



CITY COUNCIL AGENDA PRESENTATION
MEETING DATE: July 10, 2017

Title: Presentation of highlights and challenges within the Sparks Parks and Recreation Department
Petitioner: Tracy L. Domingues, Parks and Recreation Director Presenter: Jack Byrom, Parks and Recreation Commission Chairman
Recommendation: None
Financial Impact: None
Business Impact (Per NRS 237) <input type="checkbox"/> A Business Impact Statement is attached. <input checked="" type="checkbox"/> A Business Impact Statement is not required because this is not a rule. <input type="checkbox"/> A Business Impact Statement is not required. This is a rule but does not impose a direct and significant economic burden on a business, or directly restrict the formation, operation or exemption of a business. <input type="checkbox"/> A Business Impact Statement is not required. Thus is a rule but emergency action is necessary to protect the public health and safety (requires a unanimous vote of the City Council and cannot be in effect for more than six months).
Agenda Item Brief: A brief presentation of highlights and challenges within the Parks and Recreation Department.

PRESENTATION: As the National Parks and Recreation Association celebrates July as Parks and Recreation Month, staff has chosen this opportunity to highlight some recent successes and challenges within the Sparks Parks and Recreation Department. Per Sparks Municipal Code Section 2.12.010, the parks and recreation commission is created to act in an advisory capacity in determining park, facility and recreational program needs for the city. As you may be aware, the parks and recreation department is comprised of the following divisions: Administration, Recreation, Special Events, and Parks Development and Operations. Below are just a few highlights and challenges currently faced.

1. **Youthwatch Programming:** It is evident that the economy is improving. Revenues for daycare programs have exceeded expectations as new people move into the area and residents secure jobs. As registrations increase, so does the demand for more staff and inclusion services. More children means more staff. To meet the challenge of maintaining a skilled temporary workforce, wages were increased to remain competitive and reduce costly turnover. At times, children with special needs require 1:1 and sometimes even 2:1 supervision with higher paid staff.

2. **Special Events:** Despite efforts to increase calendar days for events, the schedule remains constant. The events that don't return are often replaced by newly recruited events instead of expanding the calendar. New events slated in 2017 include Last Friday in Downtown Sparks, Jet Jam Westcoast Series, Craft Beer Week, Sierra Nevada Lavender & Honey Festival, Dragon Boat Races and a new partnership with Artown. Ongoing challenges include city resources needed to assure safe, fun, family events and an ever-changing landscape affecting event layouts and accommodations in Victorian Square. Staff has reduced efforts to expand the event calendar due to these challenges.
3. **Golden Eagle Regional Sports Complex** (maintenance and programs): This facility and its' success speaks for itself with 51 events producing \$22.54 million in economic impact to the Truckee Meadows and over 1 million annual visitors to the facility. Perhaps the biggest, ongoing challenge is lack of maintenance staff/equipment resources. For the most part, this facility is maintained with contract labor while the programs and events are managed by temporary staff. The turnover and training costs are increasing as the local economy improves creating more competition in the job market. In speaking with Manpower, we have provided a slight wage increase to hopefully entice and maintain the needed workforce until more full-time positions can be acquired and filled to protect this investment as well as the entire park system.
4. **Arts and Culture Advisory Committee:** With your support, the newly appointed members of the Arts and Culture Advisory Committee have been meeting on a regular basis. They are creating a 3 year Arts and Culture Plan to guide Sparks in its' celebration of its' unique identity, community pride, historical heritage and cultural diversity.

In closing, on behalf of the Sparks Parks and Recreation Commission and the Sparks Parks and Recreation Department, I extend my thanks to you for your ongoing support in our efforts to continually contribute to the quality of life for Sparks' residents and visitors. This concludes my presentation and I'll be glad to answer any questions you may have.

ANALYSIS: None.

ALTERNATIVES: Not applicable.

RECOMMENDED MOTION: Not applicable.

Prepared and submitted by:

Tracy L. Domingues, Parks and Recreation Director