

# Baldwin City Recreation Commission Annual Report

2021



2021 came and went like a whirlwind. Early in the year you could feel the community's desire to get back to some of the activities that provided a sense of normalcy. While trying to balance health and safety protocols still in place from COVID-19, the Recreation Commission was also preparing for a year that would go down as one of the most exciting, well attended and taxing years to date. Sports programs set record numbers, special events brought in thousands from the area, pool attendance doubled from the previous year, senior programming was overhauled, a new full-time position was created, and the grass kept growing. While organizations nationwide struggled with finding employees, Baldwin City Recreation was not unaffected. Lifeguards and sports officials topped the list of positions that were in need. That did not stop us from providing avenues for our citizens to take advantage of the many amenities and offerings such as the pool, sports leagues or many special events we produced. This report will highlight the best of 2021.

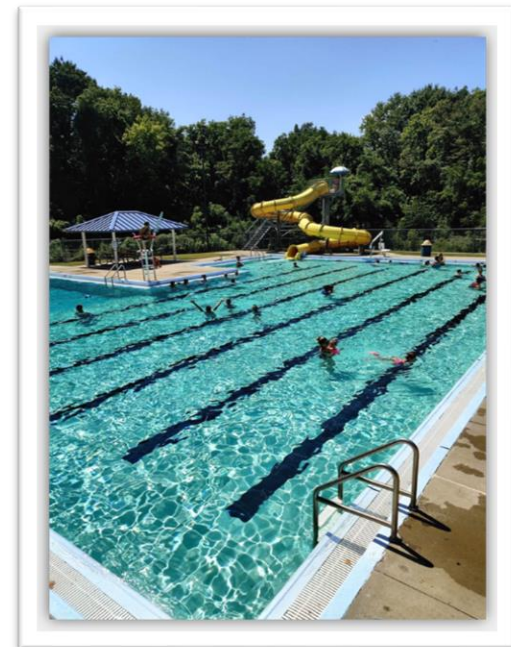
## BALDWIN CITY POOL

The Baldwin City Pool opened to the public on June 7<sup>th</sup>, 2021. The year began with similar protocols as 2020 but by July 5<sup>th</sup>, general admission walkups were allowed to enter after only allowing swimmers to schedule a swim time online prior to the 5<sup>th</sup>. Year 2 of the electronic pass system worked well. While only punch cards were sold in 2021, attendance doubled from 2020.

Special events were reintroduced to the pool in 2021. Nearly 300 3<sup>rd</sup>-8<sup>th</sup> graders attended 4 events this past summer. Pool parties were also brought back in 2021, totaling 37 parties bringing in 1,443 people, more than even 2019. The Baldwin City Barracudas hosted 3 swim meets in 2021, including the league championship on July 17<sup>th</sup>.

Baldwin City Pool by the numbers in 2021:

	<u>2021</u>	<u>2020</u>
Number of Uses (Open Swim)	4,380	2,447
Number of Uses (Lap Swim)	721	554
Number of Uses (Deep Water)	170	135
Total Pool Attendance	6,737	3,136
Total Swim Lesson Registrations	196	102
Staff Members	35	30
Staff Wages	\$64,889	\$56,302



# 2021 Independence Day

2021 brought two national recording artists to Baldwin City. Big Time Grain Company and Dylan Schneider set the stage for an outstanding show by headliner Adam Doleac as he brought us right up to the fireworks with an electric set. Doleac did not disappoint the crowd as he performed his hit songs “Famous” and “Whiskey’s Fine” in addition to many others that had the crowd singing along. The show brought just over 3,000 people to the golf course. People were met with 7 food trucks, a kids zone and one of the region’s best firework shows around. The Baldwin Golf Association and the City of Baldwin serve as supporting partners of the event and their help is crucial to the success of the event. Mid America Bank and Meridian Title served as title sponsors of this event in 2021.



## Smoke on the Bricks Receives National Grant

Smoke on the Bricks received a prestigious Smokin’ with Smithfield grant in 2021. Roughly 30 of the thousands of KCBS events around the country receive one. The \$3,000 grant goes towards deepening the purse, thus helping draw teams to your event. With the grant, the purse was raised to \$13,000. 46 teams participated in 2021 and the event was moved back downtown after being held at the golf course in 2020. 80’s cover band The M80’s, one of the nation’s best 80’s cover bands, provided the soundtrack Friday evening. Over \$13,000 in BBQ Bucks were sold to the public so they could sample world class BBQ over the course of the weekend. 6 states were represented, with Family Tradition BBQ traveling the furthest at 740 miles from New Caney, TX, to participate. Dirt Road BBQ from Kansas City, MO took home the Grand Champion. Rice Precision Manufacturing served as title sponsor of this event in 2021.





