

TO: Ray Coffey, Community Services Director &  
Alicia Finley, Recreation & Parks Manager  
FROM: Drew Pollak-Bruce, Associate Planner, SE Group  
CC: Ellie Wachtel, Planner, SE Group  
DATE: 3/22/19  
RE: Recreation Program Goals and Objectives

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The following draft goals and objectives for the City of Winooski's recreation programs represent the synthesis of the common themes, desires, and issues brought up by the community through the survey and focus groups, and the input and direction provided by City staff. Once finalized, the Recreation Program Goals and Objectives will inform the development of a comprehensive framework for City staff to design, administer and evaluate programs and events on an on-going basis.

The framework will include mechanisms for designing and evaluating programs, gathering feedback from event and program participants, marketing and promotion, developing cost recovery targets, identifying and evaluating diversified funding structures, completing annual program reviews, and the development of recreation program standards and performance measures (customer retention & satisfaction, instructor ratings, program distribution by age group, etc.).

## **RECREATION GOALS AND OBJECTIVES**

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**Recreation Goal 1:** Teach, learn, and develop skills, abilities and talents for community members of all ages and backgrounds

**Objective 1.1:** Annually convene program staff to explore new program opportunities that respond to market demand, current industry trends, and community engagement input

**Objective 1.2:** Review existing program offerings annually to assess success

**Objective 1.3:** Attract and retain high-quality, passionate staff, instructors, and trainers

**Recreation Goal 2:** Program participation that reflects the diversity of Winooski

**Objective 2.1:** Ensure that programs are available and suitable for all age groups, ethnicities, schedules, and price points

**Objective 2.2:** Frequently refine the programmatic offering around the needs and interests of the community

**Objective 2.3:** Hold programs and events that celebrate the diversity of Winooski and bring people together

**Objective 2.4:** Reduce barriers for accessing programs, services, places, spaces, and information

**Recreation Goal 3:** Provide the tools and programs residents need to have an active, healthy and culturally rich lifestyle

**Objective 3.1:** Hold fitness and sports programs that residents of all ages, incomes, and fitness levels can participate in

**Objective 3.2:** Provide wellness education and programming for city residents

**Objective 3.3:** Ensure that programmatic offerings are well-rounded with arts and cultural offerings to further enrich the lives of residents

**Objective 3.4:** Provide a formal and robust scholarship program that reflects the needs and values of the community

**Objective 3.4:** Ensure integration of the park network and other City facilities with programming offerings and learning opportunities

**Recreation Goal 4:** Effectively promote and publicize recreational programs and events to all groups in the community

**Objective 4.1:** Reach out to people where they are – schools, stores, cultural centers, etc.

**Objective 4.2:** Recruit and develop relationships with “community liaisons” to facilitate information and idea sharing to promote programs and events and to design new ones

**Objective 4.3:** Expand the department’s use of social media

**Objective 4.4:** Seek marketing partnerships with schools, cultural organizations, and other partners