V. RECREATION

Recreation is managed in Lafayette by the Recreation and Facility Management Department. This Department consolidates those functions providing enhancement to the quality of life in Lafayette, include recreational and leisure opportunities for citizens. This Department is also responsible for the maintenance of all public access City-owned and operated facilities, and several buildings that the city owns and leases, including supervision of energy efficiencies and renewable energy resources. This Master Plan focuses on the recreation services provided, along with the relationship with the Senior Services.

A. Recreation and Facility Management

Administration Division

This Division oversees the Recreation Center, Leisure Services, Facility Management, and Senior Services, as well as management of energy conservation for all city buildings, and implementation of renewable energy sources. The Director also acts as the city liaison on the Energy Sustainability Advisory Committee. The Department is also responsible for the Latino Advisory Committee, Senior Board and Youth Advisory Committee.

Recreation Center Division

The Bob L. Burger Recreation Center (BBRC) is the primary indoor recreation facility. Figure 18 provides an overview of the primary facility's amenities.

Figure 17: Bob L. Burger Rec Center Facilities and Amenities

Bob L. Burger Recreation Center (BBRC) The Primary Recreation Facility Indoor Aquatics Area Kitchen Facilities Soccer Field (outdoor) Basketball Court Movie Screen Steam Room Bike Rack Multi-Use Room Swimming Child Care Parking Tables & Chairs Dance/Fitness Room Preschool Rooms Weight Room **Electrical Service** Racquetball Court Whirlpool (Indoor Locker Rooms Restrooms Gymnasium Running Track (Indoor) Hot Tub (Outdoor) Skatepark (outdoor) Loved and Well Used One of the first in the region – now too small

The BBRC offers the citizens of Lafayette 47,000 SF of indoor space plus the surrounding parks with various amenities. In addition, some additional indoor space is offered at the Senior Services Center and the Starkey Building, bringing the approximate total of indoor center programmable space to 50,000 SF.

Recreation Center Comparative Analysis

It is helpful to look at this type of space on a comparative basis. Colorado is known around the country for having the most indoor recreation space per capita, and as most Colorado communities have added larger multi-purpose recreation centers, an informal comparative planning number is 2.0 SF per population. Lafayette currently has 1.92, and the population is continuing to grow.

Recreation Center LOS Analysis			
Community	Population	Recreation Center Size (sq ft)	SF/Population
Lafayette (2010)	24,453	47,000	1.92
Louisville (2009)	19,656	57,400	2.92
Erie (2010)	18,185	63,784	3.51

This Division also provides educational and recreational services and programs, ranging from a licensed preschool and after school programs, to swimming instruction (from youth weight training to adult sport leagues), as well as providing room rental and birthday party services.

Lafayette built one of the area's first larger multi-purpose centers (although it is now smaller than centers in neighboring cities), and it has been revered and well-loved. However, the population has grown, participation has increased so that the center is operating at very high capacity, and the center has aged. In addition, the center does not include an elevator and is not in full compliance with new federal ADA recommendations. It is now in need of renovation and expansion to meet community needs.

In recent years, the Division has evaluated various options for renovation of BBRC, and has spoken with architects regarding possibilities for expansion. The primary areas that have been recommended given the needs for additional space and the site constraints are expanding the fitness facilities, adding an elevator, and reworking the entryway and parking to improve site circulation and facility management. A full conceptual and construction plan will need to be completed prior to renovation.

Leisure Services Division

The City provides a comprehensive series of educational and recreational programs for the citizens, ranging from licensed children's programs to adult sport leagues, including an outdoor municipal swimming pool at LaMont Does Park, athletic fields, a boat rental facility at Waneka Lake Park, and the Skatepark at the Recreation Center. This Division offers programs at BBRC, the Starkey Center, the Senior Center, and at various school and alternative provider locations. This Division is also responsible for Recreation Department special events such as one 5K race, the Easter Egg Hunt and the Waneka Lake Concert Series, as well as helping to facilitate events in conjunction with the Lafayette Chamber of Commerce and the Lafayette Old Town Association.

2012 Goals for the Recreation Center, Programs, and Leisure Services Programs

The Recreation and Facilities Management Division produces a very well written analysis and summary of the programs and services offered, along with goals and desired outcomes in its **Annual Report.**

Director/Council Goals related to Quality of Life are to:

Continue to provide full service recreation and leisure programs to support citizens' active lifestyles and diverse interests through high quality recreational programs and amenities. The services provided indicate fees that are comparable to industry standards, reflecting this department's goal to minimize tax support, while maintaining current levels of revenue with the purpose of developing new forms of future revenue.

Included in the outlined goals for 2012 for these areas are to:

- Maintain the strategic plan for the purpose of maximizing revenues, participation, and resources.
- Ongoing assessment of existing and new programs to increase interest and improve services to future and existing customers, while maintaining budget goals to increase revenues and stabilize expenditures.

Critical Need - Lamont Does Pool Improvements As outlined in Section IV discussing parks, the

As outlined in **Section IV** discussing parks, the pool at Lamont Does is beyond its lifecycle, does not meet current ADA guidelines, and besides the Recreation Center is probably the most critical facility in need of attention. This could be combined with a complete master plan and renovation of the park to address this and other park site needs.

- Maintain competitive position in the recreation industry through an annual review of existing capital assets, and current and future capital improvements with continued emphasis on effective maintenance and quality renovations and improvements.
- Establish partnerships with local businesses, agencies, and schools to promote participation and generate new sources of revenues.
- Create a marketing plan that will retain existing clientele while drawing in a new and previously
 untapped customer base. Continue the utilization of advertising, incentives, upgrades, and
 product development, supplemented with a strong marketing plan to increase participation and
 revenues.
- Perform regular assessment of new trends, local competitors, economic outlook, and other market-related factors.

