



PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

February 4, 2020 6:00pm
Community Recreation Center
250 N. 11th St, Windsor, CO 80550

The Town of Windsor will make reasonable accommodations for access to Town services, programs, and activities and will make special communication arrangements for persons with disabilities. Please call (970) 674-2400 by noon on the 24 hours prior to the meeting to make arrangements.

AGENDA

A. CALL TO ORDER

1. Roll Call & Introduction of New Member (Ethan Hahn)
2. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
3. Liaison Reports
 - Town Board Liaison
 - Weld RE-4 School District
4. Public Invited to be Heard

B. CONSENT CALENDAR

1. Minutes from December 3, 2019

C. BOARD REVIEW / DISCUSSION

1. 2019 Year in Review
2. Foundation Discussion
3. CRC Customer Service Survey
4. Naming Rights Policy
5. Envisio Demo
6. Monthly Report

D. COMMUNICATION

1. Staff
2. Board

E. ADJOURN

FUTURE MEETINGS

March 3, 2020	Regular Parks, Recreation & Culture Advisory Board Meeting <i>Please note this meeting will be at the Public Service Facility</i>
April 7, 2020	Regular Parks, Recreation & Culture Advisory Board Meeting

The Mission of the Windsor Parks, Recreation & Culture Department is To Build Community.

The Vision of Windsor Parks, Recreation & Culture Department is to be the National leader in exceptional recreation experiences.

Exceptional Customer Service * Diversity, Equity, Inclusion * Sustainability * Innovation * FUN



PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

December 3, 2019, 6:00 P.M.

Community Recreation Center

250 N. 11th Street, Windsor, CO 80550

Minutes

A. CALL TO ORDER

Mr. Mask called the meeting to order at 6:00 PM

1. Roll Call

The following PReCAB members were present:

Nick Mask
Matt Morgan(absent)
David Sandlin
Patrick Lightfoot
Michael Nagl
Shawna Hendricks

Weld RE-4 School Board Liaison

Chris Perkins

Town Board Liaison

Barry Wilson

Also Present:

Parks, Recreation and Culture Director
Operations & Facilities Manager
Open Space & Trails Manager
Town Forester

Eric Lucas
Kendra Martin
Wade Willis
Ken Kawamura

2. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board

Mr. Lightfoot moved to approve the Agenda as presented. Mr. Sandlin seconded the motion. All members present voted Aye. Motion carried.

3. Liaison Reports

Mr. Wilson / Town Board Liaison:

- Budget has been approved
- Air quality discussion at meeting on November 25th, earmarked \$225,000 towards monitoring, two presentations one from CSU and one from CU, canister collections as an option for continuous monitoring, but doesn't always capture the spikes in change, National Organization of Air Quality has been out to Windsor twice to take random samples and release papers of findings, will create RFP to move forward to bid out to companies for staff and Town Board to decide

Mr. Perkins Weld RE-4 School District:

- Design Advisory Committees continues to meet every other week in order to come up with plans for the next school with the new bond, looking at March for final recommendations to the bigger community
- CASB – Annual conference for all Colorado School Boards, December 5th - 8th, Grandview's procession group will be performing

- Ms. Fotsch – applied for the Empower group and attended two sessions so far, once a month for an hour and a half, great opportunity to learn about the district and the processes

Public Invited to be Heard

- No Report

B. CONSENT CALENDAR

1. Minutes from November 5, 2019.

Mr. Nagl moved to approve November 5, 2019 minutes as submitted. Mr. Mask seconded the motion. All members present voted Aye. Motion carried.

C. BOARD REVIEW / DISCUSSION

1. 2020 Budget Update

- Adopted on November 25th
- One edit with Diamond Valley – the \$4 million has been added back to the budget, will meet with Town Board next Monday for executive session to provide update, some hurdles that need to be addressed with short timeframes, should know status by February meeting, March is the deadline and will need to provide notices if no progress, will plan on bidding out and using money to start building immediately if Legends Sports Park plan fails
- Staff met today and went through all the upcoming project assignments and initiatives

