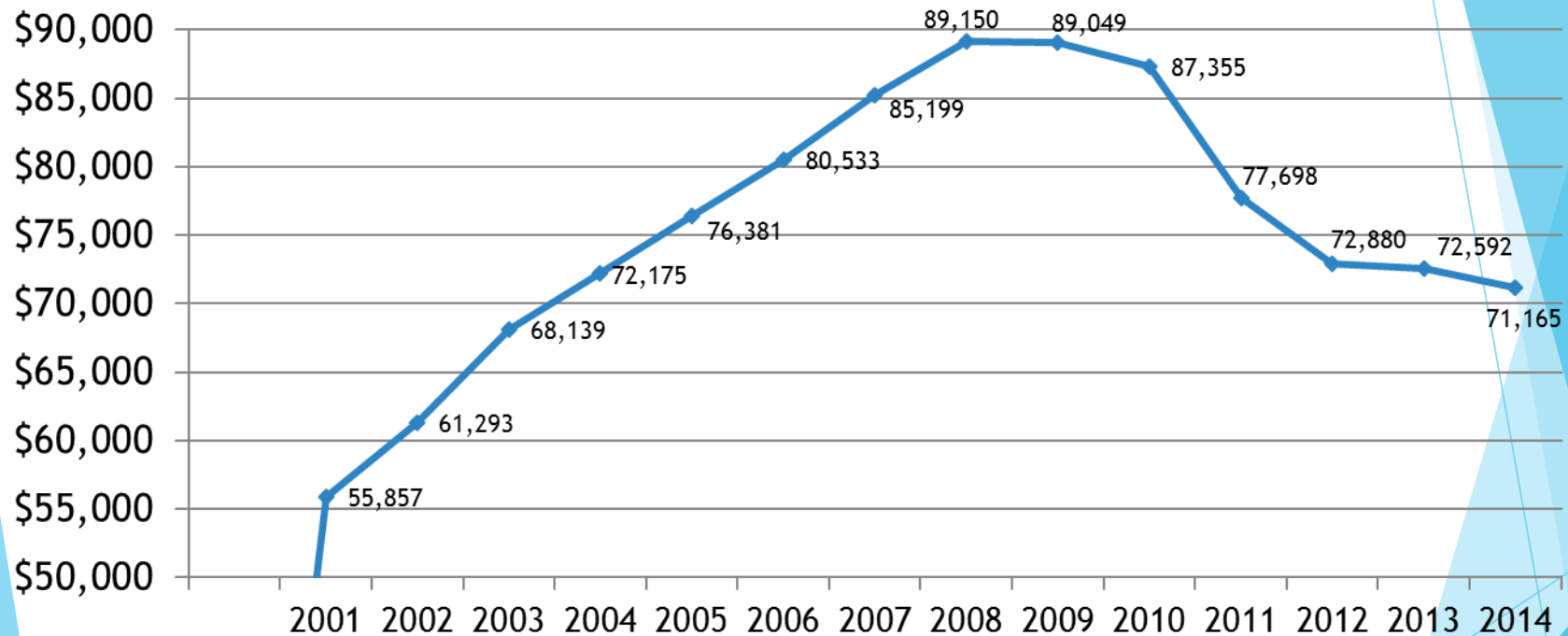
Expense Trends



Fund Equity Growth



Contributions to the Loose Senior Center Total Contributed at 2014 YTD \$1,059,466



