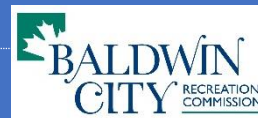


# Baldwin City Recreation Commission Annual Report

## 2020



The year 2020 delivered many challenges for the Baldwin City Recreation Commission. COVID-19 threw a curveball to all of us and drastically altered the way we lived our lives. It quickly became apparent that financial challenges would loom large. However, we at BCRC deemed 2020 to be the “Summer of Service”. While many agencies across the state decided to not open pools and offer sports programming, the Baldwin City Recreation Commission, with its partners, opted to do so. It was not easy. There was a crash course in operating in a global pandemic that no one had experienced before. There were protocols to follow, staff to recruit, train and educate. We ultimately met the challenge head on, and we shined while others opted not to rise to the occasion. We acknowledged program numbers were going to not be what we experienced in 2019, but that was ok. Our sole purpose is to not just promote our numbers or to try to top revenues from the years before. We serve to better the health, both physically and mentally of this community. We strive to provide quality opportunities that families and individuals look forward to and are proud it is happening in Baldwin City. While 2020 will not be looked back on fondly for many, BCRC provided many highlights and this report will outline the best of the year.

## BALDWIN CITY POOL

The Baldwin City Pool opened for lap swim and deep water exercise on Monday, June 29<sup>th</sup>. Open swim and swim lessons commenced on Monday, July 6<sup>th</sup>. Between the Baldwin City Recreation Commission laying the groundwork and the City of Baldwin agreeing to our timeline in which we could safely and effectively open the pool, we were able to make it happen.

We introduced an electronic pass system in 2020 that we will continue using in 2021. In addition, we introduced scheduled swim times for all swimming options: open swim, lap swim and deep water exercise. By scheduling swim times and limiting attendance, we were able to safely monitor and provide enough social distance between swimmers and family cohorts. Staff worked diligently to keep the pool and its features clean, sanitized and ready for public use.

Baldwin City Pool by the numbers in 2020:

Passes Sold in 2020	213
Number of Uses (Open Swim)	2,447
Number of Uses (Lap Swim)	554
Number of Uses (Deep Water)	135
Total Pool Attendance	3,136
Total Swim Lesson Registrations	102
Staff Members	30
Staff Wages	\$56,302





## Sports Complex Highlights

### Youth Sports Tournaments

2020 saw a large uptick in the number of sports tournaments held at the sports complex. Eleven weekends were utilized for youth baseball and fastpitch events. Highlights of the summer include:

Tournaments Hosted	11
Total Games Played	397
Game Participants	11,116
Total Spectators	22,232
Avg. Crowd Per Weekend	3,032
Revenue Generated	\$21,090



## Smoke on the Bricks

Smoke on the Bricks in 2020 saw the top 3 teams in the world as well as 4 of the top 7 compete in Baldwin City. The event was moved from downtown to the golf course to allow for better distancing. The event was originally scheduled for May but was pushed to August. 45 teams participated in 2020, just a small drop from the 49 teams that participated in the inaugural event in 2019. 6 states were represented, with Rio Valley Meat BBQ traveling the furthest at, 1,017 miles from Weslaco, TX, near the U.S-Mexico border, to participate. Heavy Smoke from O'Fallon, MO took home the Grand Champion. The 2021 event will run August 20-21.

### GOING VIRTUAL!

Meeting in large groups in 2020 was put on hold. Classes such as low impact exercise and various yoga classes were held virtually. Virtual yoga classes continued to have a good following. We were able to attract new participants that may have been afraid to attend in person classes, but by attending virtually in the comfort of their own home and that provided the comfort level they needed to participate. In addition, by offering virtual yoga, we attracted participants from Missouri and Texas that had friends or family participating locally!