2. 2019-20 Department Goals Update

- Accreditation
 - Apply Spring 2019 – Project is 40% complete, but delayed due to PRC Strategic Plan commitment, Applying December 2019, site visit Summer 2020
- Leave a Legacy
 - Conservation
 - Develop regional approach to open space acquisition – Begun discussion with Greeley on development of IGA and ongoing discussions of potential acquisition of Shurview property
 - Master Plan Kyger parcel – No progress, master plan is proposed in 2020 budget
 - Begin offering environmental education classes – No progress
 - Paddle the Poudre event to raise river awareness / create interest in river use – No event, however we put summer camp kids in river as well as Windsor Youth Academy participants, river access was ranked at top of Strategic Plan areas for growth by public in survey
 - Takeover management of Frank State Wildlife – In progress, Parks and Wildlife had confirmed, anticipate late 2020 finalization
 - Build museum collections facility – Project is 85% complete, scheduled to finish Feb. 2020
 - Health & Wellness
 - Nature play / Poudre River access – Day Camp kids accessed the river, new nature programs offered this past Spring, Summer and Fall for youth and adults, started a field trip program that incorporates our history and access to Windsor Lake on kayaks, river access in 2020 budget
 - Sunscreen stations at all community parks – Boardwalk Park and Chimney Park currently have them, working on a grant with Bright Guard to provide stations in all parks

- Ensure programming balance between recreation & competitive athletics – Currently reviewing the Eprep software
- Increase Windsor Lake programming – Purchased more boats and paddle boards for more access to the lake, Master Plan / Lake Operations plan needs a review / edit in the future to address new wants / needs, PRC Strategic Plan also addressing
- Strive to maintain or exceed 80% of residents within 10 min walk of a recreation facility or amenity – Department was at 92%, not much has changed, Strategic Plan will confirm status
- Social Equity
 - Implement # free days (Lake, CPP & CRC) – Held weekly free days all Summer at the CRC, CPP and Windsor Lake, participated in PR Month and offered full month of free activities to the community
 - Expand Day Camp / After School / making it super equitable – Added 10 spots to Summer Camp due to new agreement for transportation
 - Free swim lessons for all 4th grade students who are a resident of Windsor – We did not receive the grant to accomplish, discussing a partnership with local swim lessons to engage all 3rd graders in community
 - Free boating or fishing lessons – Not yet begun work in the area
 - Expand Senior Lunch to 5 days – expanded from 3 to 4 days this Summer
 - Ensure new development provides adequate open space & trails – In progress as part of PRC Strategic Plan and Transportation Master Plan, completion Spring 2020
 - Improve connectivity / walkability through right of way's, trails and accessible open space – In progress as part of Transportation Master Plan, completion Spring 2020
- Customer Service
 - Complete needs analysis for program / facilities – Being addressed in PRC Strategic Plan, completion is Feb. 2020
 - Survey customer at CRC on service levels with goal of improving by 5% following year (assuming initial survey is 80% positive) – Recently completed customer service survey and currently analyzing the results, within Strategic Plan survey, we received great scores
 - Develop a robust training program for front line staff – CRC completed operations manual and subsequent training guidelines based on manual
 - Develop a sustainable volunteer program – No progress, staffing is required
- Fiscal Responsibility
 - Study and recommend fee structure change for development – Not started, work in 2020, waiting completion of PRC Strategic Plan
 - Study and identify other funding mechanisms – Ongoing and part pf PRC Strategic Plan
 - Create a financing plan to develop parks and recreation facilities that meets the needs and demands of a growing community – Waiting on PRC Strategic Plan completion
 - Effectively manage the replacement and repair of existing capital assets – Held annual Shut Down Week, replaced RTU#2, 2020 budget has \$150k in repair / replacement of assets at CRC, Parks and Facilities teams utilize Samanage & Cartegraph to track work
 - Decrease dependency on general fund – Ongoing, we are also utilizing Eprep software to review all programs and make changes as necessary
 - Evaluate and implement business practices, technology and training / professional development to improve organizational effectiveness – Town has invested in Envisio for tracking goal progress, staff has implemented a Rec Trac training

monthly, staff is attending IT department trainings in an effort to improve utilization of existing software

3. Policy Priority 2020

- Smoking in the Parks – Completed, effective January 1, 2020, started regional awareness for other communities / municipalities
- Private use of facilities / parks for personal gain
- Alcohol in the parks – Approved with sunset clause, Town Board removed clause, now official
- Homelessness in parks – new connectivity between Greeley and Fort Collins due to trail system and Poudre Express bus loop, could potentially cause for increase
- Drone / plane in parks
- E-Bike – Decided to not enforce / create a policy at this time, but continue to monitor
- Balloon launching in parks
- Metal detecting in parks
- Dogs at special events – currently leash only, definitely address in near future

