

**CITY OF FOLSOM
PARKS AND RECREATION COMMISSION
TUESDAY, MARCH 05, 2024
REGULAR MEETING AGENDA
6:30 P.M.
CITY COUNCIL CHAMBERS
50 NATOMA STREET, FOLSOM, CALIFORNIA
www.folsom.ca.us**

1. **CALL TO ORDER:**

2. **ROLL CALL:** Commission Members: Brian Wallace, Matt Hedges, Marina Leight, Ravi Kahlon, Samantha Davidson, Bill Davis, Alayna Wagner

3. **PLEDGE OF ALLEGIANCE:**

4. **BUSINESS FROM THE FLOOR:**

5. **APPROVAL OF MINUTES:**

- A. February 6, 2024 Meeting Minutes.

6. **ACTION ITEMS:**

7. **SCHEDULED PRESENTATIONS:**

- A. Budget Workshop Priority Needs – Kelly Gonzalez
B. Ladder Fuel / Weed Abatement – Jamison Larson, Municipal Landscape Services Supervisor

8. **COMMITTEE REPORTS:**

- A. Planning & Development (Leight, Davidson, Wagner)
Improving Accessibility and Inclusion for Parks - March 7, 2024 - Tentative
B. Budget / Finance (Hedges, Wallace, Kahlon)
Review Priority Needs – Last Meeting January 29, 2024
C. Parks & Recreation Renovation Plan (Wallace, Davidson, Davis)
Presentation by Leathers Playground – Last Meeting in October 2023
D. Sports & Recreation (Wagner, Davis, Kahlon)
Aquatic Center Daily Admission Fee Increases - March 4, 2024
E. Public Private Partnership Ad Hoc Committee (Leight, Hedges, Davidson)
F. Underutilized City-Owned Properties Ad Hoc Committee (Leight, Wallace, Wagner)

9. **INFORMATIONAL ITEMS:**

- A. Aquatics Center Daily Admission Entry Fee – Chad Gunter and Tom Hellmann
B. Program for Local Assistance Youth Recreation Scholarships (PLAYRS) - Sarah Trobee and Tom Hellmann

C. Department Report – Kelly Gonzalez, Parks and Recreation Director
• Director’s Report

10. **COMMISSIONER COMMENTS/ITEMS FOR FUTURE AGENDAS:**

11. **ADJOURNMENT:**

*Notice: Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on an issue which is on this agenda, please complete a speaker request card, and deliver it to a staff member at the table on the left side of the Council Chambers prior to discussion of the item. When your name is called, stand to be recognized by the Chairperson and then proceed to the podium. If you wish to address the Commission on any other item of interest to the public, when the Chairperson asks if there is any “**Business from the Floor**,” follow the same procedure as described above. Please limit your comments to three minutes or less.*

As presiding officer, the Chairperson has the authority to preserve order at all Parks & Recreation Commission meetings, to remove or cause the removal of any person from any such meeting for disorderly conduct, or for making personal, impertinent, or slanderous remarks, using profanity, or becoming boisterous, threatening or personally abusive while addressing said Commission, and to enforce the rules of the Commission.

In compliance with the Americans with Disabilities Act, if you are a disabled person and need a disability-related modification or accommodation to participate in this meeting, please contact the Parks & Recreation Department at (916) 461-6606, (916) 351-5931 (fax) or jburke@folsom.ca.us. Requests must be made as early as possible and at least two full business days before the start of the meeting.

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**CITY OF FOLSOM
PARKS AND RECREATION COMMISSION
TUESDAY, FEBRUARY 06, 2024
REGULAR MEETING MINUTES**

1. **CALL TO ORDER:** The Parks & Recreation Meeting was called to Order at 6:30 p.m.
2. **ROLL CALL:** Commission Members Present: Brian Wallace, Samantha Davidson
Matt Hedges, Bill Davis Ravi Kahlon, Marina Leight Alayna
Wagner
Commission Members Absent: None
3. **PLEDGE OF ALLEGIANCE:** The Pledge of Allegiance was recited.
4. **BUSINESS FROM THE FLOOR:** One card was received.
 - First Card – Two young women from the community spoke to the Commission on the importance of true inclusion in parks for both able-bodied and disabled youth in the community. Provided examples of other park plans to consider and suggested some potential funding options. Acknowledged that while Lion Park does have a portion that is wheelchair accessible it is the only one out of Folsom’s 48 parks.

