



FAIRFAX COUNTY PARK AUTHORITY



M E M O R A N D U M

TO: Chairman and Members
Park Authority Board

VIA: Jai Cole, Executive Director

FROM: Cindy Walsh, Division Director
Park Services Division

DATE: November 3, 2022

Agenda

**Park Services Committee
(Committee of the Whole)
Wednesday, November 9, 2022 – 6:15 pm
Virtual
Chairman: Michael Thompson, Jr.
Vice Chair: Linwood Gorham**

1. Summer Programs Update (with presentation) – Information



If accommodations and/or alternative formats are needed, please call (703) 324-8563. TTY (703) 803-3354

Committee Agenda Item
November 9, 2022

INFORMATION

Summer Programs Update (with presentation)

Park Services staff will provide a PowerPoint presentation overview of 2022 summer programs including summer camps, Rec-PAC and the Summer Entertainment Series.

ENCLOSED DOCUMENTS:

None

STAFF

Jai Cole, Executive Director

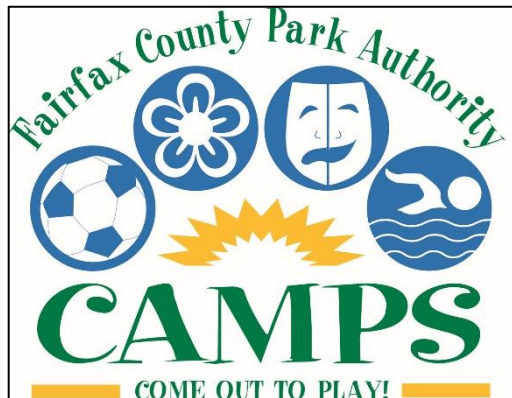
Sara Baldwin, Deputy Director/COO

Aimee Vosper, Deputy Director, Chief of Business and Development

Cindy Walsh, Director, Park Services Division

John Berlin, Program Branch Manager, Park Services Division

Summer Programs Overview

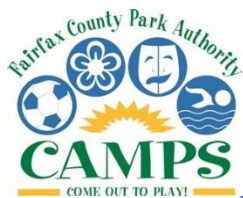


Fairfax County Park Authority
November 9, 2022





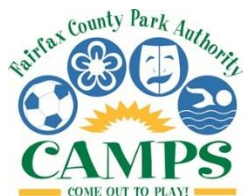
Summer Camps



FCPA Summer Programs



Combined registrations in summer 2022 – **32,276**



Summer Camps – 81% (Revenue Fund)

- Provided at RECenters, Nature Centers, Parks, Schools and private business locations
- Offers variety – length, ages, topics, skill-levels, fees, settings
- Choice of more than 1,400 different sessions
- Extended care (pre-COVID) offered again in 2023



Rec-PAC – 19% (General Fund)

- Provided at elementary schools across the county
- Serves elementary age children only (grades 1- 6)
- Franchise approach – all sites are similar look and feel
- Seeks to attract low-income and diverse participants
- Focus on removing barriers to access – affordable/convenient/low up-front cost

Camps – Not Just Summer Anymore

❖ Not just summer . . .

- ❖ Camps are now a 4-season business
- ❖ Spring break 2022 record - 54 camps
1,080 campers (95% full) \$327,932.00 revenue
- ❖ Still – 95% of business is in the summer



❖ Not just RECenters . . .

- ❖ Camps held at lakefronts, schools, parks, nature centers, historical sites, private business locations and remote sites

❖ Not just traditional "Fun Camp" . . .

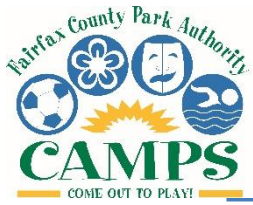
- ❖ Chess camp, combo camps, Broadway shows, cooking, robotics, nature, and virtual

❖ Not just Park Services . . .

- ❖ RMD and lakefront camp registrations have grown significantly

❖ Not just our staff . . .

- ❖ Private vendors now over 70% of camp programs



Summer Camps Are Back!

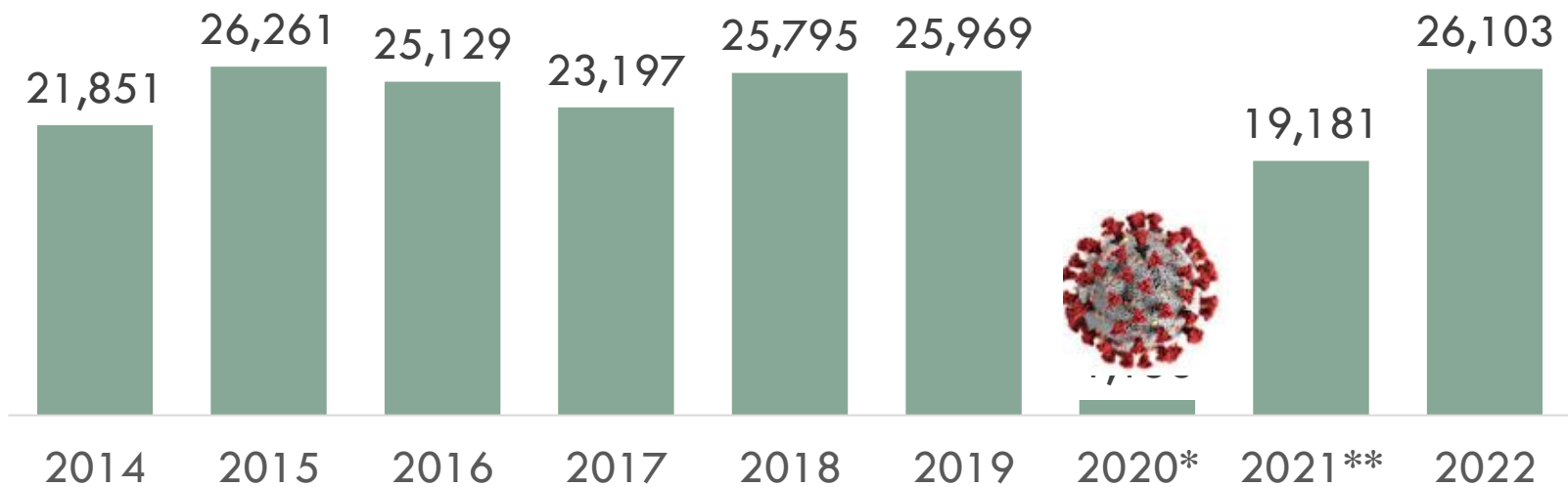
	Today <u>2022</u>	(Pre-COVID) <u>2019</u>
■ Gross Revenue:	\$7.9 million	\$8.1 million
■ Registrations:	26,105	25,969
■ Number of Sessions:	1,170	1,496

