



# 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, 2023

### *Agenda*

**Park Services Committee  
(Committee of the Whole)  
Wednesday, November 8, 2023 – 6:00 pm  
Board Room, Herrity Building  
Chairman: Michael Thompson, Jr.  
Vice Chair: Ron Kendall**

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 8, 2023

## **INFORMATION**

### Summer Programs Update (with presentation)

Park Services staff will provide a PowerPoint presentation overview of 2023 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

Karen Lussier, Program Branch Manager, Park Services Division

# 2023 Summer Programs Overview

Summer Camps  
Rec-PAC  
Sully Camp Pilot  
Summer Entertainment Series

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**Karen Lussier, CPRP**  
Programs Branch Manager  
Nov. 8, 2023



# PARK SERVICES PROGRAMS BRANCH

*Youth Services  
Land Programming  
Fitness and Wellness  
Events and Volunteers*

## **Karen Lussier, CPRP** **Programs Branch Manager**

- Over 20yrs of Parks and Recreation Experience in Programming
- VRPS Board of Directors



## **Emilie Shumate, CPRP** **Youth Services Section Manager**

- 20 years with FCPA, worked in four agency divisions
- Oversees camps (year-round), Rec-PAC, Preschool



## **Shera White, CFEA** **Special Events and Volunteer Manager**

- Master's Degree and has over 15 years of extensive event planning and media relations.
- Oversees SES, Large Scale Events and Volunteer Management





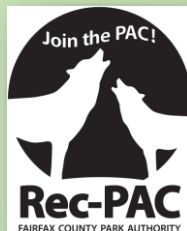
## TOTAL FCPA CAMPERS!!

**1,500** Weeks of Camps\*

Avg. **166** Camps Per Week

**41,500** Camp Registrations\*

Avg. **4,620** Campers Per Week



*\*Based on Total of Rec-PAC+FCPA Camps*



# Summer Camps 2023

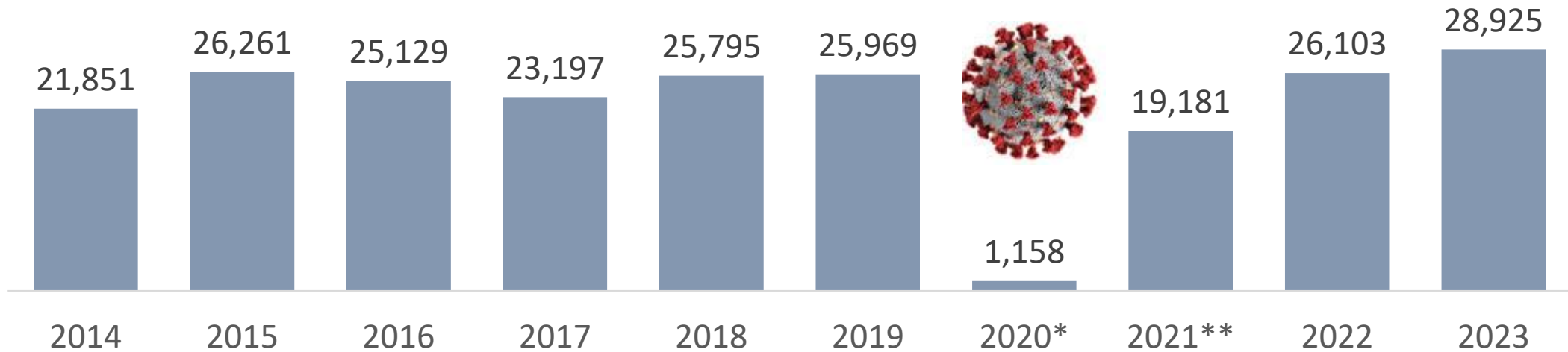
	2023	2022
# Camps <i>(ind. weeks)</i>	1,276	1,170
# Camp Registrations	28,925	26,103
Revenue	\$8,434,147	\$7,875,213
Extended Care Enrollment	2,301	N/A