D. COMMUNICATION

1. Staff

- Mr. Lucas
 - Praise to Parks, Public Works and CRC staff for snow removal, the hours that were put in, notifying staff and patrons, closing the facilities
 - Staff evaluations are due at the end of the week
 - Tour of CRC to UNC students last month lead by Mr. Lucas and Ms. Martin
 - Preparing / offering internal educational series for staff throughout the year
 - New Parks Shop and Museum Collections at Public Works Campus, late January / early February move-in
 - PROS visit for visioning day with staff
 - Envisio demo to Town Board, will share at February PReCAB meeting
 - New website will go live on December 18th for PRC – recreationliveshere.com, average 30,000 site visits a month, training next week for staff in order to keep it updated, splash page for WebTrac / online registration will be integrated
- Ms. Fotsch
 - Awarded grant through Poudre Heritage Alliance for \$10,000, will help fund schematic and construction documents for Eaton House, huge thank to Ms. Browarny/Culture Supervisor for submitting the application last minute
 - Working with Ms. Heusser to go through boxes and document items for the museums collection and the move to new facility, looking for volunteers to help one day a week
 - First Friday event December 6th at Arts & Heritage Center, free High Hops beer and entertainment, make your own Christmas ornament
 - Public Arts Master Plan – work session with CU Boulder for final document this Friday, grant through DOLA, plan finalized in mid-January, approval from Town Board in February
 - 2020 approvals from Town Board for partnered / supported special events, will hold work session to create new process, move to annually
 - Windsor Wonderland December 7th at Boardwalk Park, Santa arrives at noon by train
 - Two weeks left of Kindergarten boys and all girls basketball, boys basketball will begin in January, adult basketball – partnership with Power to Play

- Mr. Eckhardt attended Supervisor School first week of November, graduated after 2nd year
- Attended Foundations School in West Virginia, able to look at other opportunities for funding to go along with sponsorships
- Ethan Ragatz – new Aquatics Coordinator, has worked as an employee with TOW since he was 14 years old
- Sandra Sheffler/Administrative Analyst gave her notice after 11 ½ years, will be going to work Community Foundation in Fort Collins
- Ms. Martin
 - Promotions for December and January – Winter Break Pass at discounted price, hoping to attract college students who are home for holidays, New Year New You, \$100 off Annual Family or \$50 off Annual Individual membership, Childcare discount buy 10 get 5 free
 - Typically, in November there is a spike in the number of people through the doors, 40,000 patrons walked through last year, this year 39,802, averaging 1,300 a day, facility was closed due to snow day, up to 372,000 total, looks to be on track to hit goal of 400,000 by year's end
 - Christmas in Windsor was Saturday before Thanksgiving – a little lower of turnout than last year, 3,902 on Saturday 1,740 on Sunday, praise to Mr. Ellingson for the extra signs and cones to make it smooth and successful
 - Will give update on survey results and promotional numbers at February meeting
 - Christmas decorating throughout building over the past few days
 - Began online activity guide access on Monday
- Mr. Kawamura
 - Snow Removal from last storm - \$85,000 total town-wide which includes the 201 miles of streets, 721 labor hours, \$47,000 in equipment / trucks cost, 311 tons of ice melt used, \$13,000 and 295 hours contributed by Parks staff to help maintain the streets
 - Fall Clean Up day – huge success, 771 vehicles, had two chippers and could have used more
 - Tree Board – Did not meet last month due to snow storm, Arbor Day calendars are available
 - Forestry – Founder's Park renovation completed, removed all the trees from Folkstone Nursery which will become a detention pond for flood mitigation, Christmas lights put up in Downtown during Thanksgiving weekend, presented at Ag Day at Rec Center, staff attended International Society of Arboriculture Conference last month in Boulder, preparing big spruce tree for lighting at Windsor Wonderland
- Mr. Willis
 - Started moving equipment into the Kyger project, clear snow off tomorrow, surveyed most of it today, can go out and see how the trail will align
 - Met with Highlands Ridge Homeowners Association - gave trail easement and when developer left they dedicated a publically accessible open space area which they are responsible for maintaining it and taking on the risk of people coming on it
 - Met with Larimer County on shared maintenance / enforcement of River Bluffs Trail to CR 13 – expand the agreement and looking at other ways to support each other due to Kyger touching on that area
 - Northern Integrated Supply Project /Adapted Management Plan – with approval comes new requirements that the river is heavily monitored and improvements are made, Northern Water is pulling together all entities along the water and other professionals to help guide with that process

- Snow removal – CRC, Police Dept, Town Hall maintenance about \$7,000 total, half equipment cost, half labor costs, 160 man hours, prepping for Windsor Wonderland
- Will be meeting with Volunteers for Outdoor Colorado – opened up office in Greeley and looking at projects that they can assist with