Commissioner Hedges called for Parks & Recreation Staff to provide a presentation in the future, going over current assets, challenges around incorporating the types of features discussed, along with future plans, et cetera. Chair Wallace agreed.

5. **SCHEDULED PRESENTATIONS:**

- A. Oath of Office to Newly Appointed Commissioner - Ravi Kahlon

Commissioner Kahlon accepted her oath, officially taking her position with the Commission. She spoke to her excitement for the opportunity to serve. Her knowledge and experience, and the value it can bring.

- B. Municipal Landscape Division Overview - Zachary Perras, Municipal Landscape Services Manager

Municipal Landscape Manager Zach Perras gave a PowerPoint presentation giving the Commission an overview of his division and exactly what they do for the department and the City of Folsom. He highlighted his staff as well as all the areas they are responsible for. He explained Lighting & Landscaping Districts (L&L's) and Community Facilities Districts (CFD's). Spoke to the success of 2023 and the goals for the current year.

- C. Community Partnership Program and Community Events Overview – Frankie Nelson, Sr. Recreation Coordinator

Sr. Recreation Coordinator Frankie Nelson gave a PowerPoint presentation talking to the Commission about our Community Partnership program and how they correlate with our Community Events. He explained the programs start and

evolution and how it really changed the investment and engagement of our partners. Highlighted two of our major community events - Wayne Spence Folsom Veterans Parade, the Spring Eggstravaganza and the committees that collaborate with the planning and execution of these events.

- D. Introduction of Parks and Recreation Full Time Hires – Kelly Gonzalez, Parks and Recreation Director

Director Gonzalez introduced a new tradition of introducing all new full-time hires.

6. **APPROVAL OF MINUTES:**

- A. December 05, 2023 Meeting Minutes

Motion by Commissioner Wagner, Second by Commissioner Leight to approve the December 05, 2023, meeting minutes. Minutes approved with no objections.

AYES: Commission Members: Wallace, Davidson, Davis, Kahlon, Leight, Wagner
NOES: Commission Members: None
ABSENT: Commission Members: None
ABSTAIN: Commission Members: Hedges

Commissioner Hedges made a general comment on procedure - Minutes are usually approved before we do presentations. Robert's Rules of order calls for it. Asks to re-order for next meeting.

7. **ACTION ITEMS:**

- A. Selection of a Chairperson and Vice Chairperson

Motion by Commissioner Davidson, Second by Commissioner Leight to nominate Brian Wallace as Commission Chair.

AYES: Commission Members: Wallace, Davidson, Davis, Kahlon, Leight, Wagner, Hedges
NOES: Commission Members: None

Motion by Commissioner Wallace, Second by Commissioner Hedges to nominate Samantha Davidson as Commission Vice Chair

AYES: Commission Members: Wallace, Davidson, Davis, Kahlon, Leight, Wagner, Hedges
NOES: Commission Members: None

Commissioner Hedges points out that it isn't entirely clear when we should be having this discussion and requests that we add it into our bylaws to do this annually; specifically at the first meeting of the year.

B. Selection of New Commissioner Subcommittees

New Commissioner Ravi Kahlon joins the Sports & Recreation Subcommittee as well as the Budget / Finance Committee.

Commissioner Davis moves from Budget / Finance and joins Parks & Renovation Plan Subcommittee.

Motion by Commissioner Leight, Second by Commissioner Davis to finalize all subcommittees as discussed.

AYES: Commission Members: Wallace, Davidson, Davis, Kahlon, Leight, Wagner, Hedges

NOES: Commission Members: None

8. **COMMITTEE REPORTS:**

A. Planning & Development (Leight, Davidson, Wagner)

B. Budget / Finance (Hedges, Wallace, Kahlon ~~Davis~~)

Committee met on January 02, 2024. Discussed upcoming budget presentation. Another meeting to be scheduled soon as the process moves forward.

