

SPRINGDALE PARKS AND RECREATION UPDATES

The main focus of this summary is what has happened in the past three years. During that time we have acquired the new Springdale Recreation Center, been able to provide standardized end of season surveys that help us with improvements. Numbers going back to 2016 will also be used to show the state of our youth programs.

NEW PROGRAMS

- Youth Sports Academies
 - These are 3-6 Week programs that provide youth with the opportunity to get quality small group instruction in a structured atmosphere.
 - This allows us to provide small group training to athletes at around \$5 per hour as compared to paying local private instruction prices that are much higher
 - These Academies are also used to provide activity for those leagues that don't have enough participants to form multiple teams. This has been a great tool for us to provide a service to those in our community who sign-up for divisions within our leagues that don't form teams instead of just giving them a refund.
 - We have been running academies in basketball, soccer, disc golf, rugby, softball, baseball, and speed and agility. Some of those being more frequent than others depending on the availability of qualified instructors. These are open to both boys and girls.
- Indoor Soccer
 - We are now running Adult Soccer Leagues (which are very popular) about every three months.
 - Each season has had around 60 adult teams that participant in our various divisions.
- Daily Recreation Opportunities at the Recreation Center
 - We have provided the community with Daily and Month Recreation Center Passes instead of just having Annual Memberships
 - We have our highly attended "Lunch Bunch" which is semi-organized pickup basketball and soccer for adults. Both soccer fields are used and 2-3 basketball courts are used 2-4 times per week around lunch time.
- New Recreation Website (RecDesk)
 - Much more user friendly website for program registration
 - Allows us to collect more information from participants to be able to communicate with them about registration and new offerings
- New for 2021
 - We are adding Youth Flag Football to our summer offerings
 - Pickle Ball and volleyball will be added to our "Lunch Bunch" Options
 - New Academies such as Lacrosse (a grant was secured for free youth lacrosse equipment) and more advanced offerings of our current academies
 - We are adding an adult Tennis program for beginners.
 - Cheer Academy
 - Spinning Fitness Classes
 - Pick-up basketball for wheel chair athletes
 - Yoga In the Park Extended Series- We have done short offerings of this in the past but plan to make it a fixture on warm Saturdays at Luther George Park

NEW PARTNERSHIPS

- Baseball 15U
 - We are now partnering with Bentonville and Rogers to provide a full league for our 15U baseball. Instead of having 3 teams, we now play in a 10 team league.
- Youth Softball
 - We have formed an "As Needed" partnership with Fayetteville Youth Softball. This allows either program to get more games for their team during the season if they have any leagues that are low in numbers.
- D-Bat NWA and Local Soccer Clubs
 - They have been able to provide several free clinics for us the past couple of years
 - Have provided qualified coaches that have run coaching clinics
 - Provided staffing for our Academies
 - Provided discounted indoor batting cage space for our league teams
- United States Tennis Association – Arkansas
 - Provided instructors and free equipment for youth program
- First Tee of NWA- Golf
 - Provided instructors and facility to run youth golf programs
- Area Middle Schools (Springdale School District)
 - Partnering with School District to Create a Middle School Soccer League that is not provided by the Arkansas Activities Association (AAA)

LEAGUE NUMBERS

- Baseball
 - 2nd highest Spring Baseball registration in 6 years (2nd only to last year in which we had to refund all due to COVID).
 - 41% More 12U Baseball Participants than in 2018
- Soccer
 - Soccer has been our hardest hit spring program by COVID. Our soccer numbers are down 12% from spring 2020 (which was cancelled due to COVID).
 - 2020 Spring Registration was the only time we have broken the 1,000 participant mark in the past 6 years.
- Softball
 - Softball has numbers have been dwindling over the past several years. However, our 2021 Spring are the best in the past 3 years. 2021 also reversed a decreasing trend by showing a rise in participant numbers for the first time in the past 4 years, growing by 10% over 2020's registration numbers.
- Basketball
 - Recreation League Youth Basketball showed a 16% decrease from last season to this season in participation numbers. I think that the league was pretty good in participation with the fact that it was held during the height of our COVID numbers.
 - This past winter we adopted the "Sonics Basketball League" for a season to ensure they had a place to practice and play. With COVID restrictions this partnership gave 23 youth teams a chance to have a season that wouldn't have one otherwise.
- Adult League Programs
 - Adult Programs have been put on a pause for about a year due to court space (that was limited due to restriction), COVID last Spring, and Tyson Park Renovation.

- Adult indoor soccer has already resumed and Adult Softball leagues will resume late this coming April.

YOUTH LEAGUE SPORTS SURVEY SATISFACTION NUMBERS

- Factors in the increased satisfaction of the leagues
 - Consistency in the way the leagues are run from year to year
 - Increased attention toward our coaches. This includes being more selective with returning coaches and tougher penalties for poor sportsmanship such as ejections/technical
 - Putting policies in place that are designed to create greater parity in our leagues.