FULL



2022 MARKS A RETURN TO PRE-COVID ENROLLMENT LEVELS

Total Summer Camp Enrollment by Year

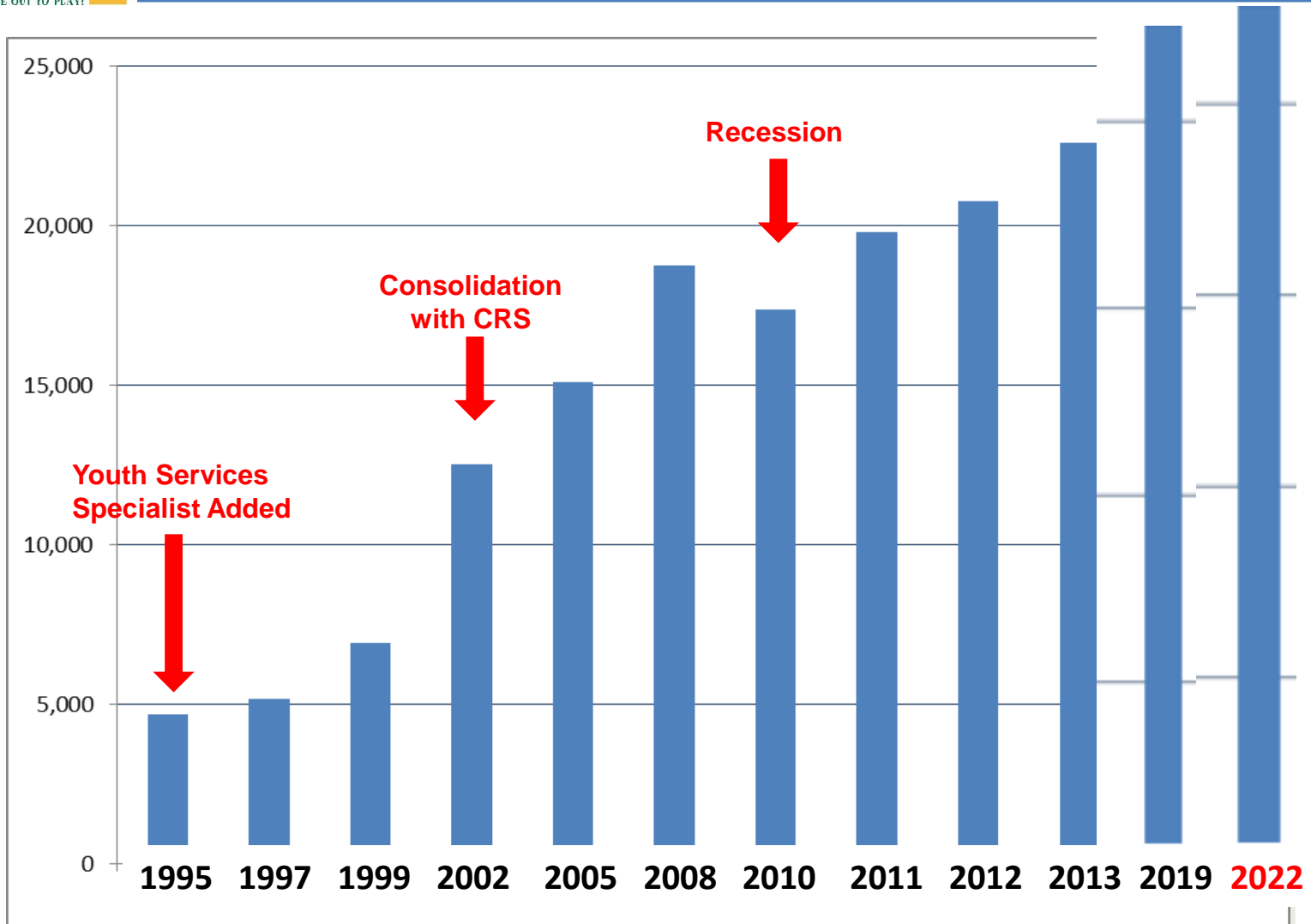


* Only virtual camps

** Lower capacity due to social distancing

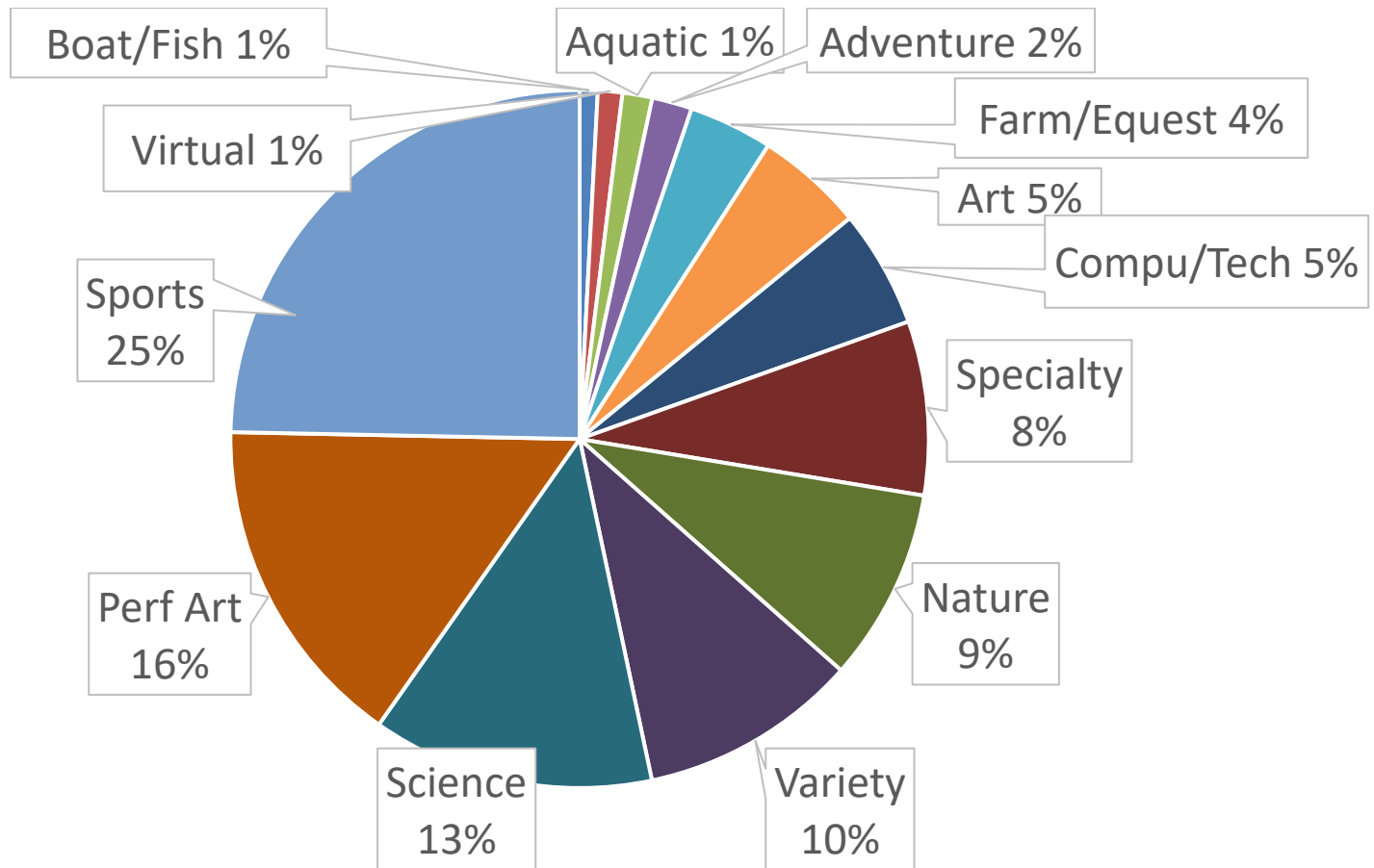


Summer Camps – Milestones





ENROLLMENT BY CAMP CATEGORY



Source: 2022 Summer Camp enrollment data

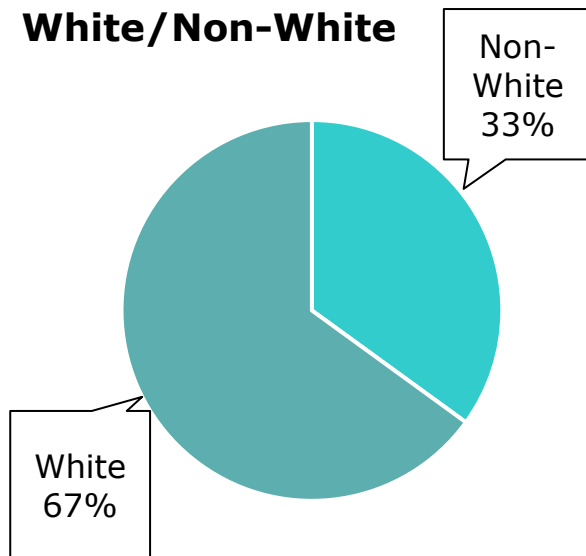


Diversity – Summer Camps

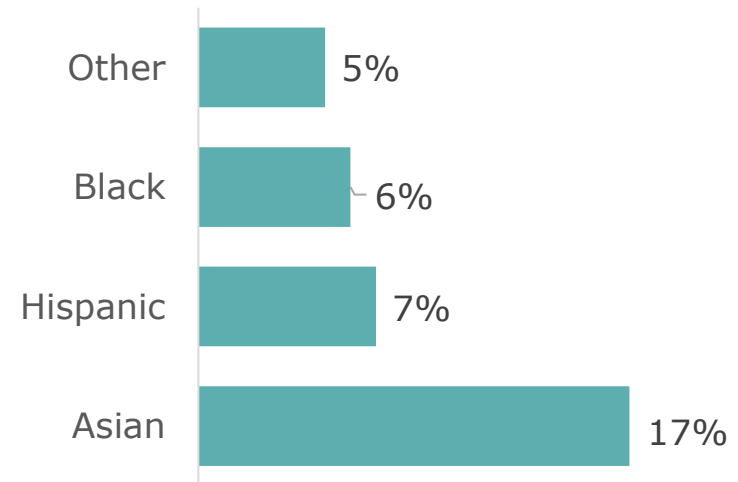
Summer camps attract a less diverse participant base, largely due to cost, including large up-front costs to register far in advance, and no scholarships available (except PACT).

2020 – Fairfax County - White = 49.5%, Hispanic 17%, Asian 21%, Black 10%