C. Parks & Recreation Renovation Plan (Wallace, Davidson, Davis ~~Jennifer Tarbox~~)

D. Sports & Recreation (Wagner, Davis, Kahlon ~~Jennifer Tarbox~~)

E. Public Private Partnership Ad Hoc Committee (Leight, Hedges, Davidson)

F. Underutilized City-Owned Properties Ad Hoc Committee (Leight, Wallace, Wagner)

9. **INFORMATIONAL ITEMS:**

A. Monthly Report

B. Director's Report

Director Gonzalez introduced a new version of the Monthly and Director's report. It will now be called the Department Report and will be a combination of both. It is a more streamlined, high-level snapshot of what is going on in the department. It is an opportunity to provide you with the most up to date information and the ability to share that information. Highlighted the participation numbers as well as the money generated through our partnership programs.

Upcoming Presentations March 2024:

- Recap of Budget presentation to be given February 13th
- Johnny Cash Trail Strategic Marketing Plan

10. **COMMISSIONER COMMENTS:**

Commissioner Hedges really enjoys the new style and presentation of the Department report.

Chair Wallace requests that on future agendas under Committee Reports, if a committee has met, please add the date of that meeting to make sure it is highlighted.

Commissioner Wagner requested a section be added to the agenda for future agenda items. Chair Wallace deems commissioner comments an appropriate time to bring those items.

Commissioner Wagner would like to see the following presentations:

- *Prospector Park Update – Later in the Spring (April)*
- *PLAYRS Scholarship highlight*

A couple of items she would like to discuss further:

- *Wondering if we could collaborate with the Library for a summer program because of limited access. Mobile Library event or Library book drop-off at designated parks to help keep the kids reading since they will not be getting from their schools.*
- *Wondering if we could consider prioritizing Neighborhood Park 1 ahead of any of the other parks. Since the school plans have changed in that area, it is difficult for families to get down to Prospector or the new school being developed in Elder Creek.*

Commissioner Hedges has an interest in finding out more information on disc golf in Folsom – both current offerings and any future plans. Willing to discuss with a member of staff or entertain a discussion item or a presentation if chair deems it appropriate.

Welcome to Commissioner Kahlon from all Commissioners.

11. **ADJOURNMENT:** There being no further business before the Parks and Recreation Commission, the meeting was adjourned at 7:53 p.m.

RESPECTFULLY SUBMITTED:

Jennifer Burke, Administrative Assistant

APPROVED:

Brian Wallace, Chairperson

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TO: Parks and Recreation Commission

FROM: Kelly Gonzalez Parks & Recreation Director

BY: Tom Hellmann, Recreation & Community Services Manager
Chad Gunter, Recreation Supervisor

SUBJECT: STEVE MIKLOS AQUATIC CENTER DAILY ADMISSION ENTRY FEE INCREASE

RECOMMENDATION / COMMISSION INFORMATION

Staff is increasing the daily admission entry fee to the Steve Miklos Aquatics Center and is sharing this with the Parks and Recreation Commission:

1. Receive information on the proposed Aquatic Center entry fee increase, understanding impact and need for proposed increase in fees.

BACKGROUND

The Steve Miklos Aquatic Center has been open since 2001 and has provided safe family fitness, fun, competitive, and educational opportunities to Folsom and the region. It is estimated that over 5,000,000 participants have utilized some form of aquatic programming at the Steve Miklos Aquatic Center since opening. Currently the Steve Miklos Aquatic Center is home to the Sea Squad Swim School, Sierra Marlins USA Swimming Club that swims year-round, Folsom Sea Otters seasonal recreational swim team, Dos Rios Divers Club, summer family recreation swim, while hosting close to 200 birthday parties and multiple private rentals. The Steve Miklos Aquatic Center also provides family fun events such as the FREE family picnic and movie night held in August, Swim with the Pumpkins held in October, and the Bark ‘n’ Splash Bash held in September. The Aquatic Center continues to be a regional leader in aquatic programming. While attendance remains strong, the Aquatic Center is looking to increase daily admission entry fees effective this summer as there has not been a daily admission fee adjustment since 2012.

ANALYSIS

Currently Aquatic Center daily admission entry fees are:

- \$7.00 for ages 4-54
- \$5.00 for ages over 55
- \$4.00 for ages 2-3
- Free for under 2 years of age.