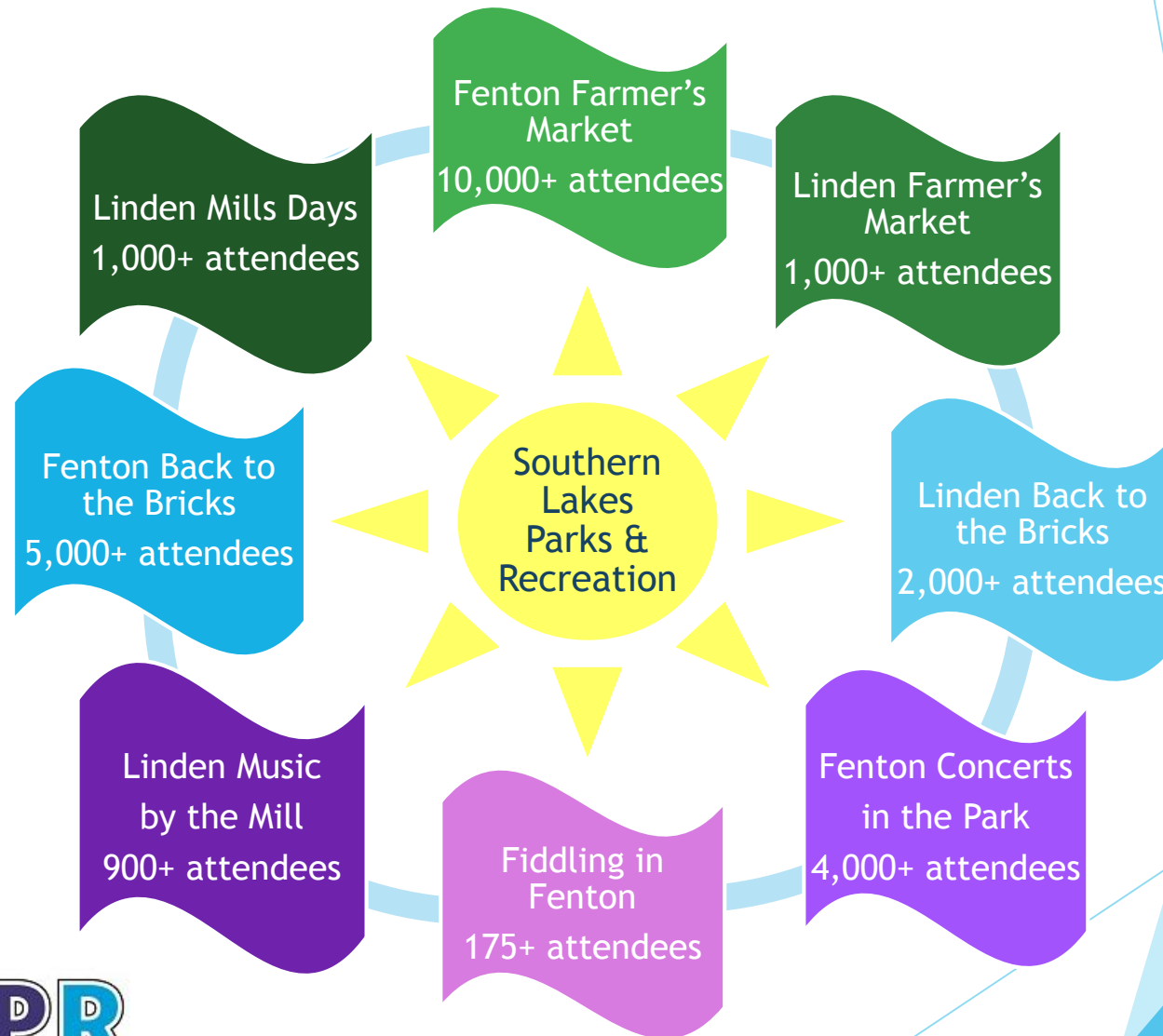
Community Relations



Working Together and Sharing Resources enriches the Community. SLPR appreciates the Municipalities, School Districts, Clubs, and Other Local volunteers and grantors who support its programs for the betterment of all our citizens.

- Fenton Community & Cultural Center
- City of Fenton and DDA
- City of Linden and DDA
- Fenton Township
- Fenton Community Foundation
- Fenton Area Public Schools
- Linden Community Schools
- Lake Fenton Community Schools
- Loose Senior Center
- Genesee County Senior Services
- Lakes Area Arts Council
- Keepers of the Shiawassee
- Optimist Club
- Fenton Youth Football Parent Volunteers
- Fenton Youth Wrestling Parent Volunteers
- Gymnastic Team Parent Volunteers
- Dance Parent Volunteers
- Tiger Shark Swim Team Parent Volunteers
- Vic Canever - Driver's Ed Vehicles
- First Presbyterian Church
- St. John's Catholic Church
- Fenton United Methodist Church
- Fenton Chamber of Commerce
- Freedom Center
- Girls and Boys Scouts of America