# Maple Leaf Gravel Grind and Inaugural Maple Leaf Beer, Wine and Spirit Fest a Success

2021 brought a new event to the BCRC lineup as the Maple Leaf Beer, Wine and Spirit Fest piggy backed the popular Maple Leaf Gravel Grind in October. After over 150 gravel riders braved the hilly terrain around Baldwin City in an option of 16-35-70-mile courses, another 185 people partook in the Beer, Wine and Spirit event. Overall, 14 breweries, wineries and distilleries, 4 non-alcohol vendors and 2 food trucks took part on the day. Live music provided by Nick Nave supplied a soundtrack of tunes to sing along with while participants sampled their favorite beers and wines. Maley Construction served as title sponsor of the Maple Leaf Beer, Wine and Spirit Fest in 2021.



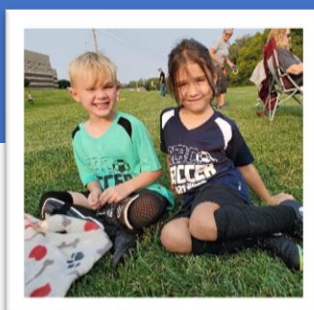
## Sports / Camps / Seniors

Youth sports numbers soared in 2021. Record participation was set in 5 different sports programs- little slingers baseball/softball, flag football, volleyball, biddy basketball, and spring soccer. Overall, sports numbers set a record for participation with over 1,148 participants, besting 2019 in which saw 1,039 overall participants take part in our sports programs. While adult softball and volleyball seem on the decline, corn hole has seemed to fill the gap. We filled Sullivan Square on certain weeknights in the spring, summer and fall with cornhole leagues. 232 cornholers took part in leagues in 2021.

2021 also saw the ability to expand Day Camp participation numbers. While Covid restrictions limited camp numbers in 2020 to nearly half of what we were accustomed, BCRC was able to adapt and expand the maximum numbers safely in 2021. In a normal year, the facility we utilize for Day Camp will allow approximately 60 campers for the summer. In 2021 we were able to consistently provide camp opportunities to approximately 50 campers.

On the senior citizen front, we developed our first Senior Advisory Committee in 2021. 5 members comprise this group and they provide suggestions for trips, outings and best ways to reach our senior population. This group met for the first time in September and shared many thoughts and ideas on things that many different groups would like to see. Many ideas were implemented immediately. The Senior Advisory Committee meets quarterly.

Summary	Number	Participants	Participations	% of Participants
Athletic Leagues	21	1,148	19,382	10.03%
Athletic Tournaments	7	3,248	3,248	28.37%
Recreation Programs	58	1,331	15,817	11.63%
Special Events	11	5,721	5,721	49.97%
<b>TOTALS</b>	<b>97</b>	<b>11,448</b>	<b>44,168</b>	<b>100.00%</b>

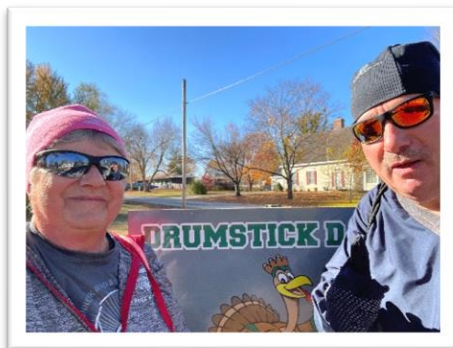
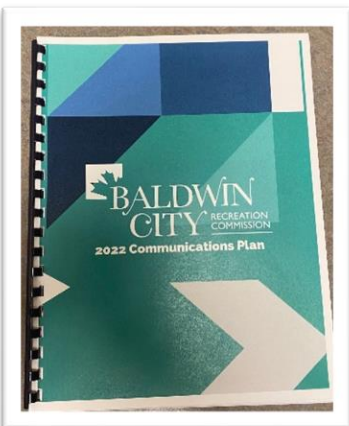


# Staffing – Special Events - Partnerships

When Baldwin City Recreation introduced its new strategic plan in 2020, it was clear from community feedback that communication was an area where there was room to grow. As one way to address communication, BCRC welcomed Kristin Walters as the new Administrative Marketing Coordinator. Kristin's role is to provide timely, effective communication to the public through multiple avenues including email, social media, and website. A major task will be developing BCRC's first Communications Plan that will be presented early 2022.

Special events in 2021, where to begin? Attendance was at an all-time high, over 3,000 people for the Independence Day show, over 1,000 people downtown for Smoke on the Bricks, the three installments of the Summer Concert and Movie Series drew hundreds of people. As part of the Maple Leaf Gravel Grind and Maple Leaf Beer, Wine and Spirit Fest, hundreds of people descended upon downtown for live music, food, drink and to be social coming off a year in which there was little of that. In November, BCRC was able to raise \$1,500 for the Community Food Pantry through the Drumstick Dash, a family friendly 5K through the streets of Baldwin City.

Partnerships were front and center in 2021. As in previous years, the Recreation Commission managed the pool and Sullivan Square for the City. In the first year that Sullivan Square could be rented, as 2020 saw events put on hold, Sullivan Square saw 130 rentals in 2021, drawing over 44,000 people. BCRC also continued its management of the Golf Course Clubhouse in 2021. Coming off a year where rentals were rare, 323 events, rentals or meetings took place there drawing just over 12,600 people in total. Event wise, BCRC and the City partnered on two events at Sullivan Square, Big Hair on the Square on August 14<sup>th</sup> and the 151<sup>st</sup> Birthday Celebration of the City on September 18<sup>th</sup>. The events were well attended and included tribute bands and a nationally known group of songwriters, food trucks, beer garden and fireworks.