Since 2012, overall operating expenses have outpaced the increase in operational revenue. Operating expenses have substantially increased over the past five years due to the State of California minimum wage increases, and rising expenses associated with utilities, chemicals, and the general cost of services and goods. Staff is proposing a fee increase to be imposed starting the summer of 2024. Currently the Aquatic Center is leading the region with fees for entry, programming, and facility rental, and these proposed fee increases will continue that trend.

Staff will be accessing a fee range for daily admission entry fees ranging from \$0.00 - \$15.00 for a daily admission entry fee.

Attachment #1 shows the benchmarking analysis along with fees and attendance from 2022-2023 used to measure against the proposed 2024 Daily Admission Entry Fee.

The 2024 Aquatic Center daily admission entry fees will be:

- \$9.00 for ages 4-54
- \$6.00 for ages over 55
- \$5.00 for ages 2-3
- Free for under 2 years of age

FINANCIAL IMPACT

Based on current utilization rates, staff projects daily admission entry fee revenue of \$60,000 with the 2024 fee structure. This increase will support continued needs for maintaining aging facility assets along with increased staffing and operating expenses. New daily admission entry fees will be implemented on May 25, 2024.

COST RECOVERY

In accordance with the Parks and Recreation Department User Fees and Charges Policy that was adopted by the Folsom City Council, it identifies overall Aquatic Center operation with a Moderate Cost Recovery rate of 50%-75%. The current cost recovery rate for FY22-23 excluding Capital Outlay is 51% and within range of our policy. The recommended fee increase will increase cost recovery to between 54 - 56%.

ATTACHMENTS

1. Daily Admission Entry Fee Analysis

Respectfully Submitted,

Kelly Gonzalez, Parks and Recreation Director

Daily Admission Entry Fee Analysis



| Facilities | Adult | Junior | Cost for Family of 4 | Hourly Cost /Person |
|---|----------|-------------------|----------------------|---------------------|
| Steve Miklos Aquatics Center (2/hr.) | \$7.00 | \$5.00 | \$24.00 | \$3.00 |
| City of Newark (2/hr.) | \$12.00 | \$3 under 2 only | \$48.00 | \$6.00 |
| City of Roseville (2/hr.) | \$7.00 | Free under 2 only | \$28.00 | \$3.50 |
| City of Sacramento (2/hr.) | \$8.00 | \$6.00 | \$28.00 | \$3.50 |
| Sun splash Waterpark (2/hr.) | \$56.99 | \$48.99 | \$211.96 | \$26.50 |
| Golf land Mini Golf (2/hr.) | \$16.00 | \$14.00 | \$60.00 | \$7.50 |
| Palladio Theatre (2/hr.) | \$13.75 | \$11.00 | \$49.50 | \$6.19 |
| Disneyland (8/hr.) | \$154.00 | \$146.00 | \$600.00 | \$18.75 |
| Strikes Bowling (1.5 hours x 4 people) Shoes (4 people) | \$100.68 | | \$126.64 | \$21.11 |
| Boreal Lift Tickets (8/hr.) | \$109.00 | \$89.00 | \$396.00 | \$12.38 |
| K1 Indoor Racing (3 races at 7-10 minutes) | \$62.95 | | \$251.80 | \$62.95 |

Steve Miklos Aquatics Center 2024 Daily Admission Entry Fees **\$9.00** **\$5.00** **\$28.00** **\$3.50** **Does not include optional individual inflatable wristband at \$3.00*

| Description | Fee | 2022-2023 | Revenue | Fee Increase Percentage | 2024 Proposed Fee | Total |
|---------------------------------|--------|-----------|--------------|-------------------------|-------------------|---------------------|
| Under 2 years | \$0.00 | 510 | \$0.00 | | \$0.00 | \$0.00 |
| Ages 2-3 | \$4.00 | 1,622 | \$6,488.00 | 25% | \$5.00 | \$8,110.00 |
| Ages 4-54 | \$7.00 | 25,741 | \$179,956.00 | 28% | \$9.00 | \$231,669.00 |
| 55 Years and up | \$5.00 | 2,497 | \$12,485.00 | 20% | \$6.00 | \$14,982.00 |
| Group Admission | \$6.00 | 3,096 | \$13,770.00 | 17% | \$7.00 | \$21,672.00 |
| Inflatable Wristband Purchase | \$3.00 | 10,658 | \$31,974.00 | | \$3.00 | \$31,974.00 |
| Additional Birthday Party Guest | \$6.00 | 185 | \$1,110.00 | 17% | \$7.00 | \$1,295.00 |
| \$245,783.00 | | | | | | \$309,702.00 |