DDA/Municipal Partnership Successes



Youth Program Highlights

* 727 Program Sessions Offered*

* 4707 Registered Participants Annually*

- Academics
- Baseball
- Basketball
- Child Development
- Cheerleading
- Dance
- Learn to Skate
- Summer Camps
- Driver's Training
- Tackle Football
- Flag Football
- Golf
- Volleyball
- Wrestling
- Painting
- Tennis
- ▶ Gymnastics
- ▶ Gymnastics Team
- ▶ Martial Arts
- ▶ Music
- ▶ Safety
- ▶ Soccer
- ▶ Swim
- ▶ Swim Team

*Not unique - duplicated

Adult Program Highlights

*** 132 Program Sessions Offered***

*** 670 Registered Participants Annually***

- ▶ Academics
- ▶ Tai Chi
- ▶ Music
- ▶ Book Club
- ▶ Water Fitness
- ▶ Senior Fridays
- ▶ Target Shot Gun
- ▶ Couch to 5K
- Open Swim
- Lap Swim
- Dance
- Yoga
- Pilates
- Zumba
- Health
- Sign Language
- ▶ Table Tennis
- ▶ Tennis
- ▶ Organizing
- ▶ Pet Classes
- ▶ Volleyball
- ▶ Open Walking
- ▶ Softball
- ▶ Meditation

*Not unique - duplicated

Special Event Highlights

Adult

- Mom-to-Mom Sale
- Senior Thanksgiving Luncheon
- Mother/Son Dance
- Keepers of the Shiawassee Floatilla



Youth

- Girls Night Out
- Touch - A - Truck
- AAU Volleyball Tournaments
- Gymnastics Invitational
- Wrestling Tournament
- Dance Recital
- USA Swim Meet
- Kid-to-Kid Sale

Customer Satisfaction Survey



- How did you hear about us?

