



Office of the City Manager

November 9, 2018

To: Honorable Mayor and Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Subject: Parks Recreation and Waterfront (PRW) –
Summer 2018 Program Highlights

It was an amazing summer for recreation programs provided by the City of Berkeley. A record number of participants joined our full-day youth day camps, family camp, classes, and numerous special events, and we provided 20% more scholarship funds than ever before. We served over 10,400 participants in registered, session-based programs, approximately 71,000 in drop-in programs, and over 10,000 participants in our Special Events.

The Recreation Division offers a variety of session-based programs, drop-ins and one-time events that are either free, predominantly subsidized, partially subsidized or fully cost recovering. Many of the drop-in activities, middle school programs and all the special events are free. Others, like the daily Playground Programs (\$5 per week) and many of our Aquatics programs, are predominantly subsidized. Programs like the community center day camps (\$101 per week) are partially subsidized. Finally, we have fee-based classes and programs like Berkeley Day Camp and Echo Lake Camp that are fully funded by participant fees. A full list of all summer camps and other program offerings can be found at the below link:

https://www.cityofberkeley.info/uploadedFiles/Parks_Rec_Waterfront/Level_3_-_Recreation/Berk_Summer18_RecGuide_finaldraft.pdf

The recreation division's full-day youth camps served over 5,000 youth in 16 different camp offerings. This includes over 1,200 teens participating in five different teen camp opportunities. Eighty percent (80%) of the teens participated at no cost, as many of our middle-school programs are free. The "in-town" camps that showed the largest increases were our Teen Achievers at Martin Luther King Services Center and James Kenney, which served over 120 teens per week, Berkeley Day Camp serving ages 5-13, and the \$5 a week program at the Longfellow Playground site serving ages 5-12. Additionally, the Echo Lake Youth Camp served over 460 youth over a four-week period. This was the largest number of youth campers in the last 20 years. Many of the 16 camps had significant waiting lists.

Our traditional class offerings at the community centers and pools, including classes for arts, tots, pre-K, swimming lessons, sports, martial arts and the Shorebird Park Nature Center half day programs (Boating, Canoeing, Marine Biology) served 5,400 youth.

The City's supervised drop-in programs include tots, basketball, volleyball, table tennis, aquatics, game room, teen night, computer lab, boxing, weights, summer lunch and Adventure Playground, where kids can hammer, paint, build, climb and zipline, experienced over 71,000 visitors this summer. The Adventure Playground, which continues to be a favorite, logged 24,520 visits during the nine-week summer season. Additionally, we served over 21,000 summer lunches and snacks.

The updated Echo Lake Family Camp continues to be a popular destination for residents: 1,057 family campers visited during the 38 nights of family camp, operating at 91% of capacity. Echo Lake Family Camp was created from scratch after the Rim Fire destroyed Berkeley Tuolumne Camp in 2013, keeping nearly a century of Berkeley traditions alive. While the City had always offered family camp at this site, it was typically only on weekends and served small numbers. In the first several years after the fire, there were many challenges as the Camp site was not structurally ready to handle large numbers of family campers. Echo Lake is now a fully functioning camp. The City has made many structural improvements to restrooms, leach fields, cabins and the dining hall in the last four years. Our success in 2018 is the culmination of a tremendous amount of work.

From May – September, PRW offered 26 special events that were either neighborhood or city-wide focused. These events are listed below:

- Kids Triathlon, May 12 at King Pool and Park
- (4) Roses in Bloom Concert Series, May-June at Rose Garden
- Bill and Celina Rose Youth 3 on 3 Basketball Tournament, June 2 at San Pablo Park
- (4) Kidchella Concert Series, June-July at Totland, Live Oak, Strawberry Creek and Willard
- Community Picnic, June 28 at Grove Park
- King Pool Carnival, June 30 at King Pool
- (6) Movies in the Park, July- Sept. at Strawberry Creek, James Kenney, Codornices, Cedar Rose, San Pablo and Willard
- Fireworks, July 4 at the Waterfront
- Derby Day, July 20 at West Campus Pool
- Olympic Day, August 2 at San Pablo Park
- Stop the Violence- National Night Out, Aug 7 at MLK Youth Services Center
- Music in the Park Concert, August 11 at Ohlone Park

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- Shoreline Cleanup, September 15 at the Waterfront
- Music in the Park Concert, September 15 at Grove Park
- Skate Park Competition, September 15 at Harrison Skate Park

The total attendance at these events, not including the July 4th fireworks, was just over 10,000. The Roses in Bloom and Kidchella concert series were new this summer, while both the Community Picnic (1,300) and Movies in the Park Series (2,200) produced the largest number of participants in their history.

The City provides many free programs or low-cost session-based programs, drop-ins and special events during the summer. On top of these programs, the City issued \$119,330 worth of full and partial scholarships in programs that were partially subsidized and fully cost recovering. These scholarships served 182 different Berkeley residents. This is the highest amount of scholarship funds we have provided to youth and families since we began tracking this information. The PRW Department takes pride in providing low-cost, quality programs for its residents.

cc: Paul Buddenhagen, Interim Deputy City Manager
Ann-Marie Hogan, City Auditor
Mark Numainville, City Clerk
Scott Ferris, Director, Parks, Recreation & Waterfront
Matthai Chakko, Assistant to the City Manager / Public Information Officer