Forecasted Daily Admission Entry Fee Increase \$63,919.00

DATE: March 05, 2024
TO: Parks and Recreation Commission
FROM: Kelly Gonzalez, Parks and Recreation Director
BY: Sarah Trobee, Recreation Supervisor
SUBJECT: PLAYRS Scholarship

BACKGROUND

The Program for Local Assistance Youth Recreation Scholarships (PLAYRS) was established in April of 2014. This program was created so that the cost of the City’s fee-based programming, would not be a barrier to the youth of Folsom; preventing them the benefits of the positive educational, social, and physical benefits derived from participating in the programs.

An annual funding limit of \$10,000 was set and has been included in each Fiscal Year Budget starting with Fiscal Year 2014/15.

Upon the completion and approval of the application, eligible participants currently receive up to 50% of the desired activity’s fee paid, up to a maximum of \$100 per year (12-month period) . At the time of program registration, the participant must pay the remaining 50% of the activity fee. Most summer camp opportunities are over \$200 per week and even with \$100 towards a camp, for many, the limited amount of \$100 per year towards an activity fee and being responsible for the other 50% of the activity fee still makes participating in our programs financially difficult. Families cannot afford the other fifty plus percent for their child to attend just a one-week program. Staff believes the decrease in the number of families benefiting from this resource over the years is a direct result of outdated guidelines.

Breakdown of Scholarships awarded over the past 4 years below:

| Year | Amount of Scholarship Awards | Additional Information: |
|-------|------------------------------|---|
| 20-21 | \$300.00 | Program just coming back from being closed for COVID |
| 21-22 | \$4,100.00 | |
| 22-23 | \$2,800.00 | |
| 23-24 | \$500.00 | Most requests come in between April and May for summer activities |

UPDATE

Recreation Supervisors Sarah Trobee and Derik Perez have been working on updating the PLAYRS Scholarship to coincide with the summer activity guide which will be released in April. This update will help create better program opportunities reflecting the significant increase in program fees since the inception of this program back in 2014.

Updates to the program include an increase from \$100 per participant to \$250 per participant, per year (12-month period). Families will not be required to provide matching funds of 50%. In addition, the PLAYRS application is being translated for the first time into Spanish.

ATTACHMENTS

- A. Sample of updated PLAYRS application.



City of Folsom Program for Local Assistance Youth Recreation Scholarships (PLAYRS) Application Form

The City of Folsom Program for Local Assistance Youth Recreation Scholarships (PLAYRS) strives to provide financial assistance for all Folsom youth residents desiring to participate in City of Folsom recreation activities who could not otherwise due to financial restrictions. Please read the following instructions completely before filling out the application. **Only complete applications will be accepted.**

Guidelines have been established to assist resident families. PLAYRS scholarships are **based on need, merit, and available funding.**

Guidelines:

1. **Each eligible participant generally receives up to 100% of the activity registration fee paid to a maximum amount of \$250 per year (12-month period) upon completion and approval of the application.**
2. PLAYRS scholarship applications and appropriate documentation must be **completed and submitted 14 (fourteen) business days prior to the first day of the activity for which assistance is requested.**
3. PLAYRS scholarships are awarded only for activity registration fees, not supplies or other costs.
4. PLAYRS scholarships will **not** be applied to past registrations.
5. Any past-due Folsom Parks and Recreation accounts must be current before a PLAYRS scholarship application is considered.
6. PLAYRS scholarship recipients are responsible for their own transportation to and from activity sites.
7. PLAYRS scholarship recipients who do not attend the activity regularly may be ineligible for future scholarships.
8. Refund and Cancellation Policies apply towards the portion the recipient/parent paid for only.
9. To use any portion of the PLAYRS scholarship, you must notify staff at the time of registration.