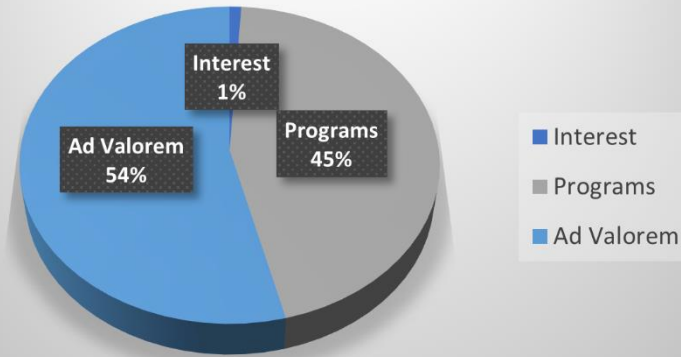




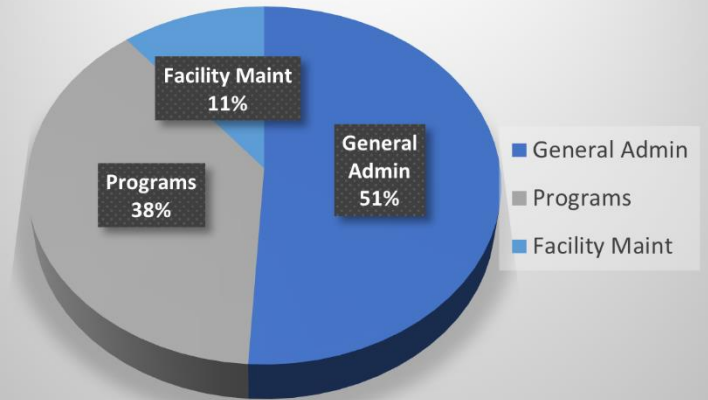


# 2021 By The Numbers

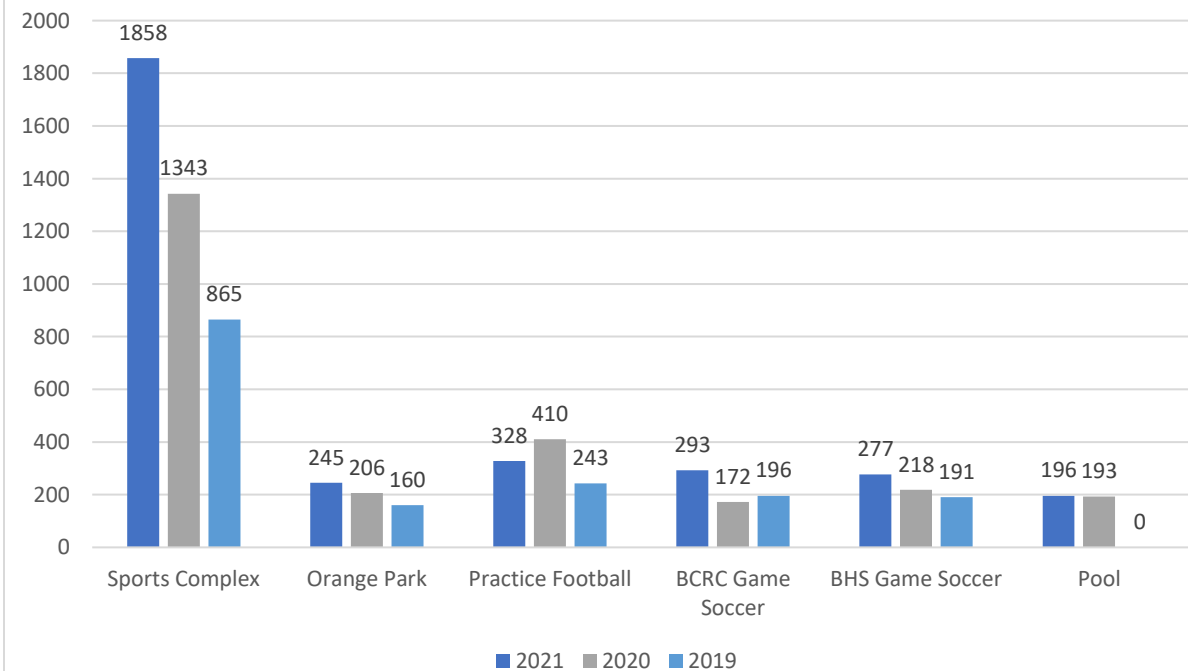
## Revenues



## Expenditures



## Park Maintenance- Hours By Facility



## BALDWIN CITY RECREATION COMMISSION BOARD AND STAFF

Chairperson	Sean Hare
Vice Chair	Melissa Stultz
Secretary	Ginny Honomichl
Board Member	Chad Dick
Board Member	Dustin Ward
Director	Matt McClure
Assistant Director	Whitney Kesler
Recreation Supervisor	Tammy Michael
Admin Marketing Coord.	Kristin Walters
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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