White/Non-White



Race / Ethnicity



Source: FCPA Summer Camp Surveys 2018-2021



Camp Categories by Race/Ethnicity

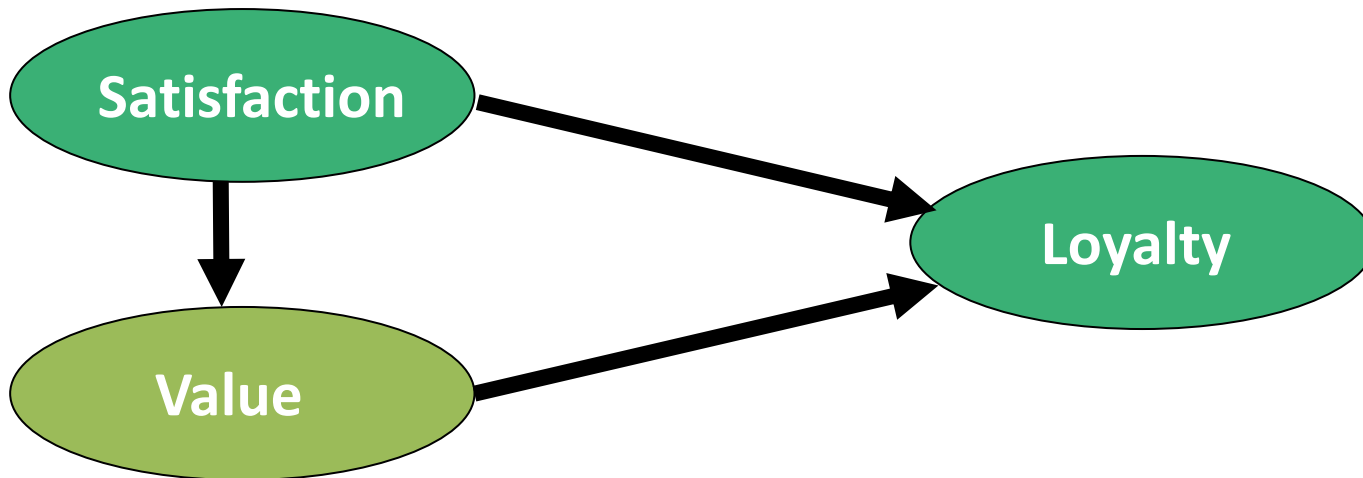
Category	White	Non-White	Black	Asian	Other Race	Hispanic
Adventure	64%	36%	7%	12%	5%	13%
Aquatic	59%	41%	8%	23%	10%	3%
Art	65%	35%	6%	23%	4%	7%
Boating/Fishing	67%	33%	4%	11%	9%	12%
Comp/Tech	58%	42%	6%	27%	6%	6%
Farm/Equest	71%	29%	5%	15%	2%	7%
Nature	74%	26%	3%	14%	4%	6%
Perf	69%	31%	8%	15%	4%	6%
Science	67%	33%	4%	19%	5%	7%
Specialty	60%	40%	9%	23%	3%	7%
Sports	66%	34%	8%	15%	5%	8%
Variety	67%	33%	8%	17%	4%	7%
Virtual	67%	33%	0%	17%	6%	17%
ALL CATEGORIES	67%	33%	6%	17%	5%	7%