2. Board

- Mr. Mask – inquired about the removal of Creamery project from the budget

E. ADJOURN

Mr. Nagl moved to adjourn the meeting. Mr. Lightfoot seconded the motion. All members present voted Aye. Motion carried. The meeting was adjourned at 7:01 PM

CERTIFICATION:

Approved by the Windsor Parks, Recreation & Culture Advisory Board on the _____ day of

_____, 20__

Nick Mask/Board Chair

Parks, Recreation & Culture Advisory Board

Submitted by: Kristy Zulkoski, PR&C Administrative Specialist

MEASURABLE COMMUNICATION DATA

January 1-December 31, 2019

WEBSITE

445,281

Page Views

1:02

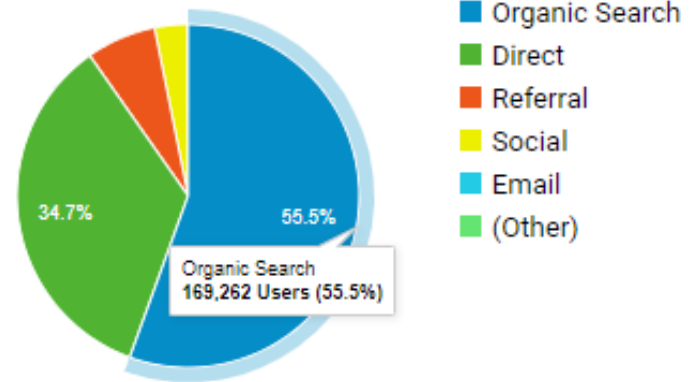
MIN

Duration

Top 5 Google Search Terms

- Windsor Rec Center
- Windsor Lake
- Windsor Summer Concert Series 2019
- Chimney Park Pool
- Windsor Colorado Parks and Recreation

Top Channels



Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
/189/Community-Recreation-Center	69,702 (5.36%)	59,413 (5.60%)	00:00:59	55,256 (10.59%)	37.25%	37.49%
/188/Activity-Guide	30,781 (2.37%)	25,073 (2.36%)	00:02:08	6,721 (1.29%)	64.68%	50.63%
/1148/Fitness-Schedule	30,406 (2.34%)	26,248 (2.48%)	00:04:07	16,477 (3.16%)	85.19%	75.75%
/293/Windsor-Lake	25,600 (1.97%)	19,928 (1.88%)	00:01:49	14,701 (2.82%)	71.96%	61.55%
/1129/Membership-Rates	13,280 (1.02%)	11,574 (1.09%)	00:02:36	3,297 (0.63%)	72.95%	55.35%
/activity	10,588 (0.81%)	8,979 (0.85%)	00:02:06	4,889 (0.94%)	56.78%	50.13%
/200/Aquatics	10,202 (0.78%)	8,446 (0.80%)	00:01:11	5,227 (1.00%)	39.47%	36.08%
/937/Parks-Recreation-Culture	14,837 (1.14%)	12,281 (1.16%)	00:00:52	3,461 (0.66%)	46.23%	30.42%
/509/Summer-Concert-Series	14,782 (1.14%)	13,315 (1.26%)	00:03:26	11,836 (2.27%)	83.92%	79.30%
/214/Fitness	13,984 (1.08%)	11,441 (1.08%)	00:00:32	2,256 (0.43%)	25.93%	14.27%

Facebook

Page ▾	Fans ▾	Net Page Likes ▾	Messages Sent ▾	Impressions ▾	Engagements ▾	Message Link Clicks ▾	Engagement Rate (per Impression) ▾
Reporting Period	6,917	1,262	464	2,308,246	131,534	13,157	5.7%
Jan 1, 2019 – Dec 31, 2019	↗ 22.1%	↗ 80.8%	↗ 2.9%	↗ 49.9%	↗ 38.5%	↗ 224%	↘ 7.6%
Compare to	5,665	698	451	1,540,000	94,954	4,056	6.2%
Jan 1, 2018 – Dec 31, 2018							

Facebook Post with the Greatest Organic Reach

Profile	Message by Sent Date ▾	Impressions ▾	Average Reach per Message ▾	Engagement Rate (per Impression) ▾	Engagements ▾	Reactions ▾	Comments ▾
	 Tue 7/23/2019 5:13 pm MDT CLOSURE ALERT: Windsor Lake Reservoir is closed until further notice. A precautionary water sample taken from the lake last	62,414	35,760	10.7%	6,707	403	234