Eligibility:

If the applicant has been awarded and used the PLAYRS scholarship in the past 12 months, the applicant is **not** eligible to apply. To determine eligibility for a PLAYRS scholarship, answer the following questions:

1. Does the youth live in the City of Folsom?
2. Is the youth 17 years of age or younger?
3. Can the youth commit to attend/participate in 80% of the activity?

You must also qualify for or be receiving assistance from one or more of the Federal/State/County Programs listed:

1. Temporary Assistance for Needy Families (TANF)
2. Aid for Dependent Children (AFDC)
3. Foster Care
4. Medicaid
5. Food Stamps / CalFresh Program / Supplemental Nutrition Assistance Program (SNAP)
6. California Work Opportunity and Responsibility to Kids (CalWORKs)
7. Kinship Guardianship Assistance Payment Program (Kin-GAP)
8. Unemployment through job loss over 90 days.

If you answer "yes" to the above three eligibility questions and are receiving assistance from a Federal/State/County program, you are eligible for a PLAYRS scholarship. You will need to provide documentation, such as a copy of a CalWORKs card, from one of the other eligible programs.

PLAYRS scholarship is available for up to two participants per household.

Nondiscrimination:

Participants eligible for the PLAYRS scholarship program will remain confidential and treated in the same manner as those who pay full price for the same service. No family will be discriminated against because of race, color, gender, religion, nationality, ethnic origin, or disability.

Confidentiality:

All PLAYRS scholarship applications and attachments are confidential and shall be used exclusively for the PLAYRS scholarship program and for no other purpose. The parties or their respective attorneys shall not disclose the applications and attachments to any person, corporation, firm, or entity except as provided by law. None of the parties hereto shall disclose the terms of these applications and attachments or provide an original or a copy of all, or any portion thereof to anyone, except for the following:

1. To the extent necessary to obtain tax advice or file tax returns concerning the program.
2. To the extent necessary to comply with a lawful order or process of a court of competent jurisdiction.
3. To the extent necessary to comply with the application process.
4. Upon written consent of the parties or a request for information from an authorized taxing authority.
5. To comply with a lawful California Public Records Act request.

To Apply:

1. Complete the PLAYRS application. An application must be completed for each youth. Applications are reviewed on a case-by-case basis. Application must be signed by a parent/guardian.
 - a. Attach the official document(s) signifying from which program the child is receiving aid. If such documents are unavailable, a school employee, social worker, or caseworker must sign the form to verify qualification.
 - b. Attach proof of Folsom residency, such as a copy of a recent utility bill.
2. Completed application and required documentation must be **submitted 14 (fourteen) business days prior to the first day of the activity for which assistance is requested** to the City of Folsom Parks and Recreation Department at 48 Natoma Street, Folsom, CA 95630. **Incomplete applications and lack of documentation will be considered incomplete, and the application will be denied.** For questions regarding the application, please call 916-461-6601.
3. The City of Folsom Parks and Recreation Department will notify the applicant upon approval/denial of the PLAYRS scholarship application.
4. Upon approval of the PLAYRS scholarship, applicants may register for an activity, if space is available, at the Folsom Parks and Recreation Counter at 48 Natoma Street. The PLAYRS scholarship recipient or recipient's parent/guardian must pay the remaining amount of the activity registration at the time of registration.

Examples of How the PLAYRS Scholarship Can Be Applied:

Example #1:

- Activity #1. Registration is \$125; the PLAYRS scholarship is \$250. The recipient pays \$0. \$125 is available to use on other activities within the 12 months.
- Within the same 12-month period, activity #2 Registration is \$150; the PLAYRS scholarship is \$125. The recipient pays \$25.
- Note: The applicant/recipient may apply for another PLAYRS scholarship **after** the current scholarship 12-month period expires.

Example #2:

- Aquatic Center Season Family Pass is \$179, the PLAYRS scholarship is \$250. The recipient pays \$0. \$71 is available to use on other activities within the 12 months.
- Family needs two additional family members at \$30 each, the PLAYRS scholarship is \$71. The recipient pays \$0. \$11 is available to use on other activities within the 12 months,



City of Folsom Application for Program for Local Assistance Youth Recreation Scholarships (PLAYRS)

(Please refer to the Application Instructions before completing.)

