

2022 IMPACT REPORT

Oct. 2021 - Sept. 2022

NorthPort
FLORIDA
PARKS & RECREATION



NorthPortFL.gov/ParksAndRecreation



North Port Parks & Recreation is dedicated to building strong, vibrant, and resilient communities through the power of parks and recreation and we understand that our work is vital to establishing and maintaining the quality of life in our community. **Over the past year, we've experienced record setting attendance at our events and venues which in turn positively impacts our local community.**



According to the "Economic Impact of Local Parks" report,¹ local parks and recreation agencies' generated nearly \$218 billion in economic activity and supported 1.25 million jobs across the United States. Most notably, the outdoor recreation economy surged 18.9% in 2021 (by comparison, the U.S. economy grew 5.9% that year). **Parks & Recreation not only strengthens community ties and brings diverse populations together, but is an engine of economic activity.**

Our team is committed to providing only the highest standards of service. For those reasons, our Department is accredited by the Commission for Accreditation of Park and Recreation Agencies for excellence in operation and service. For more information about the Department, bookmark [NorthPortFL.gov/ParksAndRecreation](https://www.northportfl.gov/ParksAndRecreation) or follow us on Facebook [@NorthPortParksAndRec](https://www.facebook.com/NorthPortParksAndRec).

1 - The Economic Impact of Local Parks, National Recreation & Park Association. <https://www.nrpa.org/economicimpact/>

RECOGNITIONS

Florida Fish & Wildlife Youth Conservation Centers Network

- 2022 Outstanding Partner

American Red Cross

- Top ranking for Aquatic Examiner Services at North Port Aquatic Center.

2022 Florida Public Relations Association (FPRA)

- Image Award – Water Safety Campaign
- Image Award – Warm Mineral Springs Park Campaign
- Judges Award – Warm Mineral Springs Park Campaign
- Grand All Image Award – Warm Mineral Springs Park Campaign
- Golden Image Award of Distinction – Warm Mineral Springs Park Campaign
- Golden Image Judges Award - Warm Mineral Springs Park Campaign

2022 Florida Festival & Events Association

- 1st place Annual Report
- 1st place Event Guide for Playbook
- 3rd place Diversity, Equity, and Inclusion Initiative for Community of Unity photo competition.



FPRA and North Port City Commissioners presented Image awards for water safety initiatives and marketing to the Parks & Recreation Department, while recognizing the contributions from the Rotary Club of North Port Central with special guest, Josh the Otter.

PARKS & REC by the numbers*

NORTH PORT AQUATIC CENTER

94,017



The record-setting number of visitors to the North Port Aquatic Center.

★★★★★
4.63/5

Overall experience while visiting the Aquatic Center.

26%

Increase in visitors to the North Port Aquatic Center from 2020.

34.4%

Reduction from projected operating deficit.

6,340

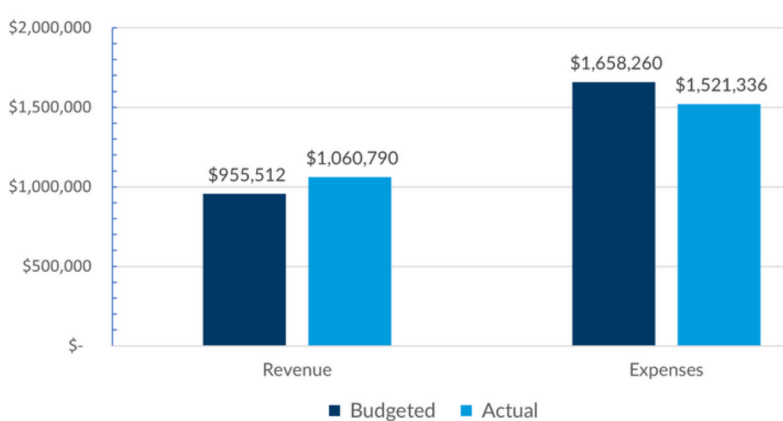
Number of program visits to the Aquatic Center.

1,707

Number of active passholders to the Aquatic Center.

21%

Increase in revenue to NPAC from 2021.



RECREATION DIVISION

41,271



Daily drop-in/membership visits to Rec Centers.