- **78% Vendors/22% In House Camps**
- **55 sites including:**
  - REC Centers
  - Schools,
  - Parks,
  - Golf Courses
  - Off-site

# 2023 POSTS RECORD ENROLLMENT



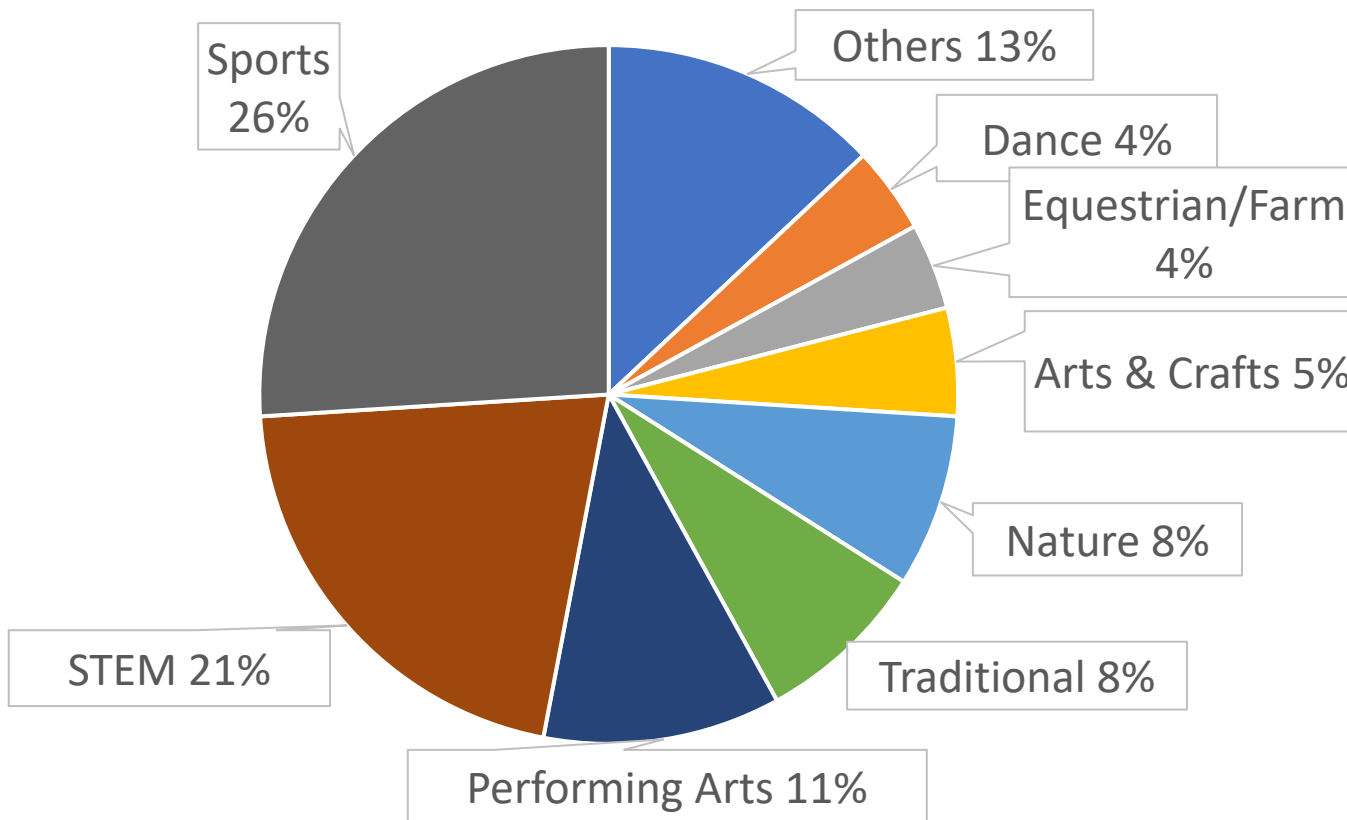
**Total Summer Camp Enrollment by Year**