* Yellow indicates proportionally higher participation levels



SATISFACTION, VALUE, LOYALTY

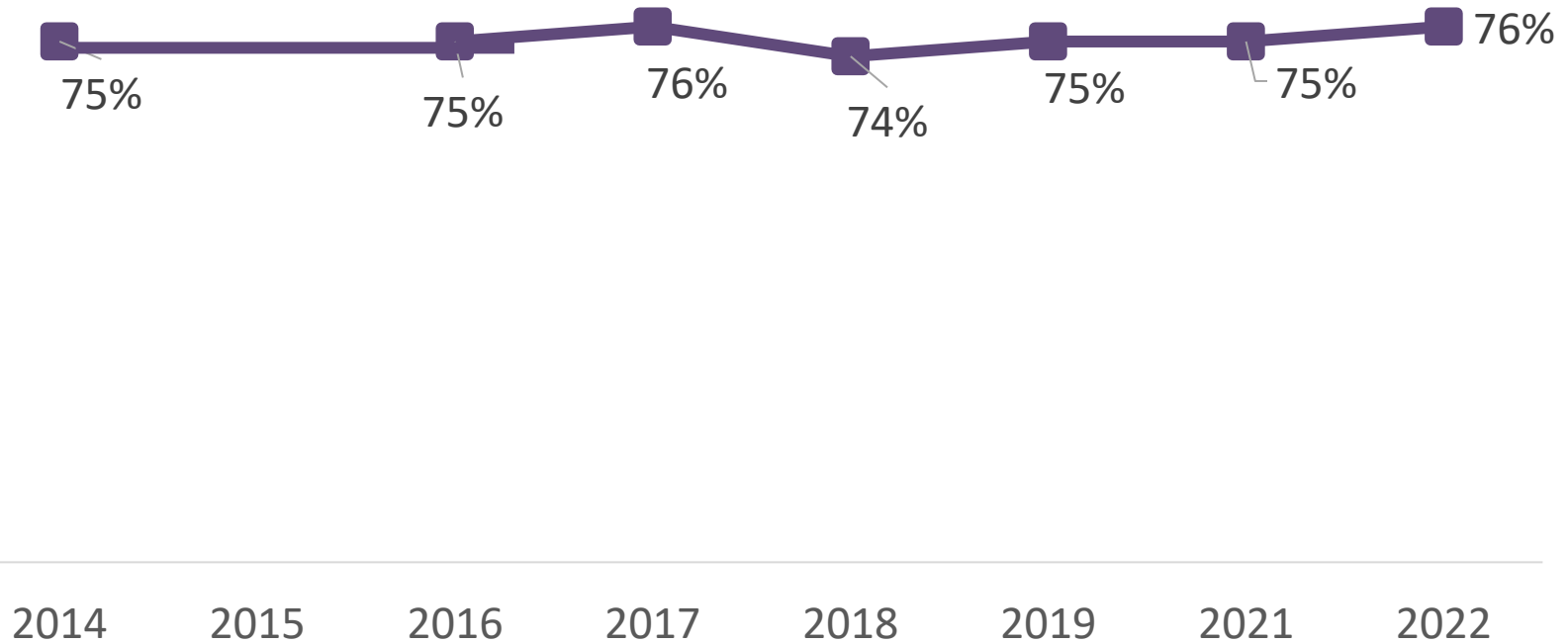
Satisfaction and value influence loyalty, so we measure all 3.





SATISFACTION WITH CAMPS HAS HELD STEADY SINCE 2014

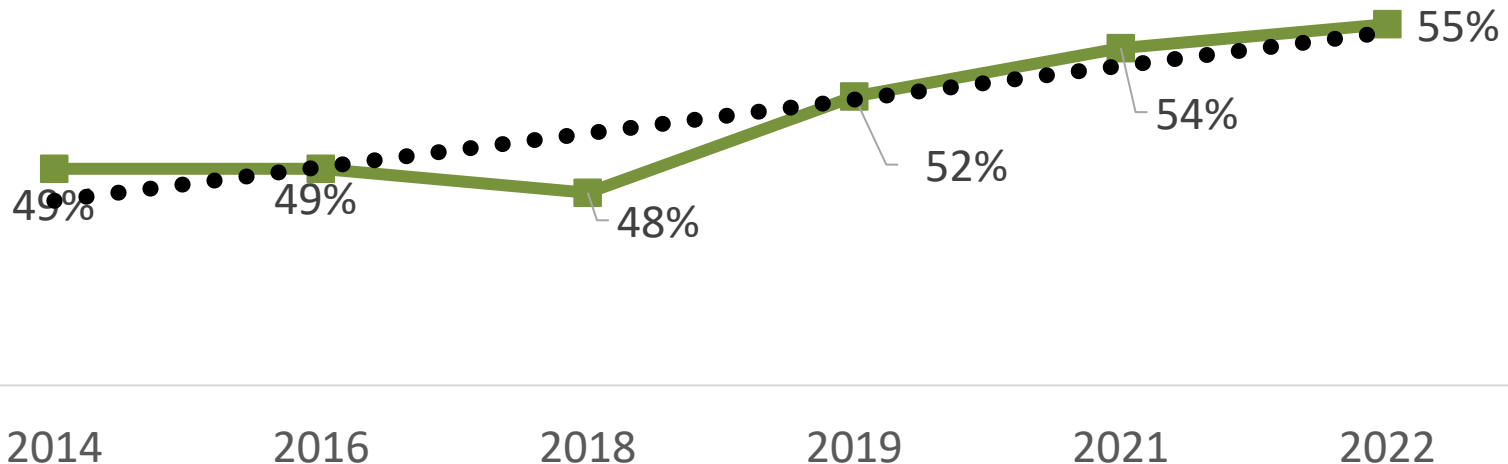
Top 2 Box Satisfaction - All Camps





VALUE PERCEPTIONS IMPROVING

Camp Value Trend - % Rating 'Excellent'

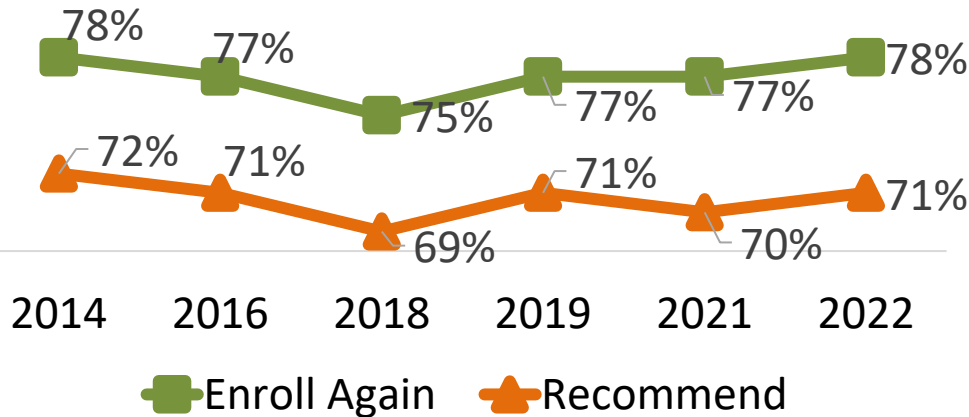


Why focus on “excellent” value?... because it has such a huge influence on customer loyalty



