

CITY OF GREENACRES
INTEROFFICE MEMORANDUM
 2021.07MT6.002

TO: Andrea McCue, City Manager

FROM: Michele Thompson, Director
 Community and Recreation Services Department 

RE: Department Report for June 1 – June 30, 2021

DATE: July 9, 2021

1. ADMINISTRATION:

PERFORMANCE MEASUREMENT	THIS PERIOD	FY 2021 TO DATE	FY 2021 BUDGET
No. of Contracts Executed	0	1	3
No. of Collaborative Partnerships	2	18	20
No. of Vendor/ Indep. Contr. Agreements	2	12	30
No. of Educational Scholarship App.'s	0	16	12
No. of Community Events Coordinated (Reflects local Green Market)	0	41	8
No. of Event Participants	-	7,200	23,000
No. of Chartered Little Free Libraries (LFL) *	0	25	22
No. of Business Sponsorships	2	26	15

*Supplying books to all 25 Libraries

2. ATHLETICS, EVENTS & FACILITIES:

ACTIVITY	SPONSORS/ PARTNERS	FY 2021 TO DATE	FY 2021 BUDGET
Community Events: <ul style="list-style-type: none"> Green Market & Bazaar (Sundays) 	POTTC	Attendees 5,200 296 Vendors	\$500
3 Kings Drive Thru Candy Event - 1/9/21	<i>City Co-Sponsored w/ PRHC</i>	Attendees 45	\$3,626
<ul style="list-style-type: none"> Daddy Daughter Dance Ages 4 & Up 	Cancelled for 2021 Nissan	Attendees	\$3,320
<ul style="list-style-type: none"> Spring Parades & DIY Home Egg Hunts (4/3/21) 	<i>Dedicated Senior Medical; After Hours Pediatric Urgent Care; Sunshine Health; Robes</i>	1,200 Attendees	\$11,605

	<i>Law Group; Ed's Market; Anonymous</i>		
• ARTZY Evening @City Hall (5/1/21)	<i>Greenacres Nissan Waste Management Dedicated Senior; Lily Rexac, State Farm</i>	1,500 Attendees	\$3,199
• Rock-n-Roll Sunday (5/18/21)	Cancelled for 2021	Attendees	\$2,025
• "Ignite the Night" (7/4/21)	<i>Waste Management, Dedicated Senior, Lily Rexach State Farm; Sr Care Ed's Food Store, Tapita's Supermarket</i>	Attendees	\$36,415
• School Supply Distribution	Schools: Greenacres, Liberty, Heritage, Diamond View, Okeeheelee & John I Leonard Sponsors: Bingo Magic; NCJW of Valencia Shores, Greenacres Nissan, Waste Mgm, Ed's Food Store, Tapitla's Supermarket	Supplies: Back packs, paper, spiral notebooks, glue sticks, pens, pencils, etc.	\$6,000
• # of Senior Participants Games/Bingo – 3 x 15)	Monthly Sponsors: Walmart; Dedicated Seniors: PBSO; Olde Tyme Kettle Corn	978	N/A
Facility Rentals:	<u>This Period</u>		
• Fields/Concession Stands	70	712	675
• Pavilions	44	243	245
• Center Facility Rentals	75 ¹	476 ¹	1,175
Monthly Center Attendance	1855	34,456	-
• Total Rental Revenue Generated	\$13,837.85	\$99,447.98	\$120,000
Youth Athletics:			
• Co-ed Winter Basketball (1/4/21 – 3/11/21)	-	40	160
• Co-ed Spring Soccer (3/22/21 – 5/28/21)	-	162	175
• Summer Co-ed Basketball Camp (7/19/21 – 7/23/21)	23	42	60

- ¹- 36 Additional Free Rentals – 13 Tai Chi Classes, 1 Banquet Room Youth Programs, 19 Gym Youth Programs, 1 Banquet Room Cops Helping Kids Awards, 1 Mass Mobile Vaccine Event (Use of Parking Lot and Martin Ave), 1 Room 4 Youth Programs.