\* Only virtual camps

\*\* Lower capacity due to social distancing

# ENROLLMENT BY CAMP CATEGORY



Other Camp Categories	
Cooking	3%
Specialty	3%
Science/Science & Nature	2%
Aquatic / Boating	2%
Adventure/Excursion	2%
Music	1%
Gymnastics	> 1%
Virtual	> 1%
Adapted	> 1%



# What did kids like the most about the Camps?



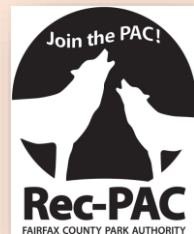
<b>Fun</b>	<b>33%</b>
<b>Staff</b>	<b>27%</b>
<b>Activities</b>	<b>26%</b>
<b>Themes</b>	<b>18%</b>
<b>Variety</b>	<b>12%</b>
<b>Results</b>	<b>9%</b>

# REC-PAC 2023

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Rec-PAC (Pretty Awesome Children), is a six-week structured recreation program with emphasis on leisure skills designed for elementary school children.

**This camp program allows for children to attend on a sliding-scale scholarship.**



# REC-PAC KEY MEASURES

	2023	2022
Number of Sites	37	27
Total Registrations	12,655	6,163
Average Weekly Registration	2,120	1,027
Number of Children Served	3,456	1,535
CITs (Counselors in Training)	63	2
Scholarships (Individuals served)	1,329	686
Scholarship % of Total Registration	52%	55%
% of Rec-PAC attendees w/family incomes of \$74,999 or less ( <i>Reduced fee</i> )	62%	65%
Number of Lunch Sites	17	13