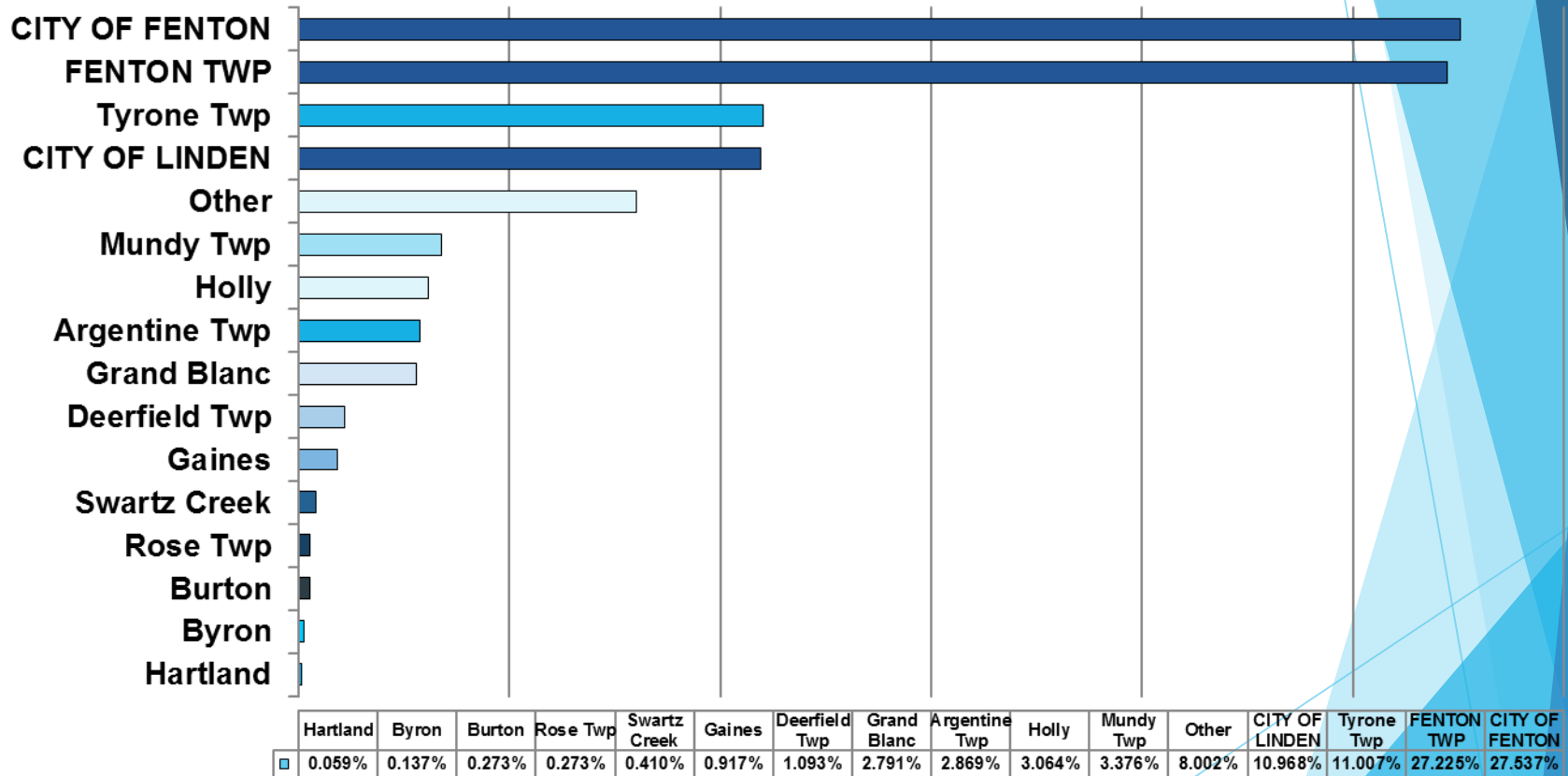
Brochure	34%
Word of Mouth	21%
Other	13%
Website	12%
Flyer	12%
Facebook	6%
Newspaper	2%

▶ **Methodology:** Program staff sent surveys to participants after each session via on line data collection website “Survey Monkey”.

- **1525** Surveys Sent to Unique Households
- **295** Responded
- **19%** Response rate

