

FY 2017 Town Report

(July 2016 – June 2017)

Clinton Parks & Recreation Department

www.clintonrec.com



Mission

"The Clinton Parks & Recreation Department is dedicated to creating a better community in which to live and play through quality recreational programming as well as developing and maintaining our town's open space."

Parks & Recreation Staff

Emily Easterling, CPRP
Director

Kaylee Grosso
Recreation Manager

Kristopher Becker
Park Manager

(Report prepared by Director, Emily Easterling)

Commission

Chairman – Edward Verrier
Secretary – Carly Ciarletta
Members - Jamie Johnston
Yoanna Osborne
Joe Repole

Executive Summary

FY17 saw instrumental growth for the Clinton Parks and Recreation Department in establishing their presence and role within the community. The department came together as a team and with the support of a dedicated commission they reached and exceeded the goals set for this past fiscal year.

The department saw improvements in all facets from the park properties to the programs and events. Some highlighted park improvement projects include replanting of trees in Central Park, irrigation work, increased signage and improvements at Philbin Memorial Park. These projects were accomplished while working simultaneously on the Savage Renovation Project which has construction slated to start in August 2017.



The year also saw success for the department's many recreation programs and events. This year was a growing year as the department introduced two new events into the calendar. The first was an event called "What's Happening in Clinton" which was a registration night designed to allow families and patrons to sample the upcoming offerings of the department. The department also introduced the Community Safety Rodeo an event centered around wheeled

sport safety and featured

collaboration from other town departments with a touch-a-truck exhibit that showcased firetrucks, police vehicles and DPW trucks. The department continued to run many of the events and programs that have fast become staples in the community such as the outdoor movies, ski programs, Daddy Daughter Dance, and many others.

FY17 was a successful year for the department and it is with this positive momentum that the department forges ahead into FY18 to meet a new set of goals and community expectations.

Recreation Programs & Events Overview

Figuring out the recreational needs of the community has been a priority for the department this past fiscal year. Over the last couple of years as programming throughout the community has increased certain programs have seen more success than others. Taking this feedback, the department is focusing on offering programs that better meet the needs of the community and weeding out the programs that have lower participation rates. Each season the department strives to offer new and exciting programming opportunities while continuing to offer the programs that residents have come to expect from the department.

During FY17 CPR offered a variety of programs designed to meet the needs of varying age groups and interest levels. Some programs over the last year were highly successful and others unfortunately were not, but overall the department has seen a steady increase in participation levels.

One area that has continued to see growth is the rental use of the departments multi-purpose room and park properties. The multi-purpose room located at 560 High Street is mostly used for small family gatherings such as birthday parties, showers, holiday parties, etc. This past year the space was rented multiple times per weekend. Renting the space out has allowed the department to maintain the current office building and make improvements to the offices and property.

Below is a comprehensive list of the recreational programs and events offered from July 1st, 2016-June 30th, 2017.

- **Fall Programs:**

- Knucklebones Micro Soccer
- Sprouting Melodies Music Program 1 & 2
- Toddler Playtime
- Elementary Art Program
- Floor Hockey
- Fast Track Middle School Program
- Bubble Soccer
- Adult Fitness Classes
- Yoga Programs
- Outdoor Movie
- Scarecrow Building Contest
- Pumpkin Carving Workshop
- Discover Clinton Halloween Walk
- New York City Bus Trip

- **Winter Programs:**

- Mommy and Me Toddler Explorations
- Sprouting Melodies 1 & 2
- Toddler Playtime
- Girls Science Club
- Winter LEGO Programs
- Adult Fitness Programs
- February Vacation Programs
- Student Ski and Snowboard Program
- Daddy Daughter Dance
- Mother Son Movie Night
- Block Party on Ice
- Light Up Clinton Event
- Tree Lighting Ceremony
- Holiday Craft Workshops
- Holiday Pops Concert
- Boston Celtics Game
- Ice Rink at Savage Field

• **Spring Programs:**

- Baby and Me Yoga
- Micro Athletics with Knucklebones
- Mommy and Me Acting Up
- Sprouting Melodies 1 & 2
- Let's Get Cooking
- Presidential Fitness Track and Field
- STEM goes STEAM
- April Vacation Programs and camps
 - Improve Workshop
 - Future House Program
 - Dread Pirate Roberts Craft in conjunction with Library
- Baby Sitting Class
- Writing Wizards
- College Funding Advisors
- Yoga Programs
- Adult Fitness Programs
- Clinton Youth Softball League
- Glowing Eggstravangza (Egg Hunt)
- Twilight Hunt (Toddler Egg Hunt)
- What's Happening in Clinton
- Outdoor Movie
- Community Safety Rodeo
- Memorial Day Parade