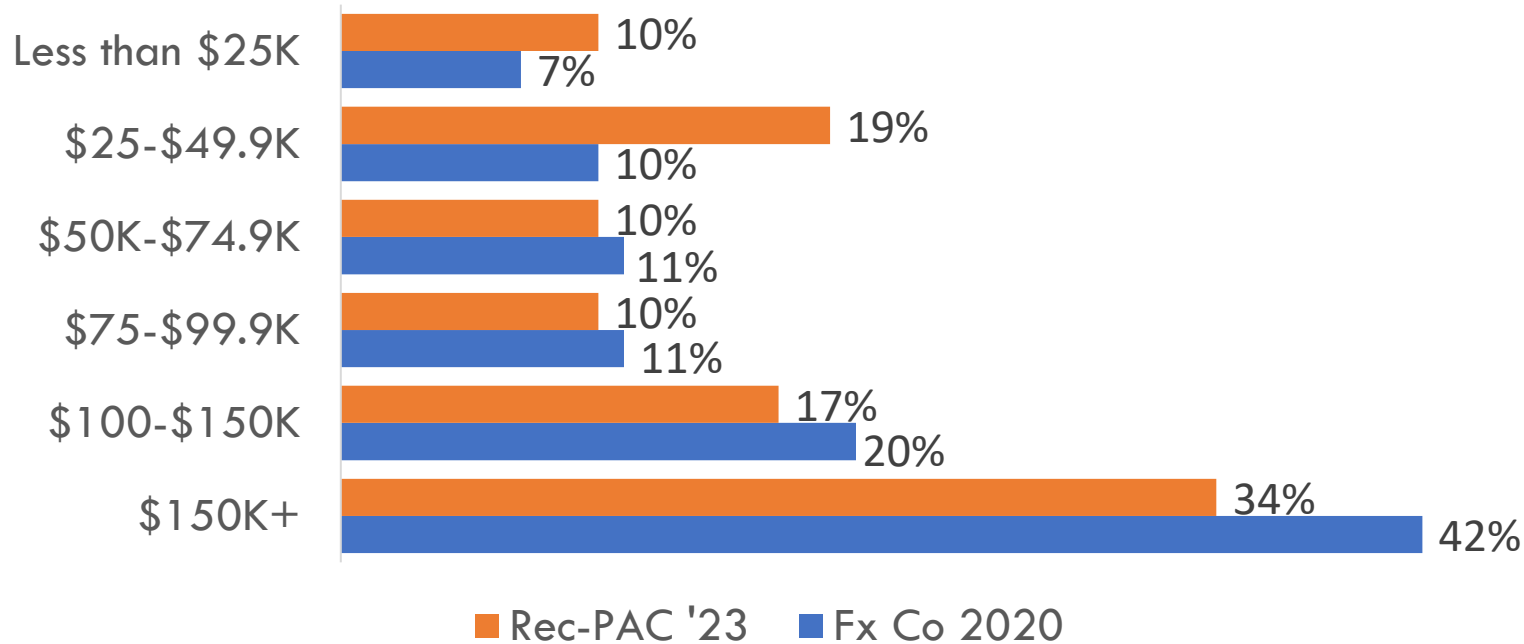


# DEMOGRAPHICS: REC-PAC

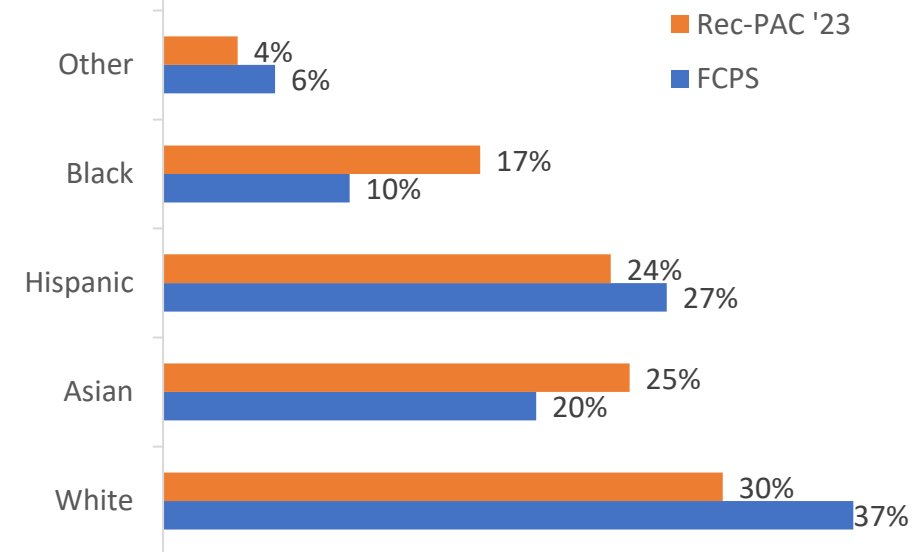
- Rec-PAC participants are more likely to belong to lower income households than Fairfax County overall.
- Almost 1 of 3 participants came from households with annual incomes below \$50,000.
- 2/3 of Rec-PAC families are Non-white with Hispanic and Asian populations as the largest groups.