Facebook Event with the Greatest Organic Reach



DEC 7

Windsor Wonderland

Public · Hosted by Windsor Parks, Recreation & Culture and Town of Windsor Colorado

INSIGHTS

See More



63K
People Reached
+9 last 7 days



5.2K
Responses
+1 last 7 days



Track ticket sales on your next event by adding a ticket link

Audience

Women 25-34
34% of total responses

English (US) · Español · Português (Brasil) ·



Facebook Competitors

Facebook Page	Messages Sent	Messages Received	Post Breakdown	Public Engagements	Public Engagements per Post
Competitor Average	492.67	11	98 A 342 52.67	8,178	16.59
 Windsor Parks, Recreation & Culture Business Page	463	43	51 A 382 30	22,559	48.72 ✓
 City of Fort Collins Recreator Business Page	193	13	66 A 77 50	4,127	21.38 ✓
 City of Loveland - Parks & Recreation Business Page	732	10	128 A 516 88	16,680	22.79 ✓
 Greeley Recreation Business Page	553	10	100 A 433 20	3,728	6.74 ✓

Instagram

561 Followers – 61 posts in 2019

19 posts in 2018

7 posts in 2017

Most popular post: Village East Ninja Warrior fan share on 7/12 – 140 views

Most liked post: Windsor Wonderland on 12/7 – 51 likes

Twitter

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Organic Impressions	Organic Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
 WindsorPRC @WindsorPRC	275	34.8%	114	37.4k	135.99	556	2.02	24	71

Media Relations

29 Press Releases

General Communications

Examples of major initiatives supported:

Park Openings, PRC Strategic Planning, Pool Openings, Summer Concerts & Movies, PRC Programs and Activities, Farmer's Market, Weather-Related Communications, Windsor Lake Closure (Blue-Green Algae), Smoke- and Vape-Free Recreation Areas, CRC Membership Promotion.

204 Formal Samanage Requests for Communications Support since Jan. 1, 2019

Culture Requests – 32

Parks Requests - 29

Recreation Requests – 129

Parks, Recreation & Culture (Department Head Requests) - 14

Additional requests are often made by phone (i.e., if there is a web issue or social media request) or email if there's an immediate communication need.

- Content Curated for Round-the Clock Television Station and Community Recreation Center REACH Screen
- 9 Backpack Flyers
- Created a sign standard for the new Parks, Open Space & Trail system
- Created new promotional images for RecTrac receipts

Examples of Division Achievement:

- Successful Parks, Recreation & Culture Department rebrand
- Launch of new department website - recreationliveshere.com
- Sizeable growth across social media platforms
- Worked through Windsor Lake closure without major communication crisis



PR eCAB REPORT

February 2020

DIRECTOR'S UPDATE



Eric Lucas
Director of Parks, Recreation
& Culture
970-674-3500

Can you believe it has been an entire decade since we last met! Seriously, it has been only been two months but seems like a decade! A quick look back at 2019 shows us having accomplished another record setting year with 1.4 million known impacts users to our park system which includes 406,006 recreation center and 333,495 trail users, opening 2 new parks (Village East & Windshire), replacement of a shelter at Main Park and near completion of our strategic plan, a public art master plan, as well as, our parks maintenance and museum collections facility.

The crazy part to all of that is 2020 is setting up to be an even more challenging year with numerous projects and continued growth of programs, and facilities. As you might imagine, staff is off and running with programs, events and projects. February 8th will be our Magical Forest Event at Eastman Park, February 19th we will hold a public meeting reviewing the PRC Strategic Plan and we are in the midst of moving into our new facility. By the way, did you get to see the Pelican Statue at the 7th & New Liberty Roundabout? It truly is an amazing piece of art and it is our hope that this installation really helps kick start our public art efforts throughout Town.