• **Summer Programs:**

- Town Wide Yard Sale
- Brixology
- Crime Scene Investigations
- Yoga in the Park Series
- Maker Shaker Workshop
- Red Sox Trip
- Rockin' Rockets
- Counselor in Training Program
- Summer Playground Program
- Teen Adventure Program
- Knuckles Bones Micro Soccer Program
- Adult Fitness Programs
- Summer Concert Series

Most Successful Recreational and Events Programming:

As evidence from the vast list of programs offered, this department has had a busy and productive year. Each season brought new program offerings and events that would serve to enhance the resident's way of life. Some of the programs the department

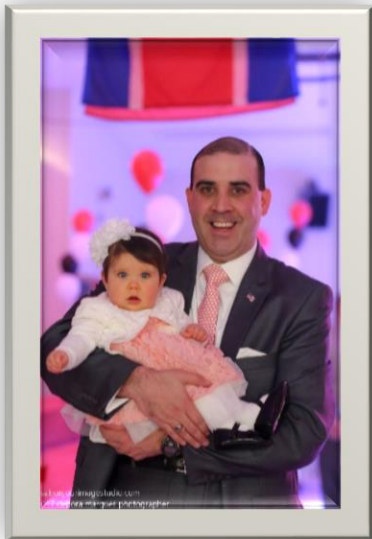
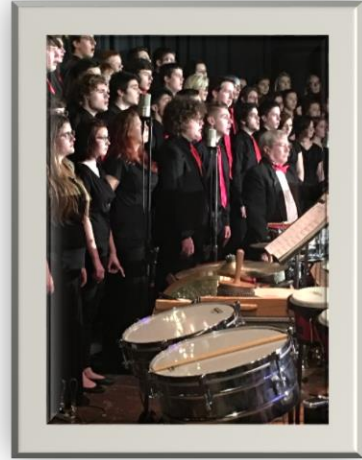
wanted to highlight include:

1. **Outdoor Movies (Spring 2016/Fall 2016):** The department sponsored two outdoor movies this past year, one in the spring and one in the fall. The spring movie was "*The Minion Movie*", the fall was "*Casper the Friendly Ghost*". Both movie nights were held in Central Park and free to attend. To offset the cost of these events the department hosted a concession stand. Overall the attendance for both movies was in the range of 300-400 attendees.
2. **Scarecrow Building Competition (Fall of 2016):** The Clinton Parks and Recreation Department embraced the fall season with a good old-fashioned scarecrow building competition. This event was held in conjunction with the PTO Ghost N' Goblin Roadrace and participants paid a



small registration fee to receive the clothes, leaves and stakes needed to build a unique scarecrow. All scarecrows were displayed in Central Park until Halloween.

3. *Holiday Tree Lighting Ceremony and Event (Winter 2016)*: At the beginning of each holiday season, in conjunction with the Clinton Lighting Committee the Clinton Parks and Recreation Department hosts a tree lighting ceremony in Central Park. This year the department went above and beyond to add additional lighting to the large trees lining the diagonal sidewalk from the Russian Museum to the center of the park. This event features holiday carols from the local girl scout troops and other musical groups around town. The event is sponsored by Dunkin Donuts who provide munchkins and hot chocolate to all those in attendance. This event takes place directly after the Selectman Holiday Party.
4. *Holiday Pops Concert (December 2016)*: This year marked the 21st Holiday Pops Concert. The theme this year was Joy to the World. This year the show featured the New Hampshire Phil Harmonic Orchestra with the Pinkerton Academy Choir and the Clinton Middle School Symphony Singers. Attendance was in the 500s and the department received excellent reviews for this production. The department has enjoyed managing this traditional event.
5. *Daddy Daughter Dance/Mother Son Movie Night*: These two events remain a department



favorite. This year the department celebrated the 40th year of the Daddy Daughter Dance! To celebrate the event featured a photo booth that was adored by guests. Both events saw record attendance levels. The color scheme for the Daddy Daughter Dance was Red, Black and White. The movie shown for Mother Son Movie Night was *The Incredibles*. The department gave out custom chapstick for Daddy Daughter Dance participants and sunglasses for Mother Son Movie participants.

6. *Glowing Eggstravaqanza/Twilight Hunt (April 2016)*:

After seeing record high numbers for the FY16 event the department worked to make some incremental changes to this annual event. This year the event was split into two age groups. Which allowed the department to modify the event to better meet the skill levels of the participants.