3. **GENERAL:**

- The Center hosted a Mobile COVID-19 Vaccination unit Saturday, June 26th from 10 a.m. - 6 p.m. The unit was coordinated by Greenacres Fire Rescue and American Research Labs; J & J, Moderna and Pfizer vaccines were administered.
- CRS hosted 22 seniors for Bingo games on Wednesday, June 9, 2021 sponsored by *Devoted Health Plans*
- CRS hosted a senior's monthly birthday party June 2nd, which was sponsored by Absolute Best Insurance of Greenacres.
- *Devoted Health Plans* hosted a Sing a Long for the seniors Monday, June 28th and the seniors LOVED the 2-hour performance, they danced, sang, and everyone had a great time!
- The CRS Department is working with an Eagle Scout to provide 6 new Little Free Libraries to the City, created out of repurposed metal newspaper stands and painted by local artists, with books also provided.
- CROS Ministries Walk-up Food Pantry (2nd and 4th Thursdays from 4 - 6 PM) at the IVB Concession Stand on Martin Avenue.

UPCOMING COMMUNITY EVENTS

CROS Food Pantry Dates	# of Households	# of Individuals
October 8 th & 22 nd	44/35	126/113
November 12 th & 25 th	43/67	123/199
December 10 th & 23 rd	52/17	153/36
January 14 th & 28 th	35/50	101/143
February 11 th & 25 th	42/50	108/139
March 11 th & 25 th	46/43	111/108
April 8 th & 22 nd	32/36	92/86
May 13 th & 27 th	29/32	66/86
June 10 th & 24 th	42/38	104/94
July 8 th & 22 nd		
August 12 th & 26 th		
Sept. 9 th & 23 rd		
Total	733	1,988

EVENT	DATE	TIME	LOCATION
<i>Ignite the Night</i> Independence Day Celebration	7/4/21	5:30 PM – 10:00 PM	SJF Community Park
<i>Back to School Supply Drive</i>	8/1/21		Greenacres Schools

Community Event Sponsorships

Spring Egg Hunt & Parade Event

- \$500 Dedicated Seniors Medical
- \$500 After Hours Pediatric Urgent Care
- \$500 Sunshine Health
- \$500 Robes Law Group
- \$500 Catayu Group (Ed's Food Store and Deli)
- \$500 - Anonymous donor

Other Programs

- \$200 Publix
- \$1,500 Wal-Mart
- \$1,000 Dedicated Senior
- \$800 Aetna
- \$500 Greenacres Nissan

ARTZY Evening @ City Hall:

- \$500 Lily Rexach, State Farm Agent
- \$500 Dedicated Senior Medical Center
- \$600 Greenacres Nissan
- \$1,000 Waste Management
- Ace Hardware is providing all of the paint/materials for the Haverhill Wall Mural project

Ignite the Night

- \$1,500 Lily Rexach State Farm Agent
- \$500 Senior Navigation Group
- \$1000 Greenacres Nissan
- \$500 Dedicated Senior Medical
- \$500 Ed's Food Store
- \$500 Tapatia Supermarket
- \$2,000 Waste Management

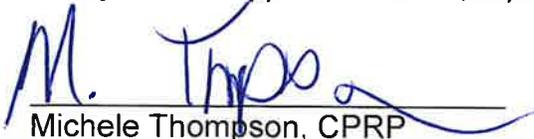
Back to School Supply Drive

- \$1,000 Greenacres Nissan
- \$2,000 Waste Management
- \$500 Ed's Food Store
- \$500 National Council of Jewish Womens Club of Valencia Shores
- \$500 Tapatia Supermarket
- \$500 NCJWC
- \$10,500 LFL Stewart purchased in Back to School Supplies
- \$800 Anonymous Donor

StoryWalk

- \$5,000 Waste Management (1) and \$2,500 Bingo Magic & C. Glasser (2)

Total YTD sponsorship revenue = \$26,900 (includes \$10,000 Waste Management Sponsorship) & In-Kind = \$27,385.



Michele Thompson, CPRP

Director, Community & Recreation Services Department