Youth Name: _____ Birthdate: _____

Address: _____ City: _____ State: _____
 P.O. Box will not be accepted as a valid Folsom address. **Attach proof of residency**, such as a recent utility bill.

School: _____ Teacher: _____ Grade: _____

Parent/Guardian

Name: _____ Email: _____

Address: _____ City: _____ State: _____

Home Phone: _____ Cell Phone/Other: _____

Is the applicant currently receiving a scholarship through another program? Yes ___ No ___

If yes, please list the source and amount. _____

Has the applicant participated in a City of Folsom recreation activity before? Yes ___ No ___

If yes, which activity(s) and when: _____

Has the applicant previously received a PLAYRS scholarship? If yes, what year? ___ No ___

Which activity/activities are you seeking a PLAYRS scholarship for?

| Activity Name | Activity Code | Activity Dates | Fee |
|---------------|---------------|----------------|-----|
| | | | |
| | | | |
| | | | |

Will your child be able to participate in above activity(s) if you do not receive a PLAYRS scholarship?
 Yes ___ No ___

Qualification for the PLAYRS scholarship is based on the following:

(Circle one and submit the appropriate documentation, such as a copy of card, with the application. **Lack of documentation will be considered an incomplete application and the application will be denied.**)

1. Temporary Assistance for Needy Families (TANF)
2. Aid for Dependent Children (AFDC)
3. Foster Care
4. Medicaid
5. Food Stamps / CalFresh Program / Supplemental Nutrition Assistance Program (SNAP)
6. California Work Opportunity and Responsibility to Kids (CalWORKs)
7. Kinship Guardianship Assistance Payment Program (Kin-GAP)
8. Unemployment through job loss over 90 days.

If appropriate documentation is not available, the undersigned verifies that the applicant is qualified for the program circled above:

Print Name Title/Agency

Signature Phone Number

Agreement

The facts outlined in this application are accurate and complete. I understand that false statements on this application shall be considered sufficient cause for disqualification from financial assistance. The City of Folsom Parks and Recreation Department is authorized to research my qualifications for PLAYRS financial assistance by contacting the references listed above. I understand that I will be contacted when the application has been approved or denied.

Signature of Parent/Guardian Date

| | |
|---|---|
| For Folsom Parks and Recreation Department Use Only | Date Received: _____ |
| Proof of Residency attached: _____ | Qualifying documentation attached/signed: _____ |
| Approved _____ | Maximum Amount Approved \$ _____ |
| Denied _____ | Reason: _____ |
| _____ | |
| Approved / Denied By: _____ | Date: _____ |
| PLAYRS scholarship valid from _____ to _____ | |
| <small>(Scholarship is valid for a one-year period, commencing on the date of approval and terminating one year later.)</small> | |
| Parent/Guardian Notified on: _____ | By: _____ |



CITY OF
FOLSOM
PARKS & RECREATION

Folsom Parks & Recreation

DEPARTMENT REPORT

FEBRUARY 2024



Participation



Total participation in classes, camps, and activities

| | |
|---------------------------------------|---------------|
| Aquatics..... | 8,565 |
| Community and Cultural Services | 5,498 |
| Sports | 6,994 |
| TOTAL: | 21,057 |

Guest Entry at Recreation Facilities

| | |
|---------------------|--------------|
| Aquatics..... | 477 |
| Zoo Sanctuary | 7,418 |
| TOTAL: | 7,895 |

Special Events—Estimated Attendance

| | |
|-----------------------------------|--------------|
| Owl Be Your Valentine (FCZS)..... | 1,220 |
| TOTAL: | 1,220 |

PARTICIPATION GRAND TOTAL: 30,172

Customer Service



Park Maintenance and Municipal Landscape Services

SeeClickFix Work Orders Completed: **110**



Partnerships



Organizations that helped support a community special event, enrichment program, or parks & recreation facility.