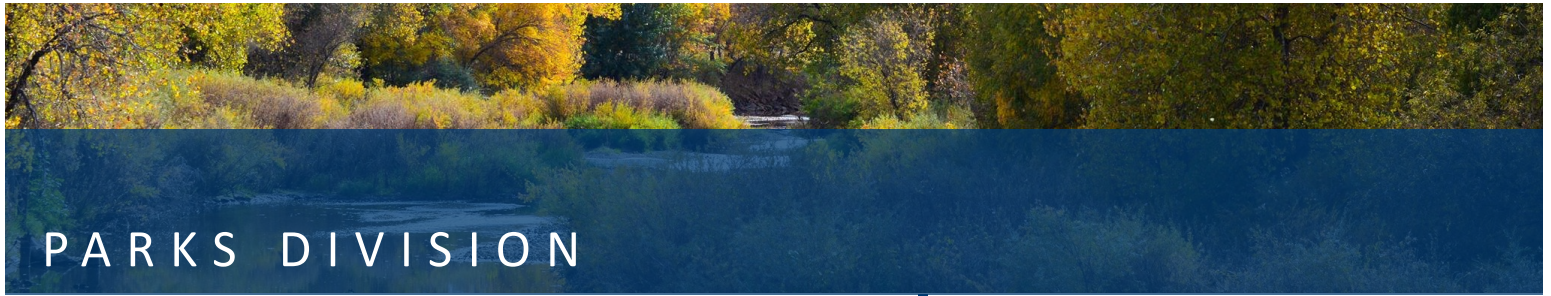
Your Board meeting is certainly a full agenda and it begins with an introduction of newly appointed youth advisory member Ethan Hahn. The discussion portion of the agenda will look back at 2019. Tara Fotsch will lead a discussion on creating a foundation to support our department, followed by Kendra Martin who will present the results of the November 2019 recreation center customer service survey. We close by discussing a naming rights policy, a demo of Envisio, our strategic plan portal and a discussion around monthly reports from staff.

In your packet I have included a snapshot of the 2019 communications efforts and a sample envisio report of PRC related capital improvement projects.

As always, please feel free to reach out if you have questions, concerns or would like something added to the agenda! Don't forget, the meeting is at 6pm. If you have a conflict and cannot attend, please email or call.

Eric

Recreation Lives Here



PARKS DIVISION

The move begins.....

Parks Maintenance

On Thursday, January 23, we were granted a certificate of occupancy for the new (much anticipated!) addition of the Public Services campus. The entire Parks Operations team has been busy moving equipment from the bays and the yard of their existing facility and into their new home. Several pieces of equipment, shelving and hundreds of misc. materials were moved in less than a week! Staff was very creative in their efforts to maximize time and keep us on schedule. The former facility bays and yard have been



Staff eagerly prepares for moving efforts last week!

completely vacated and cleaned. Any items that could not be repurposed were recycled. The office furniture will arrive and begin to be placed on February 3rd and IT is scheduled to move all computers and related items on February 5th. Staff is on-target to ultimately complete moving operations the week of February 10th. The newer facility will allow for much more storage space within the bays and the yard and also provide much more professional meeting facilities and office larger space.



There are eleven 4 foot shelves on this trailer!

Christmas trees and contracts..

Forestry and Horticulture

Forestry Collected over 800 Christmas trees for recycling and the Magical Forest event this year. This is the largest number trees of recycled on record! The Magical Forest event is scheduled for Saturday,

February 8th.



Nice work Dad!

The pruning and removal contract was completed for the Silver Poplars at 7th and Eastman Park Dr. Forestry crews are completing the additional work not covered within the scope of the contract this week. In addition to this work, Forestry removed the trees from the Folkstone tree nursery in preparation for the new detention pond.





are setting for 2020. The team will continue to work on their WHY as they will begin meeting weekly in February and have started a Book Club with the first book being START with WHY.

Recreation Division members will also be doing different team leading and trainings led by their peers. I am excited to see what they can do and share in future communications!

Recreation Division members will also be doing different team leading and trainings led by their peers. I am excited to see what they can do and share in future communications!

Recreation Division members will also be doing different team leading and trainings led by their peers. I am excited to see what they can do and share in future communications!

Recreation Division members will also be doing different team leading and trainings led by their peers. I am excited to see what they can do and share in future communications!



OPERATIONS & FACILITIES

Promotions!

January is typically a very busy month averaging over 40,000 visitors each year since we opened the expansion in 2016. This year is not any different, as we greeted 42,906 customers through the front doors of the CRC!

In December we offered a Winter Break Pass which allowed individuals to purchase a pass good from Dec. 10 -Jan 7, at a discounted price. This promotion targeted those individuals that were home for the holidays or even visiting to keep up with their exercise routines. It's also a great time to give the CRC a try to see if it's the right place for you. We sold a total of 95 passes during this promotion.

Our New Year, New You promotion was offered again this year allowing customers a discount off of a full year membership by purchasing in full. Participation in this promotion increased 124% from 2019. We sold 146 in 2019 and 328 in 2020. Child care tokens were a popular item as well selling 2,115 during the promotion this year which was a 36% increase from the 1545 tokens sold in 2019. A huge thank you to the Customer Service Coordinators and MOD's as they completed all of this work in one week!