## Strategic Plan – Special Events - New Additions - Certifications

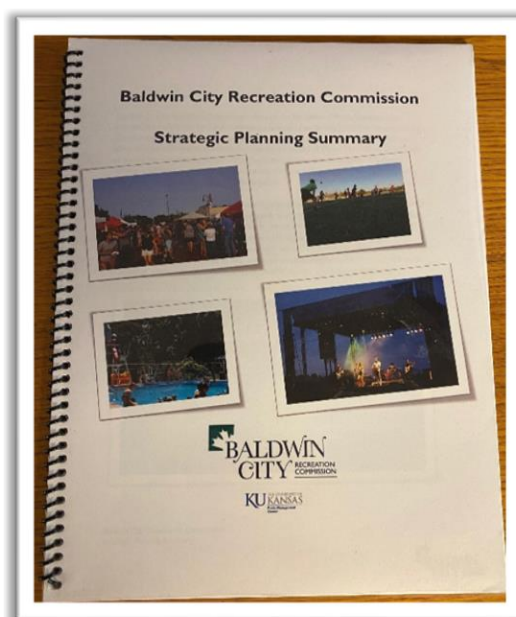
It is quite possible the most critical thing BCRC accomplished in 2020 was the creation of our strategic plan. BCRC partnered with the KU Public Management Center to create our guiding document for approximately the next 5 years. To collect the necessary data, focus groups were created for key stakeholders to provide valuable input, community surveys were conducted, and board members and staff met and provided direction in the formation of the plan. We are excited to work with key entities in the community in the implementation of the BCRC Strategic Plan.

Many of our large-scale special events in 2020 were altered, put on hold, or delayed until 2021. However, we were able to adjust on the fly and make our summer concert/movie series a drive-in movie series. We were able to make the Maple Leaf Gravel Grind virtual, Smoke on the Bricks was moved, and we were able to add a new event to the fold in 2020, the Drumstick Dash. In 2020 the DD was a virtual 5K that, with the proceeds, was able to provide Thanksgiving meals to 50 families in Baldwin City. This will be an in-person event in 2021.

In 2020 the Baldwin City Recreation Commission accepted the responsibility of managing Sullivan Square for the City of Baldwin. Any requests to use the facility comes through our door. This park is a fabulous addition to the downtown and community overall. With gatherings restricted for most of 2020, the park still generated 26 rentals on the year. In addition to Sullivan Square, BCRC took on the added responsibility of pool maintenance in 2020. Jay King has taken on the role in our organization and earned his AFO (Aquatic Facility Operator) certification in the process. Whitney Kesler also earned her CPRP certification in 2020 (Certified Parks and Recreation Professional).

In the quest to find activities that could create social distance yet still engage our populations, the following list is a sampling of classes/events/leagues that were added in 2020:

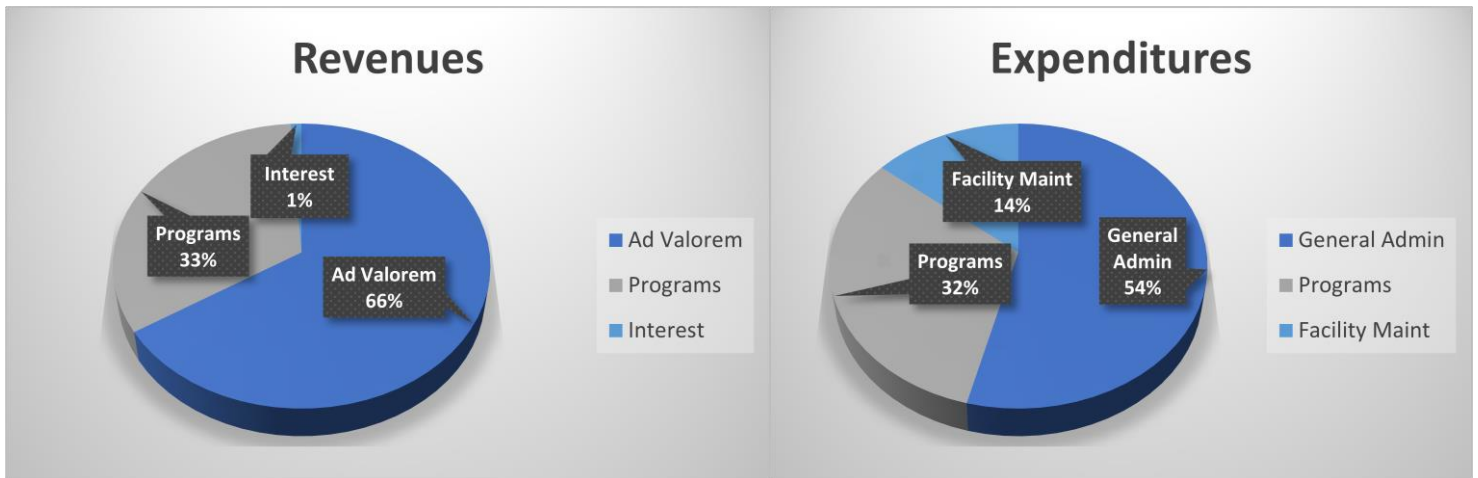
- Adult Cornhole League (24 teams)
- E-Gaming
- Adult crafts
- Additional Jr. Golf and Snag Golf Sessions
- Drumstick Dash
- Jingle Bell Rock
- Candy Cane Yard Hunt
- Kansas Wildlife and Parks Classes