For the younger crowd they searched animals and colors while the older crowd searched for numbers on the eggs. Parents and participants seemed to appreciate the modifications to the events and things ran much smoother this year. Another major change to this event was the addition of pre-registration. Participants were

asked to pre-register for this event and received a wrist band to wear the night of the event. The event also featured a DJ which was a fun addition.

7. Community Safety Rodeo (May 2017): This was a new event during the FY17 year. This event featured wheeled sport safety in the form of helmet checks, a bicycle obstacle course, and bike tune-ups. The event also had a touch-a-truck exhibit, food trucks, bounce houses, and many other fun activities. Unfortunately, the weather did not cooperate this year and with hurricane grade winds and periodic rain the event's attendance was affected. The department is already planning the event for next year and have plans to make it bigger and better!

8. Clinton Youth Softball League (Spring 2017): The Clinton Youth Softball League had a very successful 2017 season. Thanks to the dedication of the coaches and volunteers that are part of this program softball in Clinton has been gaining momentum in this sport. This summer saw the introduction of a tournament travel team which will allow players to continue playing and improving over the summer months. The league is looking forward to continuing to grow and improve the skill sets of its players. The FY17 CYSL featured the following team breakdown:

- a. Instructional: 1 team
- b. Minor Division: 2 teams
- c. Junior Division: 2 teams

9. Town Wide Yard Sale (June 2016): Back by popular demand was the Clinton Town Wide Yard Sale Event. This year saw a great turnout of sellers both in Central Park and around town. We totaled 75+ combined sellers. Hopefully residents could find some treasures and get some great deals!



10. Toddler Programs (Fall, Winter, Spring): During the fiscal year of 2017 the department focused on continuing to expand toddler programming. Our most popular programs included Sprouting Melodies (a parent and toddler music program) and Micro Soccer. Working with the school district we tried to fill in gaps for this age group.

11. Summer Playground Program/Teen Adventure Program (Summer 2016): The Clinton Parks and Recreation Department Summer Playground Program and Teen Adventure Program continues to be one of the most successful programs run by the department. Each week saw record attendance and participation levels. The department introduced some new field trips and activities for the summer of 2016. The program this year was held at the Clinton Head Start Building and the Clinton State Pool. Some favorite activities included Carnival Day, Zoink's Fun Factory, and Canobie Lake Park to name a few. The department is looking forward to the continued improvement of this program and increasing programming offerings.



12. Summer Concert Series (Summer 2016): The Department once again hosted a seven-week summer concert series. This series is sponsored by local businesses and is free to attend. The concerts are held in Central Park on Tuesday nights from 7:00-8:30pm. Each week the series features a unique style of music to appease a wide crowd range. Some of the favorite groups from the series included the Rampage Trio, 4EverFab, Crossroads and Judy Pancoast. All these groups will be featured in the will be featured in the FY18 series.



Win Some Lose Some!

Over the past year the department has worked hard to keep programming offerings creative and new. Unfortunately, not all the programs planned were able to be executed. Canceling a program is always discouraging to the department, so this year the department took a hard look at the current programming listing to weed out programs that are not gaining any traction. Staff planning time will be better spent improving programs that have high registration numbers over trying to start new ones that do not have the interest levels needed to run the programs. Some changes to programming for FY18 include limiting bus trips, monitoring enrollment for the Student Ski and Snowboard program to determine whether we can continue running it, and

limiting middle school offerings. These decisions were made after seeing attendance and interest levels in FY17 for these programs.

Overall, the town and Parks and Recreation Commission is very proud of the direction the department is taking recreational and event program. This positive change in the department is thanks to the hard work of Recreation Manager Kaylee Grosso and Director Emily Easterling.

Parks Overview

The Clinton Parks & Recreation Department oversees and manages multiple parks/properties around town. Our priority is always to maintain these properties so they are safe and enjoyable for all residents. Over the past year the department has put a strong focus on the management of the park properties and improving various elements within the parks. Some highlighted projects from FY16 include:

- *Donation and Install of new trees in Central Park*- CPR received two tree donations for Central Park during FY17. Two new trees were purchased from a nearby nursery and planted at start of the sidewalk entrance that goes to the fountain. Both trees are healthy and strong and are a fantastic addition to the property.
- *Water Fountain Philbin Memorial Park*- The department was finally able to purchase and install a new drinking fountain at this property. The fountain is red and at 30" is the perfect height for young mouths.



- Swinging Bench at Duffy Park- This spring the department installed a new swinging bench at

Duffy Park. Adding this element to the park allows park goers to relax as they looked out on Coach Luce Pond. The swinging bench has been very well received by residents.