WINDSOR COMMUNITY RECREATION CENTER
WINTER BREAK PASSES
 Available Dec. 9

Good for unlimited use of the Windsor Community Recreation Center Dec. 10 - Jan 7, 2019.
*Does not include premium classes.

Youth: \$18.75
Adult: \$30
College Students: \$25 with ID

Call 970-674-3500 or visit the Community Recreation Center front desk for more information.

Recreation Lives Here
 Windsor Community Recreation Center
 250 N. 11th St. | 970-674-3500 | windsorgov.com/crc

Recreation Lives Here

NEW YEAR. NEW YOU.

Get a Discounted Community Recreation Center Membership.
 Offers are good Jan. 2-8 when paid in full.

\$100 OFF Family Annual Membership
\$50 OFF Individual Annual Membership

Existing member? Don't sweat it. You can purchase and add onto your current membership.

CHILDCARE DISCOUNT Buy 10, Get 5 Free
*Max purchase of 20 tokens per adult

Windsor Community Recreation Center
 250 N. 11th St. | 970-674-3500 | windsorgov.com/crc

Numbers at a glance

CRC Customers in 2020

The Community Recreation Center front desk has greeted over 42,906 customers so far in 2020.

This is 372 more than this time in 2019.

CRC Visits

January brought 42,906 visits to the Community Recreation Center with an average of 1,809 visits a day.

Memberships

In the month of January we gained 729 new members.

Silver Sneakers/ Renew Active

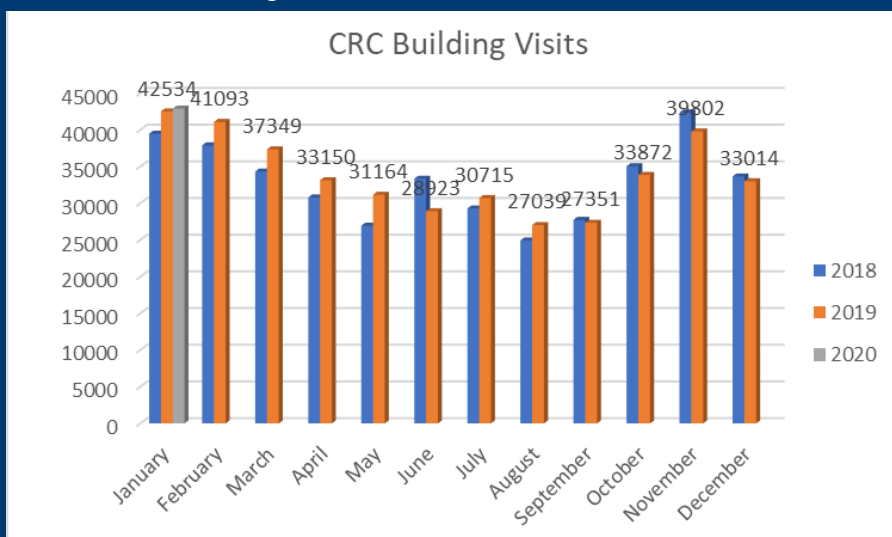
January Silver Sneakers and Renew Active memberships are off to a great start. Stay tuned for detailed numbers from Renew Active as we learn to navigate their site. Silver sneakers brought in over 2245 visits.

Birthday Rentals

In the month of January we hosted 36 birthday party rentals in our facility.

COMMUNITY RECREATION CENTER VISITS

2019 ended the year with 406,006 visitors, 10,101 more visitors than in 2018.
 2020 started off strong with 42,906 visitors in the first month.



OPEN SPACE AND TRAILS

HIGHLIGHTS

- **Kyger/ River Bluffs project underway, crusher fines path installation occurring. Concrete to start in early spring after frost is out of the ground.**
- **Recruitment underway for Open Space and Trails Technician, anticipating early March start.**
- **Assisted other departments on: Chestnut Street Drainage, 392 & Colorado Boulevard RFP projects and Water Resource Administrator interviews.**
- **Developed and posted RFP's for Eastman Park Riverwalk and Trails Projects.**

***Register now for the Poudre River Forum and Poudre Pour at the end of February and March respectively.**



QUALITY COLLABORATIONS

Coming together to ensure clean water for a healthy, working river



OPEN TO ALL WHO DEPEND ON WATER FROM THE POUDRE RIVER TO FARM, HYDRATE, BREW, AND RECREATE

**FRIDAY
FEB 28, 2020**
Embassy Suites Conference Center
Loveland, CO

- Discount and student scholarships available
- Presentation of the 2020 Poudre Pioneer Award

REGISTER TODAY! #PoudreRiverForum
PoudreForum.com
Presented by The Poudre Runs Through It Study/Action Work Group