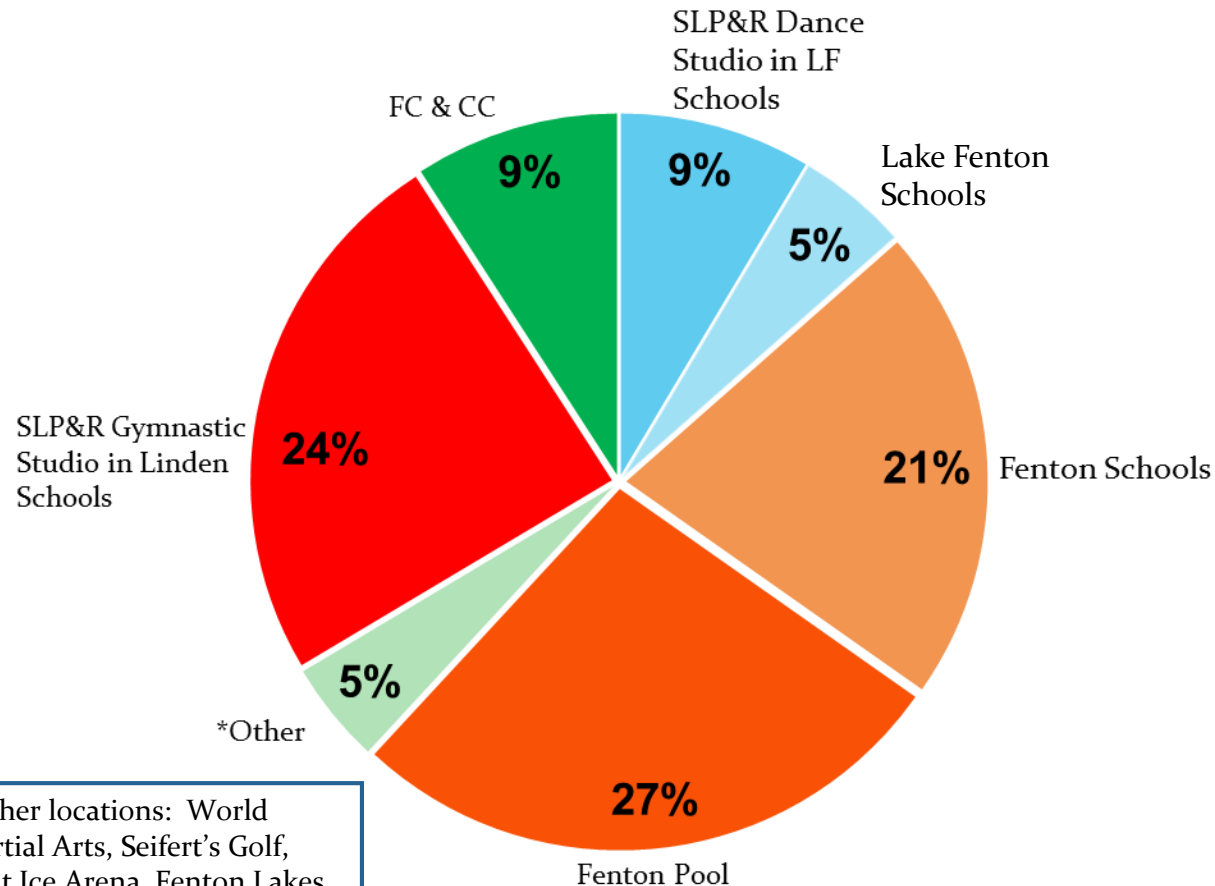
- | | |
|---|-----------------|
| Have you taken a SLPR class before? | 84% Yes, 16% No |
| Was staff helpful and knowledgeable? | 97% Yes, 3% No |
| Was the instructor enthusiastic and qualified? | 96% Yes, 4% No |
| Did you and/or your child enjoy the program? | 96% Yes, 4% No |
| Was the cost of the program competitively priced? | 92% Yes, 8% No |
| Would you take the program again? | 93% Yes, 7% No |