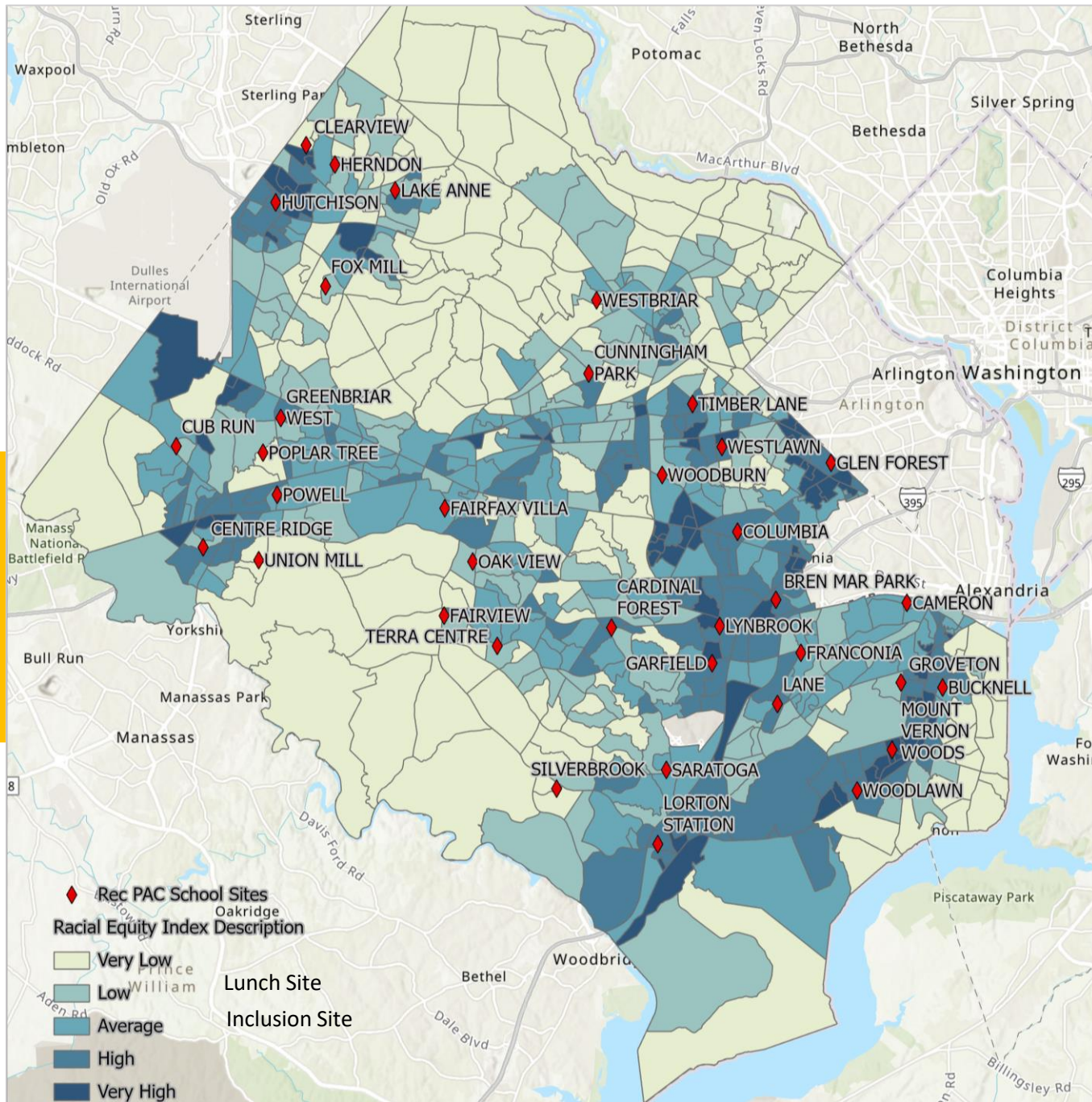


**Rec-PAC Household Income vs. Fairfax County**



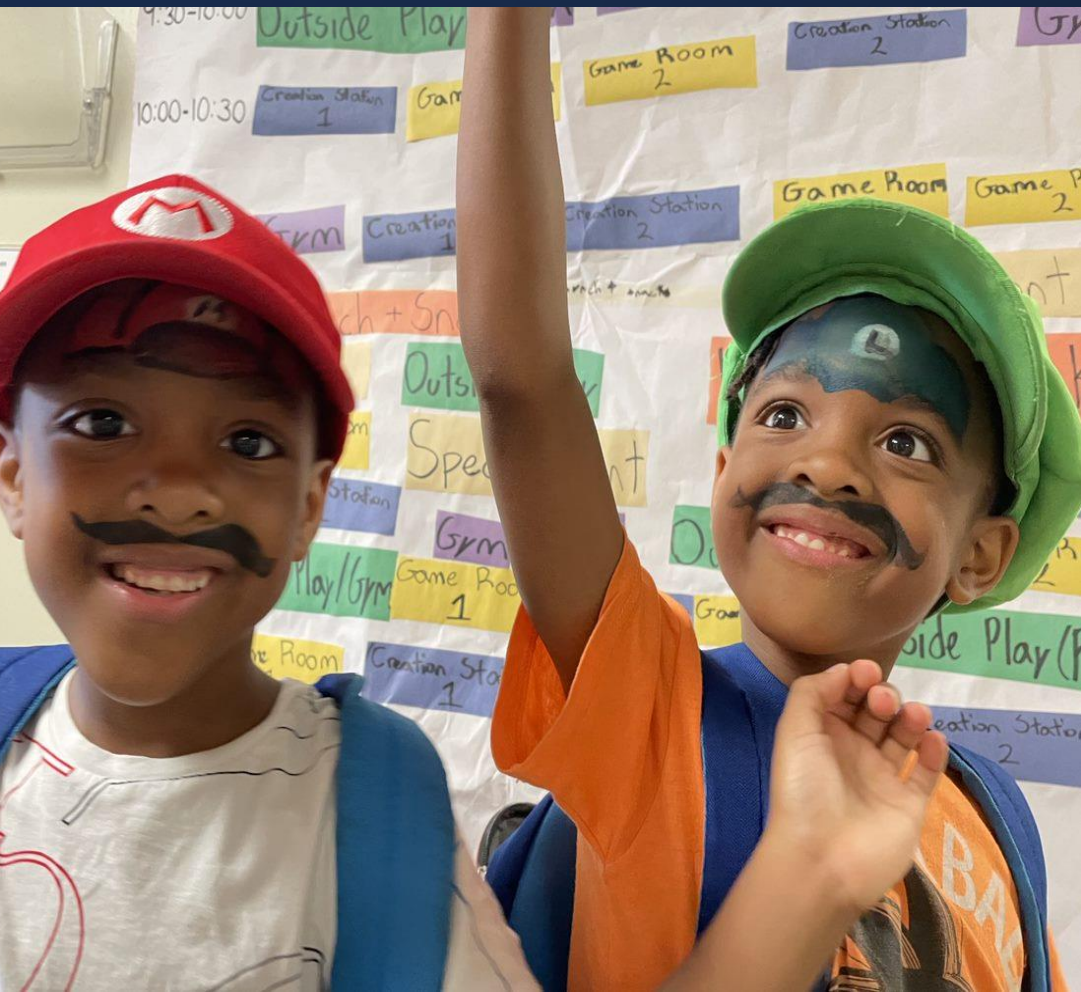
**Rec-PAC vs FCPS Race/Ethnicity**





# REC-PAC COUNTY MAP

# What has Rec-PAC provided for the kids of Fairfax County?



<b>Fun</b>	<b>92%</b>
<b>Anticipation</b>	<b>87%</b>
<b>Helping kids make friends</b>	<b>85%</b>
<b>Supporting child self esteem</b>	<b>81%</b>
<b>Introducing kids to new activities</b>	<b>79%</b>
<b>Helping kids meet other who are different</b>	<b>78%</b>



# Equity Initiatives

- Online Registration and Scholarship Option for Rec-PAC
- PACT Program: \$3514 in scholarships
- Free Meal Rec-PAC Sites
- Camp Inclusion Support/Inclusion Rec-PAC Sites

# Equity Initiatives

- **Specialized Programs at Rec-PAC (vendor provided)**
  - One On One
  - Mad Science
  - Kinder Jam
  - Magus Chess Academy
  - **Total: \$67,213.50**
- Ice-less Skating
- Sully Camps







# Sully Camps Pilot

- NCS & FCPA partnered at Sully Community Center (SCC) and offered a variety of summer camps in 2023.
- The first time FCPA summer camps have been held at a Neighborhood and Community Service (NCS) site.
- NCS worked with FCPS to identify children from low-income families who might be interested. NCS worked with families through the enrollment process and they paid on a sliding scale.