New Partnerships in the Last 30 Days: **9**
Partnership Value (Financial and In-Kind): **\$11,450**

Communications



Marketing/PR

| | |
|-------------------------------------|----|
| City Print Newsletter Articles..... | 7 |
| E-news Articles | 23 |
| Misc print/digital media | 16 |

Social Media

@FolsomParksandRec

FB Fans: 9,275 IG Followers: 5,464
Top Monthly Post: Rainbow Bridge photo by guest contributor
Engagement: 586 Reach: 29,843

@FolsomCityZooSanctuary

FB Fans: 17,493 IG Followers: 6,763
Top Monthly Post: Quicksilver the ferret snuggled up
Engagement: 133 Reach: 2,598

@FolsomSportsComplex

FB Fans: 1,820
Top Monthly Post: Adult sports leagues start dates
Engagement: 301 Reach: 1,953

@FolsomAquaticCenter

FB Fans: 5,157
Top Monthly Post: Hiring lifeguards for summer
Engagement: 5 Reach: 298



CITY OF
FOLSOM
PARKS & RECREATION

Folsom Parks & Recreation

DEPARTMENT REPORT

FEBRUARY 2024

The City of Folsom adopted the Strategic Plan FY 2023-24 through FY 2027-28.

The Parks & Recreation Department is dedicated to supporting the goals and initiatives of the Strategic Plan. The goals identified by the City Council include Financial Stability, Public Safety and Infrastructure, Economic and Community Development, and Organization Effectiveness.

Goal A: Financial Stability and Sustainability

Support fiscal health through long-term planning, cost control, heightened efficiency, increased revenue, and cost recovery.

- Staff presented the department's top priority needs for FY 2024-25 at the February 13 City Council meeting as part of the citywide budget workshop presentation. Staff met with the City Manager to review the level of service and needs for the department.
- Staff finalized and submitted the department's FY 2024-25 general fund and CIP budgets.
- We welcomed nine new community sponsors this month totaling \$9,000 in cash and \$2,450 in-kind donations for special events.
- The zoo sanctuary received a generous \$1,000 donation from a kind birthday girl. The staff made her feel special and signed a thank you card for her.



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DEPARTMENT REPORT

FEBRUARY 2024

Goal C: Economic and Community Development

Promote effective use of existing amenities and resources to create future opportunities that enrich the community.

- A youth soccer tournament with 60 teams played on our synthetic turf fields.
- Teen Council hosted the annual Senior Pancake Breakfast February 17. The teens prepared and served the delicious fare to 30 appreciative seniors.
- The Gallery at 48 Natoma hosted the opening reception for the “Abstract Ideas” exhibit, which will be on display through April 18.
- More than 1,000 participants have registered for spring and summer Sea Squad Swim School programs.
- Staff gave a City Council presentation February 13 on the future of steam train operations at Folsom City Lions Park. During this session, staff sought guidance on whether to further evaluate the purchase and operation of the railway, solicit an RFP, or explore alternative uses. Following the presentation, a local family came forward and expressed their interest in purchasing the railway and keeping it at the park. The family has initiated proactive discussions with Golden Spike Entertainment and the city to begin the process of acquiring the railway.



CITY OF
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Folsom Parks & Recreation

DIRECTOR'S REPORT

FEBRUARY 2024

A few highlights for the month of February

February City Council Meetings Recap

February 13, 2024

- Direction on the Future Steam Train Operations at Folsom City Lions Park
- FY 2024-25 Preliminary Budget Workshop with Presentation of Departmental Budget Priorities

February 27, 2024

- Resolution No. 11174 – A Resolution Authorizing the City Manager to Execute a Construction Agreement with MCM Roofing Company, Inc. for the Emergency Replacement of 79 Skylights at the Andy Morin Sports Complex and Appropriation of Contingency Funds

Upcoming City Council Meetings

March 13, 2024

- Community Development Department Fee Study Workshop

March 26, 2024

- Potential Special Sales Tax Ballot Measure for the November 2024 General Municipal Election and Direction to Staff

Parks and Recreation Staffing

Cynthia Abraham, Recreation Coordinator, is retiring March 15. In her 21+ years with the city, she has overseen the Gallery at 48, played an instrumental role in the creation of the Folsom Public Art Policy and the Arts and Cultural Masterplan, and has grown the instructional programs at the Art Center. Cindy will be greatly missed!