



2019

PARKS AND RECREATION ANNUAL REPORT

City of
Fort Collins



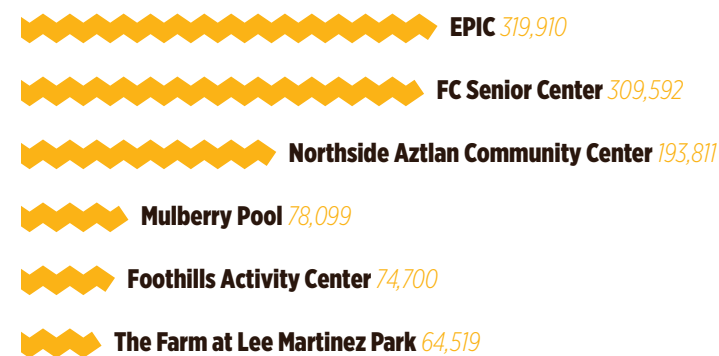
For more information regarding CAPRA,
please visit nrpa.org/certification/accreditation/CAPRA

Working to serve the diverse recreational needs of our community, the Parks and Recreation departments strive to deliver exceptional service, engaging programming and access to nature in order to promote the health and wellbeing of the Fort Collins community.

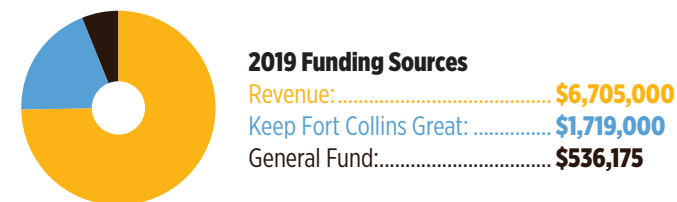
2019 was a banner year for the Parks and Recreation teams as we received accreditation from CAPRA, the Commission for Accreditation of Park and Recreation Agencies, showcasing many years of dedication to continued improvements and implementation of industry best practices. Looking forward, we remain committed to supporting the recreational priorities of Fort Collins, through enriching programs, vibrant open spaces and exceptional service. Thank you for your support of Parks and Recreation.

2019 RECREATION

FACILITY VISITORS 1,305,042 Total participants



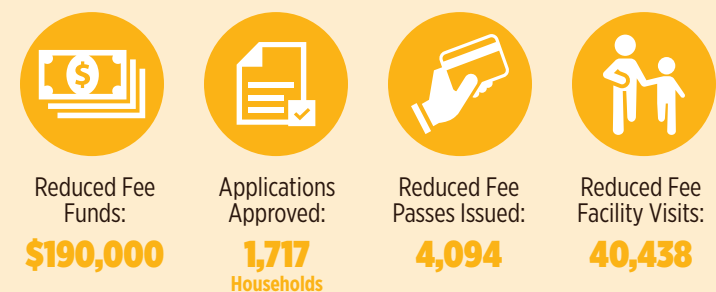
RECREATION FINANCES



2019 RECREATION HIGHLIGHTS:

- Increased opening day registration – up 12% over prior years
- Record participation in the Camp FunQuest youth program
- Continued growth with the Junior Ram Partnership
- The Farm at Lee Martinez Parks was nominated for best entertainment place for kids classes in Fort Collins by macaroni Kids Magazine.
- Fitness revenue was up almost 5%, marking the 4th year in a row of growth
- Fort Collins Lacrosse Club granted \$7,000 for the start of a lacrosse program
- 22% increase in inclusion summer contact hours
- ICE Bear was a featured “Sustainability Stories” on Earth Day and Denver Channel 7 News
- Many large ice events were held: Spring Ice Spectacular, FTC Figure Skating Club Annual Competition, Guns and Hoses (Police vs Fire Dept) hockey game, and 3rd annual Bonspiel Curling event.
- Hosted 27 swim meets at EPIC
- Aquatics was recognized by American Red Cross – Gold medal Award
- Distributed more than 100,000 Recreators
- Raised \$139,515.50 in adverting revenue for Recreator
- Won 3rd place at 3CMA Savvy Awards for the MORE campaign

REDUCED FEE PROGRAM



2019 PARKS

OUR PARKS:



DIVISIONS:



PARK RENTALS

Shelter Reservations: 717 reservations



Field/Turf Reservations: 4,647 games + practices



Large Events: 38 events



2019 PARK HIGHLIGHTS:

- Acres Maintained: 971
- Trees Maintained: 55,000
- Rounds Played at Golf Courses: 74, 807
- Medians Maintained: 80 acres
- Facility grounds, downtown plazas and alleys: 72 acres
- Hosted the annual 4th of July fireworks celebration in City Park
- Keeping Downtown Fort Collins beautiful year-round with flowers in the summer and the holiday lights in the winter.
- Started Golf e-newsletter
- Community Canopy Project sold 200 trees for \$25 in less than 24 hours



GET SOCIAL WITH US

2019 E-newsletter subscribers:

Senior Center

+473

ARO

+238

Recreation

+6333

Pickleball

+399

Social Media Followers:



Facebook

▲15%

Increase: 1,450
Total: **9,500**



Twitter

▲14%

Increase: 256
Total: **2,500**



Instagram

▲25%

Increase: 500
Total: **1,500**

City of
Fort Collins

Auxiliary aids and services are available
for persons with disabilities. 20-22387