# SULLY CAMPS PILOT

*As part of a larger offering, families qualifying for sliding scale payments could enroll their children for seven different camps held over nine weeks.*

Camp Title	Start Date
<b>Hoops &amp; More: Basketball &amp; Tennis Camp (6-12 yrs)</b>	6/20/2023
<b>Basketball Summer Hoops Camp(6-12yrs)</b>	6/26/2023
<b>Gymnastics &amp; Cheer Camp (5 1/2-11yrs)</b>	7/5/2023
<b>Basketball &amp; Sports Camp (6-12 yrs)</b>	7/10/2023
<b>Hoops &amp; More: Basketball &amp; Tennis Camp (6-12 yrs)</b>	7/17/2023
<b>Ultimate Circus &amp; Magic Camp (6-12yrs)</b>	7/24/2023
<b>Gymnastics &amp; Dance Camp (5 1/2-11yrs)</b>	7/31/2023
<b>Hoops &amp; More: Basketball &amp; Tennis Camp (6-12 yrs)</b>	8/7/2023
<b>Ninja Obstacles &amp; Tumbling Camp (5 1/2-11 yrs.)</b>	8/14/2023





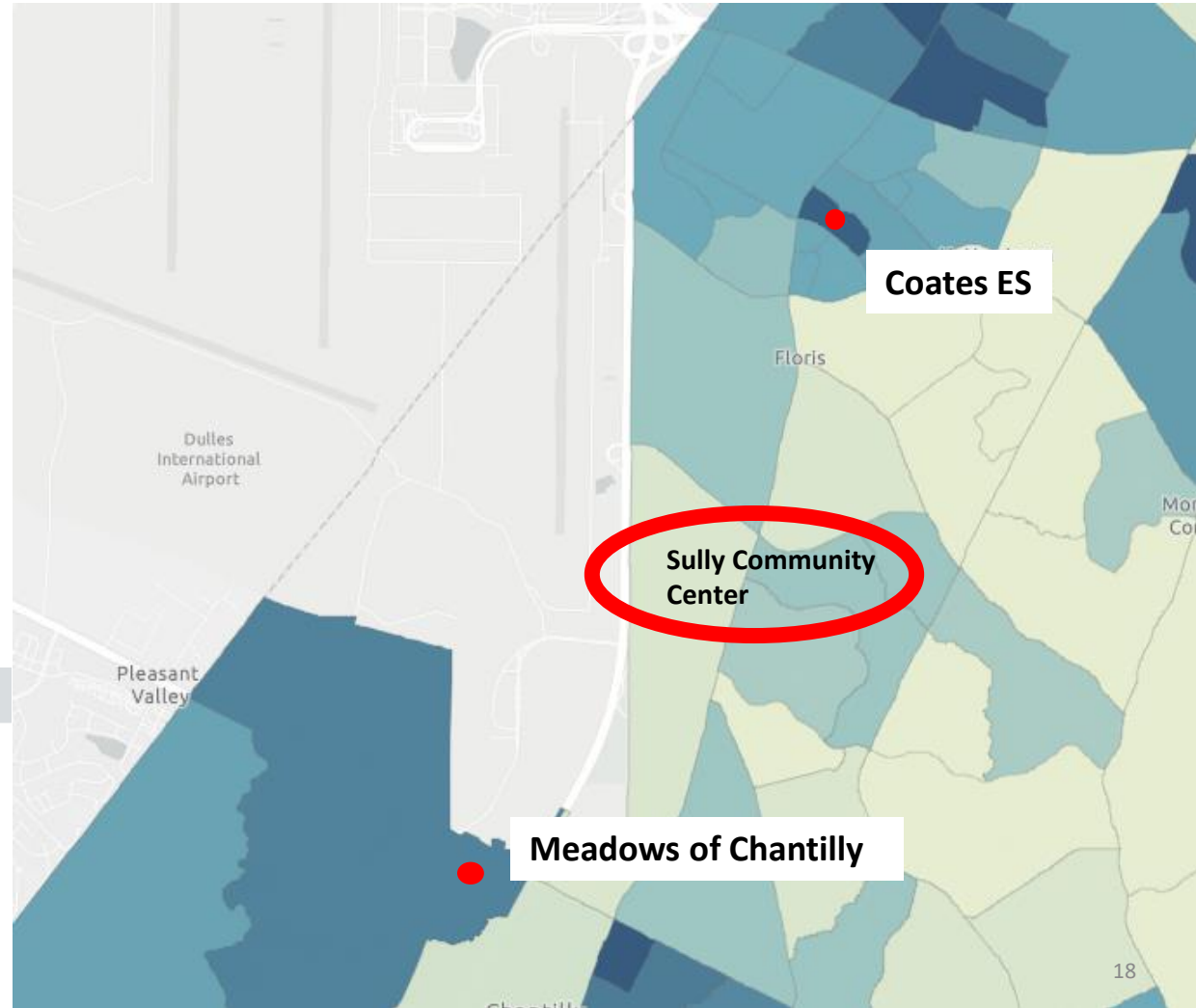
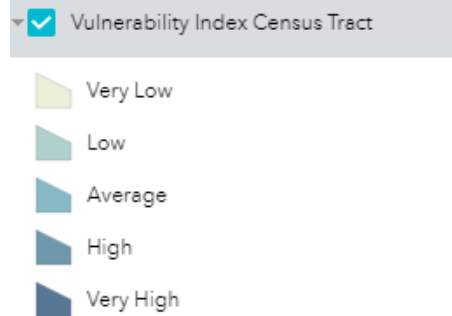
# Sully Camps Pilot

