



2023 IMPACT REPORT

Oct. 2022 - Sept. 2023





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

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 have been overcoming the challenges brought on by Hurricane Ian, building back our community parks and keeping up with growth as the second fastest growing city in the U.S.**

According to the "Economic Impact of Local Parks" report¹, "local parks and recreation agencies' generated nearly \$201 billion in economic activity and supported 1.1 million jobs that boosted labor income by more than \$63 billion from their operations and capital spending in 2021" across the United States. Most notably, a state-level analysis reported Florida is ranked #2 for the highest economic impact, contributing \$15 billion. **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 or follow us on Facebook [@NorthPortParksAndRec](https://www.facebook.com/NorthPortParksAndRec).

RECOGNITIONS

Councilman-Hunsaker Aquatic Management Program (CHAMP)

- Earned top ranking for North Port Aquatic Center
- Overall pass ratings exceeding industry standards

Florida Fish & Wildlife Youth Conservation Centers Network

- 2023 Outstanding Partner

2023 Florida Festival & Events Association

- 1st Place - Event Recap/Annual Report - 2022 Impact Report
- 1st Place - Children's Program - Monda Kids S.W.I.M.
- 1st Place - Facebook - Parks and Recreation Department
- 2nd Place - Diversity, Equity & Inclusion Initiative - North Port's Got Talent
- 3rd Place - Photo - Freedom Festival



FFEA and North Port City Commissioners presented Parks & Recreation Department with five (5) Sunsational Awards earned in 2023.

PARKS & REC by the numbers*

NORTH PORT AQUATIC CENTER

93,362



Number of visitors to the North Port Aquatic Center



4.4/5

Overall experience while visiting the Aquatic Center

3.7%

Increase in concession sales from 2022

11%

Reduction from projected operating deficit

629



Group swim lessons to Sarasota County second grade students through a partnership with Gulf Coast Community Foundation & MONDA swim

766

Swimming lessons to the community at large

6,197

Number of program visits to the Aquatic Center

1,442

Number of active passholders to the Aquatic Center

1M+

Revenue generated from NPAC programs, events & services

RECREATION DIVISION

54,866



Daily drop-in/membership visits to Rec Centers

741

Total Active Achieve Anything members

7,070

Group Exercise Visits to Recreation Centers



4.51/5

Overall satisfaction for facility rentals

~\$500K

Revenue generated from recreation programs, events and services

11,614

Reservations/Rentals processed for Recreation & Aquatic Divisions



29,577

Attendees to City Special Events

WARM MINERAL SPRINGS PARK



64,711

visitors to WMSP

\$419,096

Revenue generated by WMSP



WMPS re-opened to the public after a 6-month temporary closure due to impacts from Hurricane Ian

PARK MAINTENANCE

3,208

Athletic field reservations accommodated with associated field prep and maintenance

131

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

TOP 2023 ACCOMPLISHMENTS

COMPLETED

- Over 500 hours of training and water safety education
- More than 100 hours of public outreach/education
- Improvements to sports courts at Kirk, Butler and McKibben Park
- Processing of 69 special event permits
- Installation of new playground at Kirk Park funded through a Community Development Block Grant
- Opened the City's first Disc Golf Course along the Myakahatchee Creek Greenway

SECURED

- Sponsorship commitments of \$9,750 in cash contributions and approximately \$23,730 of in-kind value
- 300 vendors/businesses to participate in City Special Events
- Necessary resources and volunteers to organize the Trick or Treat at City Center special event for 3,000 attendees one month after Hurricane Ian
- Temporary facilities and staff to safely re-open Warm Mineral Springs Park under Parks & Recreation Department oversight post Hurricane Ian
- \$7,015 in Suncoast Reading Campaign funding to support GMAC Summer Camp
- Internationally known outdoor art exhibition, 'Embracing Our Differences,' for display at Butler Park

LAUNCHED

- Tree planting program in collaboration with Public Works and supported by City's tree fund
- Design and engineering services for Circle of Honor Veterans Memorial and Marina Park restroom projects

PROVIDED

- 741 Achieve Anything members with health and wellness services
- 327 Drug-Free Youth (D-Fy) members with free access to the Community Centers
- 1,442 Aquatic Center annual passholders with a safe, accessible and aesthetically pleasing aquatic facility
- 20,912 youth with out of school time opportunities at Community Centers
- Summer camp childcare services to more than 300 youth in kindergarten through eighth grade
- Ongoing support to the You Are Not Alone community mental health initiative in partnership with Sarasota County Schools
- 766 Swimming lessons to the community at large
- 629 Group swim lessons to Sarasota County second grade students through a partnership with Gulf Coast Community Foundation & MONDA swim
- Employee/family and pet shelter and fulfilled key roles in the City's Emergency Operation Center in response to Hurricane Ian

EXPERIENCED

- Sustained Aquatic Center attendance within 99% of 2022 total despite closure due to Hurricane Ian
- Facebook reach of 475,344
- Recognition from the Florida Festival & Events Association as one of the State's best parks & recreation organizations with five awards
- Record setting attendance of 10,000 at annual Freedom Festival and more than 8,000 at Poinsettia Parade & Festival
- Over 7,000 drop-in visits to fitness classes
- Over 3,000 athletic field rentals