5,831

Group Exercise Visits to Recreation Centers.

61%

Increase in Recreation revenue from FY2021.

1,327

Total Active Achieve Anything Members



4.26/5

Overall satisfaction for facility rentals.

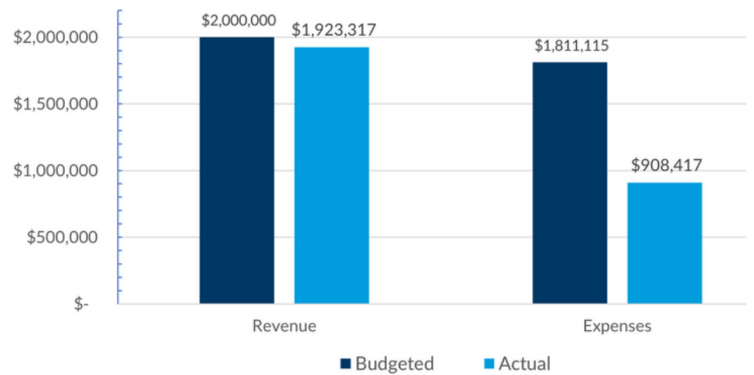
10,961

Reservations/Rentals for Recreation & Aquatics

27,651

Attendees to City Special Events

WARM MINERAL SPRINGS PARK



152,806

Record-setting number of visitors to WMSP.

11.8%

Increase in visitors to WMSP from 2021.

\$1,923,317

Revenue generated by Warm Mineral Springs Park.**

9%

Increase in revenue to WMSP from 2021.

PARK MAINTENANCE

2,504

Athletic field reservations accommodated with associated field prep and maintenance.

116

Non-recurring work orders completed related to routine repairs and park improvements.

*All revenue & expense data based off of preliminary year end information as of 3/1/23.

**Reported by previous site vendor.

TOP 2022 ACCOMPLISHMENTS

LAUNCHED

- North Port's Got Talent with over 500 attendees and 75 participants.
- You Are Not Alone mental health series in partnership with the Sarasota County School Board and mental health organizations.
- Sunflower Hour at the Aquatic Center.
- Myakkahatchee Creek Greenway Trail construction.
- Myakkahatchee Greenway Disc Golf Course construction.
- Myakkahatchee Creek Environmental Park improvement project.
- Marina Park restroom installation project.
- Design for the Circle of Honor.

EXPERIENCED

- Record attendance of 152,806 visitors to Warm Mineral Springs Park.
- Record attendance of 94,017 to the North Port Aquatic Center.
- 53% increase in earned media coverage.
- 51% increase in outreach, garnering over 15 million impressions/views.
- 20% increase in followers on social media.

COMPLETED

- Emergency response training program in support of North Port Aquatic Center and North Port Fire Rescue.
- Accessibility improvements at Kirk, Hope and LaBrea Parks.
- Lifeguard Instructor Trainer Certification.
- Kirk Park playground replacement funded by a Community Development Block Grant.
- Improvements at the Canine Club Dog Park.
- Processing of 96 special event permits.

PROVIDED

- 1,402 people with American Red Cross Learn to Swim lessons.
- 42 Youth Scholarships valued at \$1,026.
- 65 hours of community education on water safety and drowning prevention.
- 51 community building events and programs.
- 266 children and teenagers with a summer camp experience.
- Employee shelter operations during Hurricane Ian.
- Care, maintenance, and oversight of more than 500 acres of parks and open spaces.
- 40 hours of free teen programming via 20 different activities.
- 24,438 youth visits to the Community Centers.
- More than 600 second graders with free swim lessons through the Monda Kids Swim program.

SECURED

- \$10,859 in Suncoast Reading Campaign funding to support GMAC summer camp.
- \$16,650 in sponsorship revenue to events, facilities and youth scholarships.
- \$32,599 value of in-kind donations.
- 54+ local partnerships in support of programs and events.
- 4 out of 4 rating on Aquatic Center safety audits by the American Red Cross.
- 486 total volunteer hours for an estimated impact of \$13,870.
- Kayak and archery resources from FYCCN for outdoor recreation programming.
- New park amenities including swings, shade structures and seating.