Participant Residency



*Other includes, but is not limited to: Flint, Davison, Waterford, and further

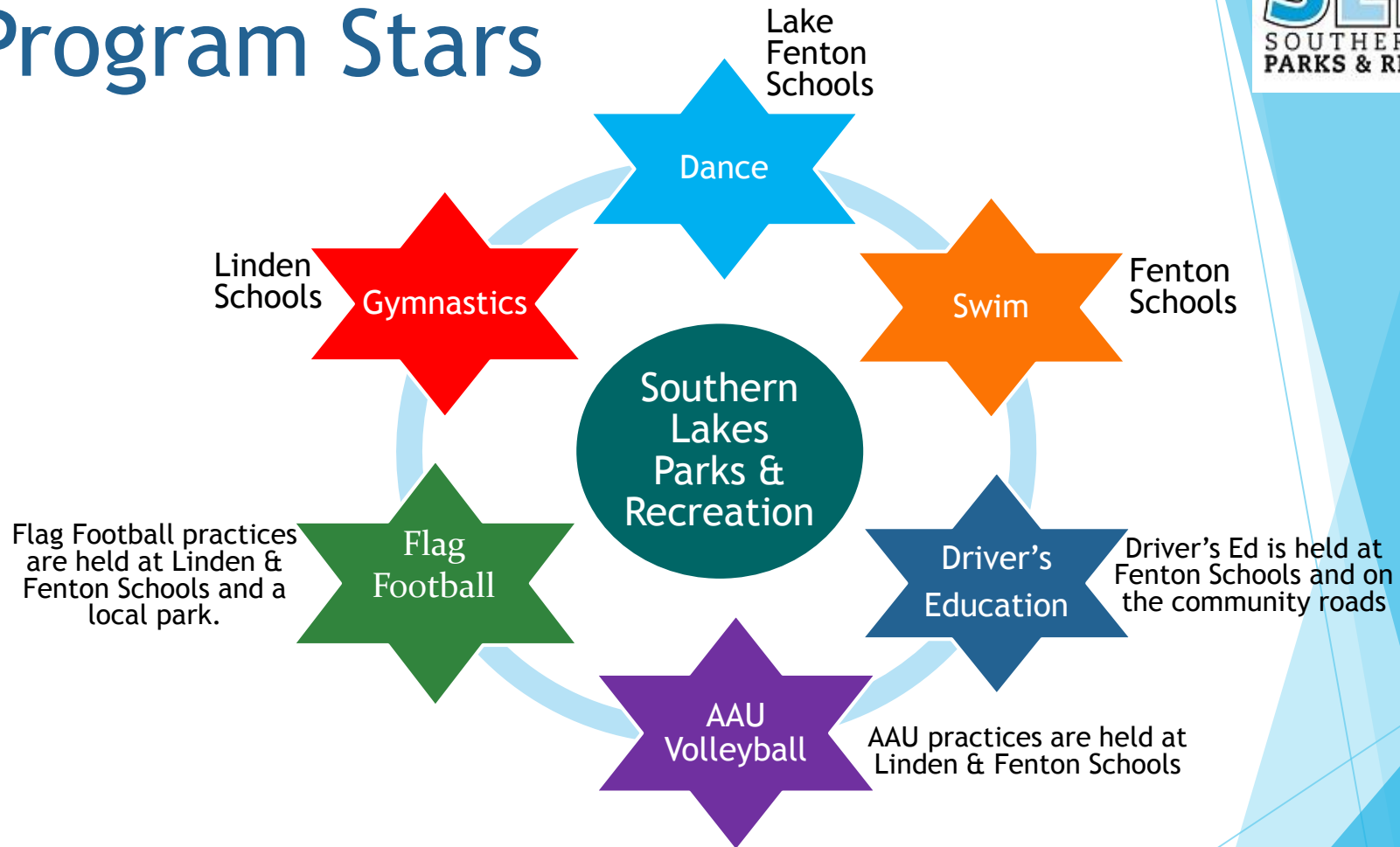
Program Locations By Use



*Other locations: World Martial Arts, Seifert's Golf, Flint Ice Arena, Fenton Lakes Sportsman's Club, Premier Indoor Sports, Fenton Parks, Linden Parks, Fenton Karate

SLPR Paid the local School Districts for Facility Use
Total Contribution in 2014 = \$30,259