- Electric Sign at Clinton Parks and Recreation Building- In April 2017 an electric message sign was installed at the Clinton Parks and Recreation Building located at 560 High Street. This sign allows the department to advertise programs/events/town happenings through software on the department computers. This sign has proved beneficial in advertising last minute program changes and cancellations and reminding residents to sign up for programming. The department is excited to continue using the sign during the next fiscal year! The sign was designed, built, and completed by FASTsigns out of Worcester.

- Savage Field Renovation Project-FY17 was spent in collaboration with the building committee regarding the Savage Field Renovation project. Together with Gale Associates the building committee and department worked to finalize budget numbers, go through the permitting process and complete bid documents. The project is slated to go out to bid July 1st, 2017 with the project construction starting August 2017.

In addition to these major projects the department continued to improve other aspects of the parks such as irrigation systems, fertilization programs, and the overall appearance of these locations. The department welcomed new park manager, Kristopher Becker in January 2017. He has proved very valuable to the department and the town is lucky to have him overseeing the park properties. The department also worked to increase working relationships with the school district and DPW. Working with these departments has allowed shared employees, equipment and ideas. Working as unit has also allowed more projects to be completed and has also saved the tax payers money as oppose to hiring outside vendors.

Budget Overview

Operating Budget

FY 2012 – \$176,316.00

FY 2013 – \$166,039.00

FY 2014 -- \$179,435.00

FY 2015 -- \$212,435.00

FY 2016 -- \$238,198.00

FY2017 -- \$252,108.00

Comments: The department has been thankful for the support of the Finance Committee and Selectman regarding the steady increase of the operating budget. With the increase to the operating budget the department is better able to meet the growing needs of the community, the parks and the office/administrative responsibilities of the department. At the FY17 Town meeting the department was also granted funding for the Savage Field Renovation project which was a huge accomplishment and the department is looking forward to using this funding to improve this property. Furthermore, the department has been granted on a yearly basis funding for capital improvement projects. This helps to cut down on the amount of warrant articles being requested each fiscal year and helps the department to accomplish more park projects.

Revolving Account

FY 2013 beginning balance (July 2012) – \$61,441.92

FY 2014 beginning balance (July 2013) -- \$81,128.09

FY 2015 Beginning Balance (July 2014) -- \$ 113,754.97

FY2016 Beginning Balance (July 2015)—\$133,543.07

FY2017 Beginning Balance (July 2016) --- \$210,641.32

Comments: Over the past couple years the department has worked hard to increase programming and events, the increase in offerings has yielding an increase in the revolving fund. The money collected from program fees are used to cover the costs of the programs to include equipment, instructions and marketing materials. The balance is “revolving” as some program fees are collected in one Fiscal Year and the expenses for that same program are not paid out until the next Fiscal Year. The Parks & Recreation Director meets with the Town Accountant & Commission yearly to approve the balance and spending of this account.

Capital Budget Requests

FY 2017- Two total requests were submitted:

1. Savage Field Project - \$544,285.93
2. Improvements to the Fountain: \$16,000

Comments: The following warrant articles were presented at the FY17 town meeting. The department was granted both funding requests! Both items were approved and the department received the

funding for a new ride on mower and the funding to start Phase 1 of the Savage Field Renovation Project!



Department Goals for FY18

1. **Parks:**

- a. To perform strategic and long-range planning functions for recreation, park and open space facilities to include design and development.
- b. To apply safe design principles to make parks safer and more user friendly thus increasing resident usage
- c. To continue to apply for grants and alternative funding to help offset the cost of park management.

2. **Recreation:**

- a. To continually improve the availability and effectiveness of recreational, athletic, and educational programming so that it meets the needs of the entire community
- b. To provide multi-generational recreational opportunities within the community.
- c. To generate an atmosphere of openness to promote dialogue and communication between the department and the citizens we serve; to develop a quality strategic plan for the future growth in programs, services and facilities.
- d. Increase programming marketing to limit cancellations

3. **Service and Staff:**

- a. To seek cooperative efforts with adjoining governmental units in providing the public with parks, recreation facilities, and programming.
- b. To create a safe, productive and rewarding workplace which emphasizes teamwork, communication and recognizes innovation and achievement for all department employees and volunteers
- c. To provide opportunities for continuing education opportunities for employees.

The Heart of the Community

The Clinton Parks and Recreation Department set a goal to be the heart of the community. A Parks and Recreation Department should be a place where residents come to gather information on community organizations, events and happenings. This year the department worked towards this goal by forging relationships with other town departments. The Clinton Parks and Recreation Office worked to create positive working relationship with the Clinton School District, The Clinton DPW and many other town and local organizations. Clinton is in the process of hiring a facility manager and the Clinton Parks and Recreation Department is eager to see how this will affect the department and town, as a whole.