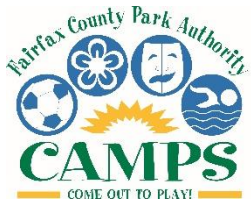
LOYALTY INDICATORS RISE SLIGHTLY

Loyalty Indicators
% Rating 'Very Likely'
Recommend/Enroll Again



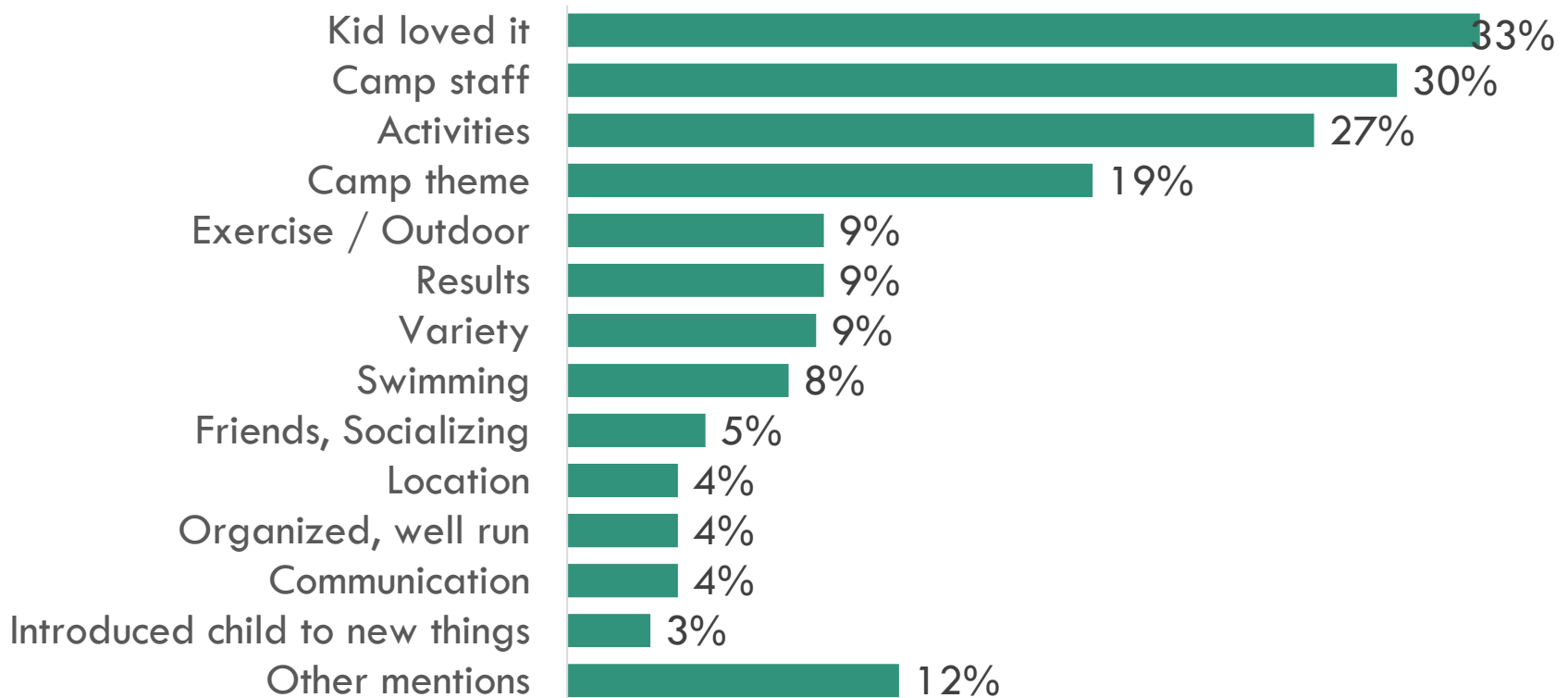
% Very Likely To Enroll Again

- 88%** Boating/Fishing, Aquatic, Nature, Adventure
- 80%** Farm/Equestrian, Variety, Specialty, Performing Arts
- 73%** Sports, Science, Art, Compu/Tech



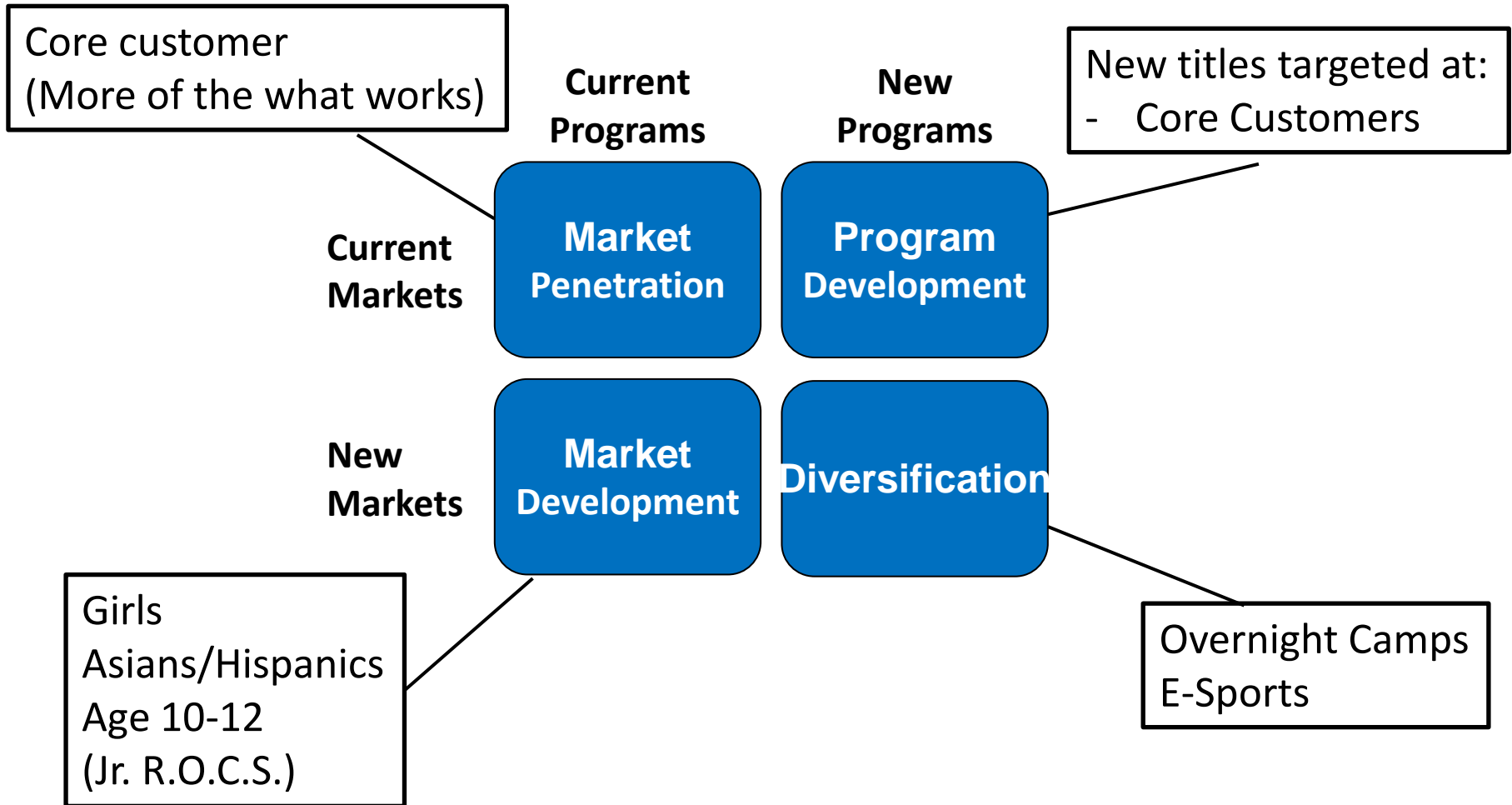
CAMPER ENJOYMENT, STAFF AND ACTIVITIES MOST LIKED

What did you like most about this camp?