Review of the participation reports, Activities Guide, stakeholder interviews, and observation of facilities and programs indicate that the City is offering a wide variety of programs for all ages, and the management and participation in these programs is currently meeting the needs of the community. There is a demand for more programs and space, especially during prime hours, but the current spatial constraints (especially for fitness and multi-purpose space and athletic fields) are limiting the ability to offer more programs. Staffing is also very tight, and additional programs will need additional staffing allocation. As the population continues to slowly grow and the staffing and spatial needs can be addressed, programs can naturally grow to meet additional demands. In addition, managing staff can continue to focus on management tools such as those required by CAPRA and the *Public Sector Services***Assessment process to make objective process-based decisions. *Appendix E includes an overview of the Public Sector Services Assessment process.

B. Senior Services

This is also a Division under the Recreation and Facility Management Department. In Lafayette, adults of all ages are welcome to participate in Recreation Programs, and the Senior Services Division offers older adults 55+, their families, and caregivers a comprehensive series of services and programs in the following four areas: Advocacy, Recreation, Resources, and Nutrition. In addition, the Senior Advisory Board works with staff in making Lafayette an "Elder Friendly" community, through advocacy on older adult issues. Lastly, this Division is responsible for encouraging connections and contributions of the diverse populations within Lafayette,



and assisting in supporting the needs of Latinos in the community. The Senior Services Center is run by a Manager in a separate building, although programs are also offered with the BBRC, at other locations, and meals are offered at Josephine Commons.

Senior Services Goals for 2012

- Pursue new avenues of networking and outreach to minority older adults that are most in need to increase their participation in services and programs, including in-home services.
- Partner with area senior services to offer combined day and extended trips to further utilize the newly purchased bus.
- Improve recycling efforts to include visible bins and food products.
- Identify alternate sources of advertising for programs and services, including cross advertising with other city divisions.

Senior Services offers a broad variety of programs that are currently meeting the majority of the needs of the community. These offerings may need to be adjusted as Baby Boomers continue to age, and there is an increased focus on "Active Older Adults" and integration of seniors with multigenerational facilities and offerings for adults of all physical capabilities, while maintaining the necessary health and social programs for more frail populations. Currently, 96 percent of the survey respondents report no need for ADA accessible services, but this need will most likely increase as the populations continues to age in place in Lafayette.

The Recreation and Facility Management Department is also responsible for facilities and energy management (which is not part of the focus areas for this master planning process).

C. Other Related Community Offerings

The City of Lafayette offers a variety of community events, cultural arts, and attention to the preservation of historic resources.

In Lafayette, Community Events, Cultural Arts, and Historic Resources are managed directly by the **Cultural Resources Division** of the Community Development Department, **not the PROST Divisions**, so they are funded separately and not specifically addressed by this Master Plan. However, they are important to residents, did come up in the survey and focus groups, and so are included for a brief overview of related findings.

While the City's PROST Divisions do not directly manage these offerings, they are impacted as they occur and/or increase, as they often need to partner for operations or to provide maintenance. Increases in the offerings to meet demand for Cultural Resources should also consider the impacts on PROST staffing needs.

Festivals and Events

Community events and festivals are a priority for the citizens of Lafayette and the public continues to place a high level of importance on this area. In the survey, these events ranked as the most important program offered, and also ranked relatively high for having their needs met. While these events are supported by, but not managed by, the PROST departments and divisions, the public does not know that, and they have indicated that they want more. The City's priority in this area is to maintain and improve existing festivals and events and to add more as additional financial and staffing resources become available. There is an opportunity for enhanced services for community events, but these events do take considerable staffing resources. They can also bring strong feelings of community attachment and positive economic development.

Economic Impact of Festivals

In the context of urban development, from the early 1980s, there has been a process that can be characterized as "festivalization," which has been linked to the economic restructuring of towns and cities, and the drive to develop communities as large-scale platforms for the creation and consumption of "cultural experience." The City of Lafayette offers a number of City-wide events. Many of these can indirectly benefit the community through regional tourism. Research indicates that the success rate for festivals tends to be evaluated simplistically on the basis of profit (sales), prestige (media profile), and size (numbers of events), often translated into numbers of visitors. Research from the European Festival Research Project (EFRP) indicates that there is evidence of local government supporting and even instigating and managing particular festivals themselves to achieve local or regional economic objectives, often defined very narrowly (sales, jobs, tourists, etc.). There is also a growing number of smaller more local community-based festivals and events in communities, most often supported by local councils, that have been spawned partly as a reaction to larger festivals that have become prime economic-drivers. These community-based festivals often will re-claim cultural ground based on their social, educational, and participative value.

Cultural and Visual Arts

The Community Development Department also oversees and partners on a variety of arts related Programs, many of which are maintained or supported by Parks and Recreation staff including:

- Summer Concerts
- Art Night Out
- Public Art Program: Large scale and art on loan program, maintenance and upkeep of collection
- "Art on the Street"
- Rotating art displays on Gallery walls at City Hall, the Library, and Senior Services

Historic Resources

The City of Lafayette features a variety of historic resources, most of which are under conservation and management by non-profit organizations. The PROST Departments can contribute to the maintenance and creation of community awareness of these resources, and help celebrate Lafayette's unique history through various educational programs and support of events.

The Cultural Resources Division's offerings are important to the community. As they are separate from, but often impact the Parks and Recreation Departments, any increases in funding, staffing resources, or additional Cultural Resources offerings may need attention to resources for the Parks and/or Recreation Departments.