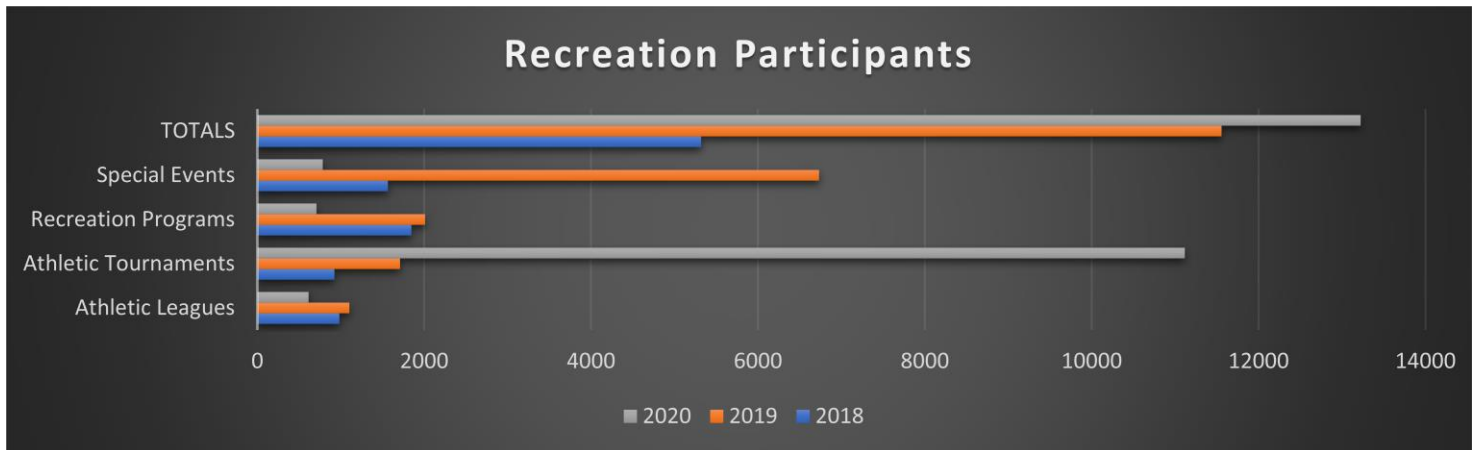


## 2020 in Review

Summary	Number	Participants	Participations	% of Participants
Athletic Leagues	14	614	9,108	4.64%
Athletic Tournaments	11	11,116	11,116	84.07%
Recreation Programs	58	709	14,386	5.36%
Special Events	10	784	784	5.93%
<b>TOTALS</b>	<b>93</b>	<b>13,223</b>	<b>35,394</b>	<b>100%</b>



Park Maintenance- Hours Per Year by Facility	2019	2020
Sports Complex	865	1,343
Orange Park	160.5	206
Practice Football	243.5	410.5
BCRC Game Soccer	196	172.5
BHS Game Soccer	191.5	218.5
Pool	N/A	193





## BALDWIN CITY RECREATION COMMISSION BOARD AND STAFF

Chairperson	Sean Hare
Vice Chair	Melissa Stultz
Secretary	Ginny Honomichl
Board Member	Doug Kerr
Board Member	Bryon Wright
Director	Matt McClure
Assistant Director	Whitney Kesler
Recreation Supervisor	Tammy Michael
Admin Assistant	Debra McCullough
Maintenance Supervisor	Jay King

## SOCIAL MEDIA

### GIVE US A FOLLOW!

You can keep up with everything Recreation Commission by visiting our website, [www.baldwinrec.org](http://www.baldwinrec.org) and any of our social media platforms.



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