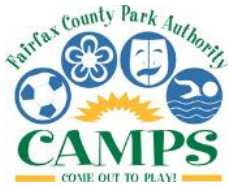
Camps – Growth Strategy



Camps – Management Strategy



- Focus on customer satisfaction (i.e. Summer Camp Summit)
- Make data-based decisions
- Employ marketing strategies appropriate to program life cycle
- Growth is in the margins and new lines of business
- Manage fees and costs



Camp Marketing Plan

- Uses “all the tool in the toolbox”

- Press Releases
- Newspaper
- Cable TV / Video
- Schools (Postcards)
- Camp Fairs
- Community Events
- Web Site
- Referrals
- Reach
- Social Media
- Banners
- Road Signs
- Magazines
- Email
- Word of Mouth
- Expert Interviews
- Camp Guides



Target Date	Action	Owner
November-December	Registrations paid for Camp Fairs at Dulles Town Center and Tysons	Ellen
December	Camp survey reviewed for results on how customers hear about us, promotion schedule adjusted to reflect key findings	Nick and Ellen
January 1-20	Camp webpages updated, including main page, jobs page, CIT page, camp forms page, CIT page and camp guides on-line for public. Camps go live on web when spring classes go live. Parent packets sent to Jeff for camp forms webpage. Any PSA or video footage sent to Jeff	Ellen and Jeff
January 10	Stand-alone spring and summer camp guides ready and sent to Jeff for web	Joanne
January 15-June 15	Check-in with Channel 16 to run PSA and Parks Plus camp programs	Ellen and Sara
January 24	Facebook update to announce camps are live on web	Ellen and Matthew
February 5-10	Washington Parent Magazine camp guide ad due	Susan and Ellen
February 6	PSA to Judy about camp registration opening	Ellen and Judy
February 7	Mass e-mail to customers in packet with kids under 15 announcing camp registration opening	Steve, Bill, Ellen
February 10	Print and distribute first round of postcards for school distribution (instead of flyers) target all elementary age students in FCPS	Joanne
February (various dates)	Camp Fair schedules in place: Feb 9, 2013- Tysons Feb 23-24- Dulles	Ellen and programmers
February 7	Site to put up camp banners, signage, etc—right after pass sale ends	Programmers
February - April	Determine which newspaper or	John, Ellen



My Camp Planner



RESULTS

Most successful first day of summer camp registration ever by all metrics

Compared to previous best single registration day (February 2020)

- 10,573 registrations (**up 36%**)
- \$3.3 million revenue (**up 36%**)
- 3,200 unique children (**up 19%**).
- Filled 41% of our total capacity on the first day of registration.

Make Parktakes Online registration easier with this simple tool

My Summer Camp Planner

Write the Catalog ID/Code in the boxes below

CAMPS	Week	Child #1 Name:	Child #2 Name:	Child #3 Name:
	Week #1 (June 8-12) *			
	Week #2 (June 15-19)			
	Week #3 (June 22-26)			
	Week #4 (June 29-July 2)			
	Week #5 (July 5-10)			
	Week #6 (July 13-17)			
	Week #7 (July 20-24)			
	Week #8 (July 27-31)			
	Week #9 (August 3-7)			
	Week #10 (August 10-14)			
	Week #11 (August 17-21)			

*FCPS still in session, but private schools may be out.
 *FCPS still in session, but private schools may be out. (7-9 a.m., 8-9 a.m.) and P.M. (4-6 p.m.)

EXTENDED CARE	Week	Child #1	Child #2	Child #3
	Week #1 (June 8-12)	AM: PM:	AM: PM:	AM: PM:
	Week #2 (June 15-19)	AM: PM:	AM: PM:	AM: PM:
	Week #3 (June 22-26)	AM: PM:	AM: PM:	AM: PM:
	Week #4 (June 29-July 2)	AM: PM:	AM: PM:	AM: PM:
	Week #5 (July 5-10)	AM: PM:	AM: PM:	AM: PM:
	Week #6 (July 13-17)	AM: PM:	AM: PM:	AM: PM:
	Week #7 (July 20-24)	AM: PM:	AM: PM:	AM: PM:
	Week #8 (July 27-31)	AM: PM:	AM: PM:	AM: PM:
	Week #9 (August 3-7)	AM: PM:	AM: PM:	AM: PM:
	Week #10 (August 10-14)	AM: PM:	AM: PM:	AM: PM:
	Week #11 (August 17-21)	AM: PM:	AM: PM:	AM: PM:

REGISTER NOW! <http://www.fairfaxcounty.gov/parks/camps>

- Download the [camp spreadsheet](#)
- Read instructions and examples in the spreadsheet tab "How to Use This Spreadsheet"
- Pick your child's camps and extended care options and copy the Catalog IDs to the chart above.



Rec-PAC



What is Rec-PAC?

Rec-PAC (Pretty Awesome Children)

- A 6-week structured recreation program with an emphasis on leisure skills
- Designed for elementary school children in grades 1 – 6
- Affordable and convenient –General Funded
- Targets low-income and diverse children



Serving Low-Income Families

- Affordable fees - \$120 per week - \$3.20 per hour
- Sliding scale fees based on family income
- Two-thirds of participants receive reduced fees
- Convenient access – walking distance for many
- Sites in high risk, high poverty areas – target top free & reduced-price meal schools
- Flexible payment & registration
- USDA Free Meal Program at qualifying schools