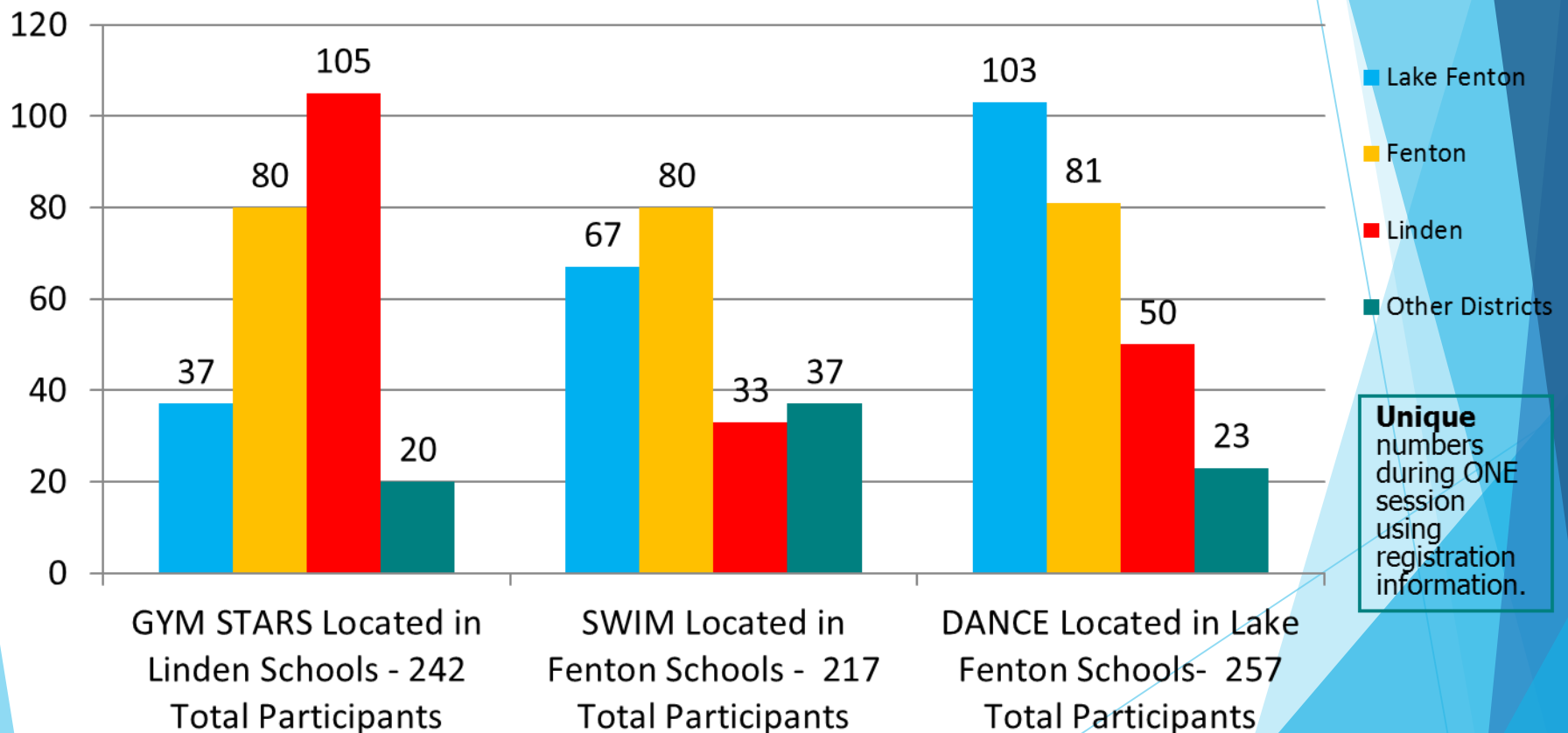
Program Stars



SLP&R has many successful programs. However, we are particularly proud of our shining stars. These programs each have an estimated **200** unique participants. Gymnastics, Dance, and Swim run programs continuously throughout the year.



SLPR's Programs by Regional Participation Numbers and School District Residency Winter Session One



“New” In 2014

Looking Back.....

Programs, Events, Awards, & Highlights



- ▶ Outdoor Boot Camp
- ▶ Community Book Club
- ▶ Sandlot Baseball
- ▶ Sand Volleyball
- ▶ Hapkido
- ▶ Pilates by the River
- ▶ Morning Fitness Classes
- ▶ Dance Camps
- ▶ Holiday Drop & Shop
- ▶ Target Shot Gun
- ▶ Zumba
- ▶ Gymnastic Parties
- ▶ Summer Day Camps
- ▶ Elite Team Volleyball
- ▶ For the Love of Nature

- ❖ Redesign of the SLPR Website
- ❖ Logo Redesign
- ❖ Completion of Facility Study and Needs Assessment
- ❖ Keepers of the Shiawassee program partnership
- ❖ Five year Master Plan Research and Development began

2015 and Beyond

Looking Ahead.....



- ▶ Organization/Identity Branding
 - ▶ Comprehensive Marketing Strategy
- ▶ Organizational Pathways
 - ▶ Expanding Footprint
 - ▶ Adoption of the Master Plan
- ▶ Central Location
 - ▶ Place Making
- ▶ Program Development/Expansion
 - ▶ Lacrosse
 - ▶ Artist Workshops
 - ▶ Ballroom Dancing
 - ▶ Benefit for the Shiawassee River
 - ▶ Open Gymnastics for Toddlers
 - ▶ Senior Friday Activities
 - ▶ Adult Basketball, 3 on 3 Tournaments and Adult Open Gym