Eastman Park 2019

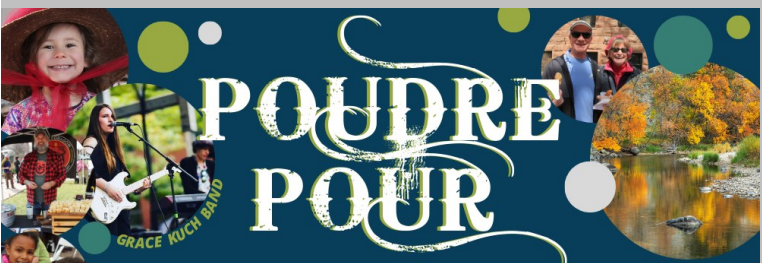
Daily Avg. - Week		Daily Avg. - Weekend	
Current Year	5d/7	Current Year	2d/7
Daily Average	140	Daily Average	271
	+31.7%		-3.5%
Compared to Previous Year		Compared to Previous Year	

Boardwalk Park 2019

Daily Avg. - Week		Daily Avg. - Weekend	
Current Year	5d/7	Current Year	2d/7
Daily Average	161	Daily Average	315
	+26.5%		+11.6%
Compared to Previous Year		Compared to Previous Year	

Poudre East 2019

Daily Avg. - Week		Daily Avg. - Weekend	
Current Year	5d/7	Current Year	2d/7
Daily Average	77	Daily Average	185
	+18.4%		-7.2%
Compared to Previous Year		Compared to Previous Year	



POUDRE POUR

AN EDUCATIONAL CELEBRATION OF THE CACHE LA POUDRE RIVER

MARCH 28, 2020 • 2-6 PM
 BOARDWALK PARK, 100 N 5TH ST., WINDSOR, CO

Tastings from 15 NOCO Brewers & Distillers • Grace Kuch Band
 Beer Tasting & Paired Appetizers • Kids Activities • Guest Speakers

A fundraiser supporting the Poudre Heritage Alliance

COMMUNICATIONS



FACEBOOK ENGAGEMENT

INTERACTIONS

1,130 REACTIONS

181 COMMENTS

95 SHARES

4,845 TOTAL ENGAGEMENTS

TOP POSTS

	DATE	TOTAL ENGAGEMENTS*	REACTIONS	COMMENTS	REACH
Pelican Public Art Installation	Jan. 15	1,447	382	53	5,224
Magical Forest	Jan. 23	625	165	41	8,832
New Year, New You	Jan. 7	283	24	5	2,738

*Total Engagements = total number of times user reacted to, commented on, shared, and clicked on the message during its lifetime.

BY THE NUMBERS

Page	Fans	Net Page Likes	Published Posts	Impressions	Engagements	Post Link Clicks	Engagement Rate (per Impression)
Reporting Period Jan 1, 2020 – Jan 31, 2020	6,964 ↑ 0.7%	48 ↓ 31.4%	26 ↓ 18.8%	61,131 ↓ 53.7%	4,845 ↓ 51.3%	375 ↓ 60.7%	7.9% ↑ 5.3%



INSTAGRAM ENGAGEMENT

INTERACTIONS

659 TOTAL FOLLOWERS

137 LIKES

3 COMMENTS

TOP POSTS

	DATE	LIKES	COMMENTS	ENGAGEMENT RATES
Pelican Public Art Installation	Jan. 15	68	1	11.9%
New Year, New You	Jan. 6	37	—	6.5%
New Sand at Windsor Lake	Jan. 23	32	—	5.1%

BY THE NUMBERS

Instagram Profile	Total Followers	Follower Increase	Follower Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
Windsor Parks, Rec & Cult windsor.prc	658	17.3%	97	3	0	140	46.67	0.21



WEBSITE ENGAGEMENT

11,513

VISITS

29,202

PAGE VIEWS

2:28

MIN

DURATION

TOP 3 PRC PAGES

1. COMMUNITY REC CENTER | 2. FITNESS SCHEDULE | 3. ACTIVITY GUIDE

Top Searches

KEYWORD	SEARCHES	SEARCH RESULTS PAGES	% SEARCH EXITS
open gym	47	1.1	62%
fitness schedule	35	1.2	3%
yoga	25	1.1	0%
classes	23	1.5	4%
swim lessons	21	1.1	10%
birthday parties	15	1.5	20%
kids night out	15	1.3	47%
pickleball	15	1.3	33%
silver sneakers	14	1.2	21%
fitness schedule2	13	1	8%