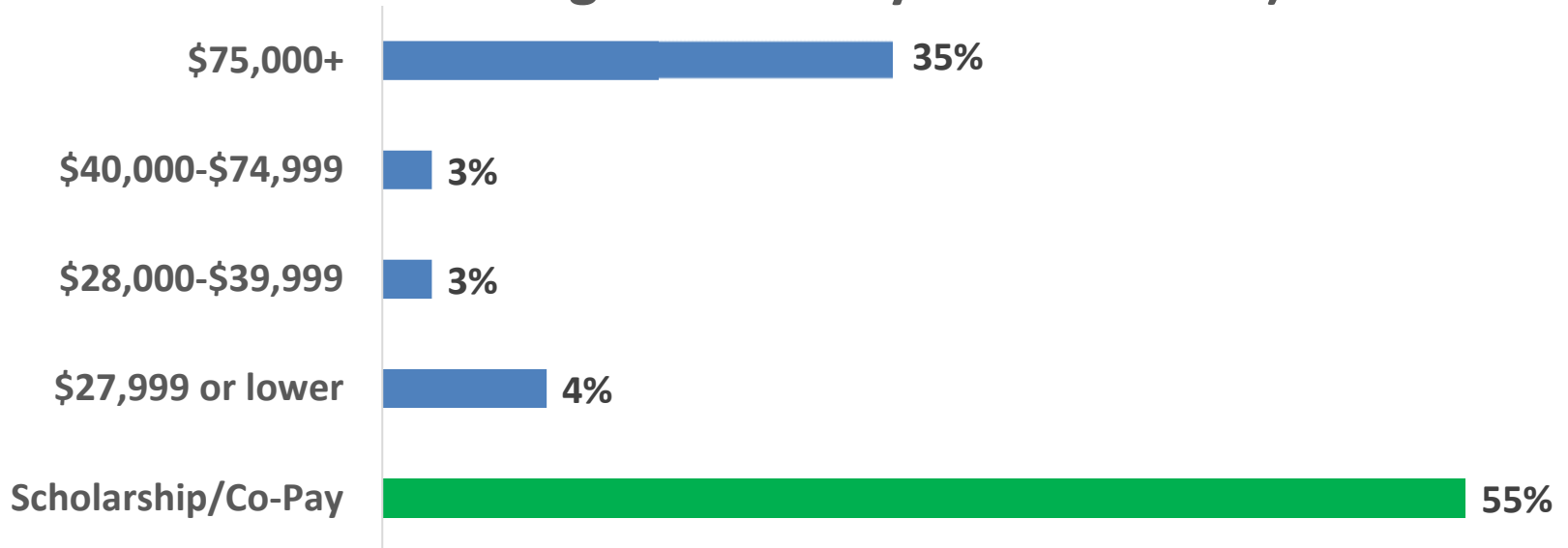


Rec-PAC is the Summer Safety Net

65%

% Rec-PAC registrants that pay reduced fee based on household income level

Rec-PAC Registrations by Income Level)

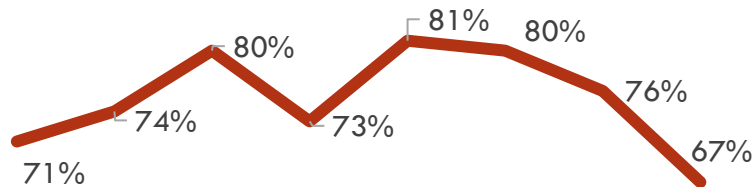


Main Summer Activity

Rec-PAC is the primary source of summer activity for two-thirds of its participants.

Rec-PAC is far more likely to be the main summer activity for children in households earning under \$100K.

% Rec-PAC is Main Summer Activity



% For Which Rec-PAC is Main Summer Activity by Income



2007 2009 2011 2013 2015 2017 2019 2022

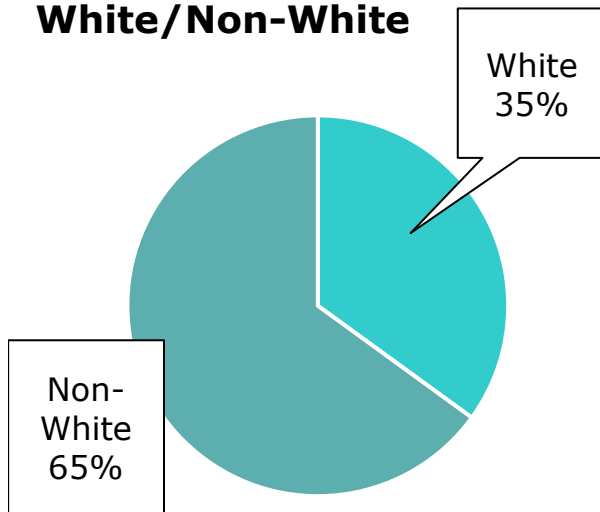


Rec-PAC... It's Diverse

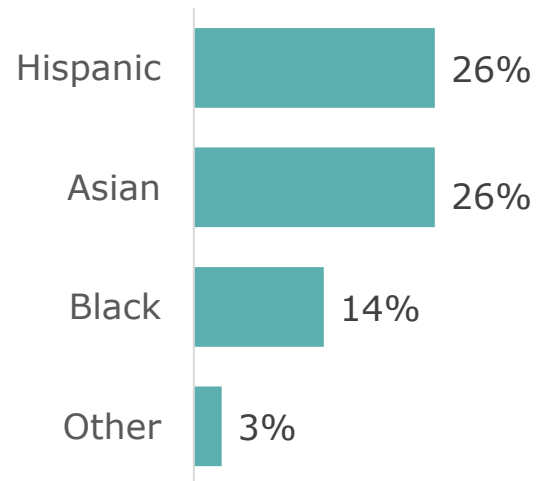
Rec-PAC is effective at reaching groups that annual FCPA community surveys have shown use parks least

- Two-thirds of enrollees were non-white
- Asians and Hispanics comprised the largest share of ethnic minority Rec PAC households

White/Non-White



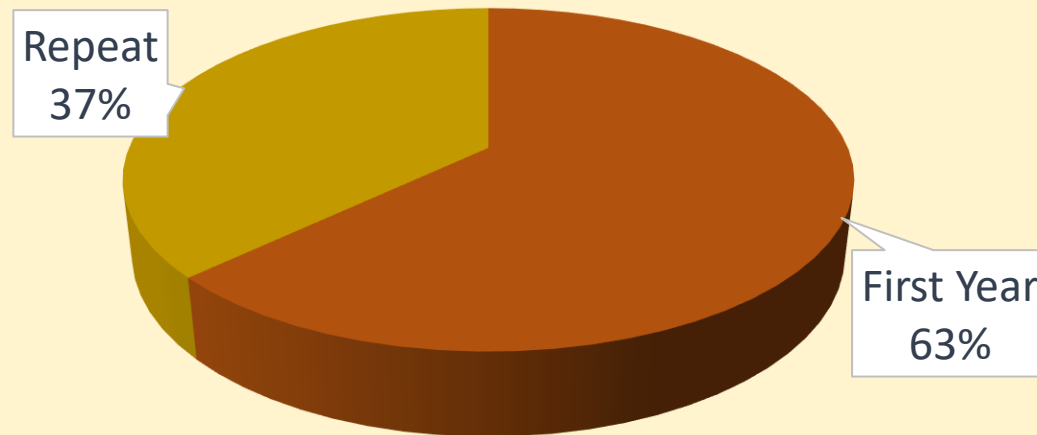
Race / Ethnicity



Who Attends Rec-PAC?

Almost 2 of 3 households participated for the first time in 2022.
A good indicator of its stage in the program lifecycle.

**2022 Rec PAC
First Year vs. Repeat Participants**





Rec-PAC Key Metrics 2022

82% Top 2 Box Satisfaction

67% “Excellent” Value

81% “Very Likely” to Recommend

80% “Very Likely” to Enroll Again

With the exception of value, all key measures increased from 2021.

Rec-PAC is not a second-tier program – all measures higher than Summer Camps

Scholarships – A Constant Need

- 1,535 individual children served
- 3,405 scholarship weeks of Rec-PAC
- Two-thirds of participants receive discounted fees





Rec-PAC Gives Back

- **Community Service** Theme Week at all Rec-PAC Sites
- Rec-PAC kids donated canned foods to Western Fairfax Christian Ministries (WFCM) serving more than 2,500 different families.
- Campers, many of whom come from low-income families--



- wrote letters to sick children and soldiers deployed overseas
- made bead necklaces for homeless kids
- cleaned up schoolyards
- collected school supplies
- planted trees
- made cards for firefighters, police and nursing home residents



Summer Entertainment Series



Summer Entertainment Series

- 9 supervisory district weekly entertainment series, some with multiple venues, plus Chairman's Series
- 12 concerts, 5 children's performances and a drive-in movie series
- 18 weekly venues
- 180+ scheduled events
- Estimated up to 30-40,000 attendance
- All events free to the public, underwritten by sponsors through the
- Fairfax County Park Foundation





Concerts – What’s New?

New this summer . .

- 184 shows scheduled @ 18 locations – 50 more than last year
- New Series – Providence Presents Global Music and Dance at Graham Road Community Building.
- Wine tasting and sales at Grist Mill Park for Mt. Vernon Nights.
- New children’s show before Drive-in movies at Trinity Center
- Celebrate Kids! Pre-show children’s activities at Springfield Nights

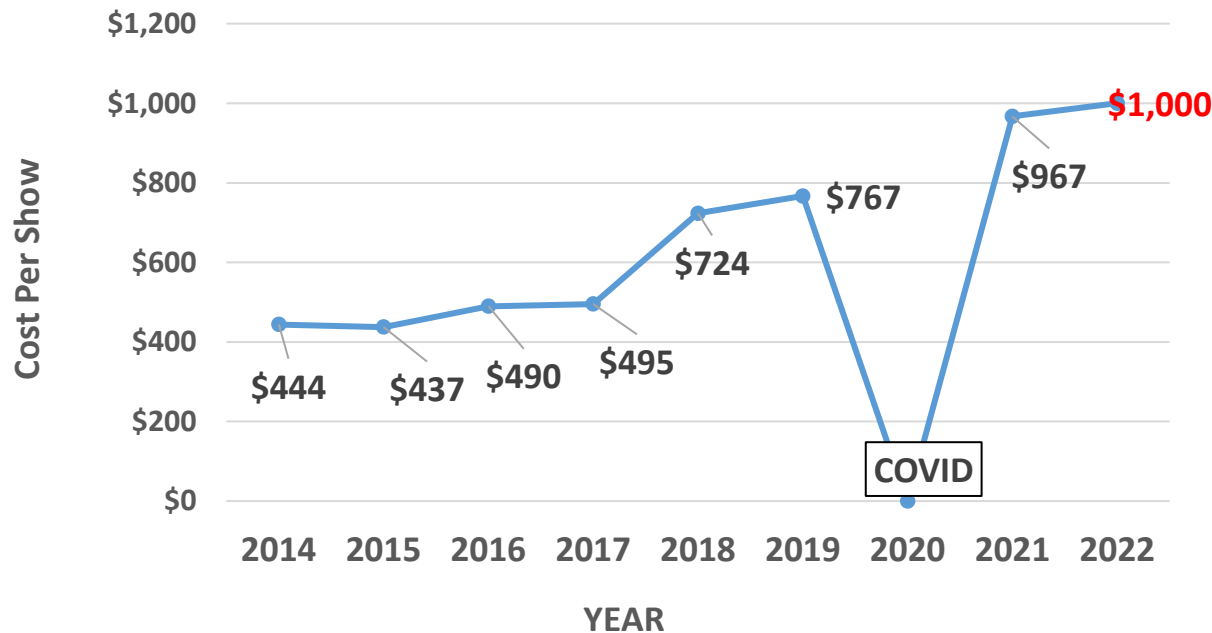




Challenges – 2023 and Beyond

Rising costs for sound/tech support and performer fees

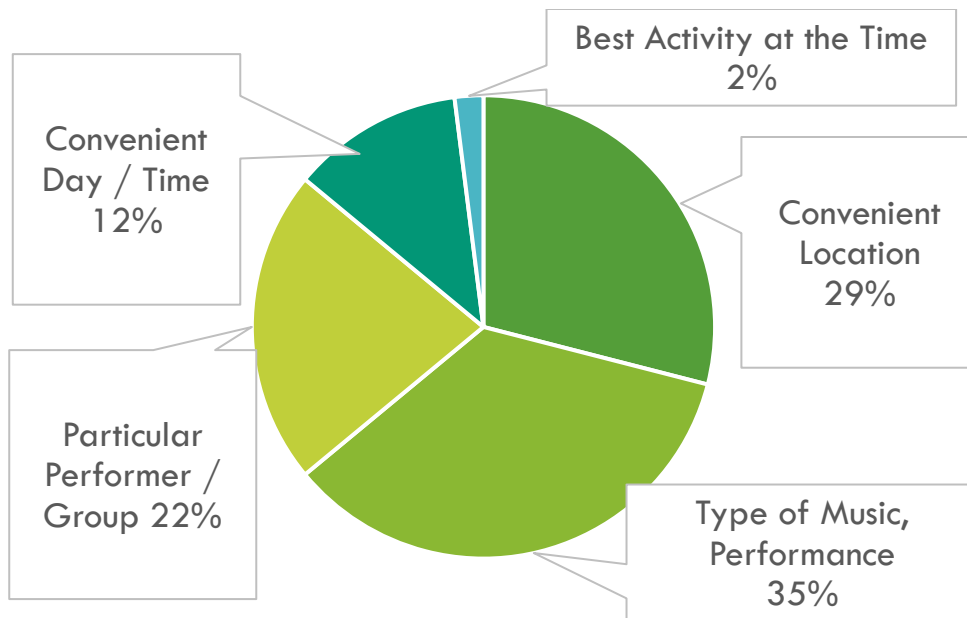
Sound/Tech Cost Per Show



FY24 budget request of \$150k additional baseline to address increase in sound costs, number of concerts and increased length and complexity of shows

Type of music/band and location were most influential attendance drivers

Which of the following most influenced your decision to attend performances this past summer?



- It's all about the type of performance and location.
- 57% of respondents were most driven by the performance style or act when deciding to go to 2022 SES events.
- Almost one in three were most influenced by the series' convenient location.

2022 Concerts – How Are We Doing?

84% of concert-goers felt the series was very important to the quality of life in Fairfax County.

- 90% of concert-goers were satisfied.
- 88% felt the performers were high quality.
- 70% think favorably of sponsors
- 95% plan to return next summer.

Concerts are one of FCPA’s most popular programs

**Net Promoter Score
Promoters vs. Detractors**

Summer Entertainment Series	84
Summer Camps (MNPS)	61
RECenter Passholders	43



Concerts - Voice of the Customer

“What's not to like? Free top-quality entertainment in a beautiful setting. The range and quality were superb. While there are a lot of entertainment options in the area, they tend to be very expensive, especially for an entire family. So these performances give opportunities for a family to go out and be exposed to the arts without busting the budget.”

“Makes Fairfax feel like a community.”