- 504 Registrations in Sully Camps
- 27% Registrations: Sliding Scale
- 92% In Pilot were Non-White
  - 52% Hispanic, 23% Asian, 17% Black
- Free Lunch Provided to Every Child in the Camps
- Transportation Provided To/From Surrounding Areas



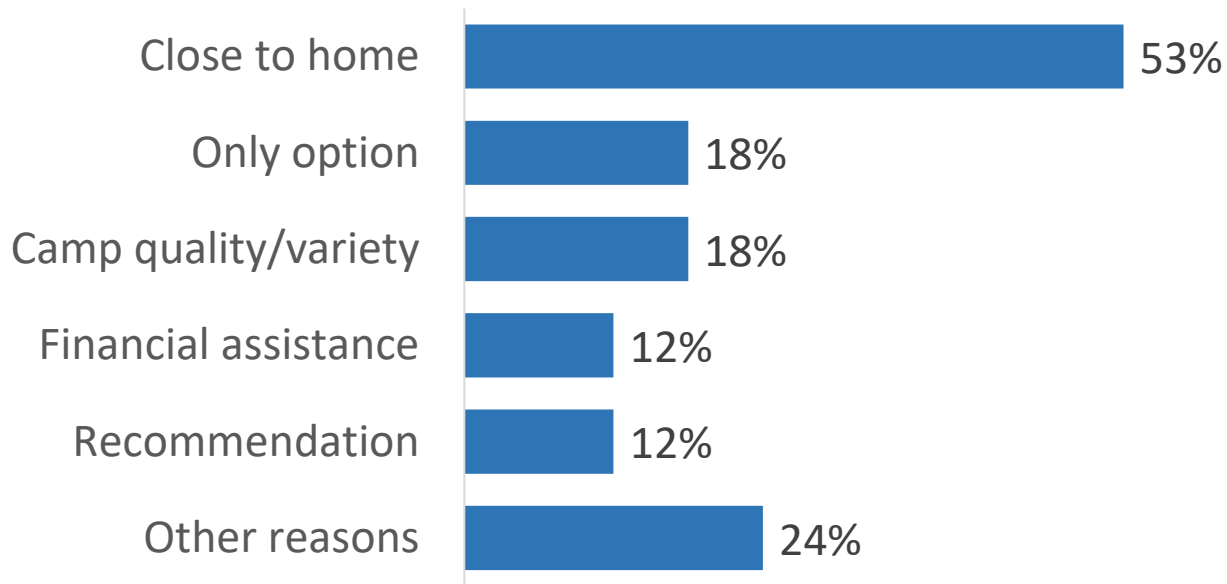
# Sully Camps Pilot

Transportation  
from Two Locations



# SULLY CAMP PILOT

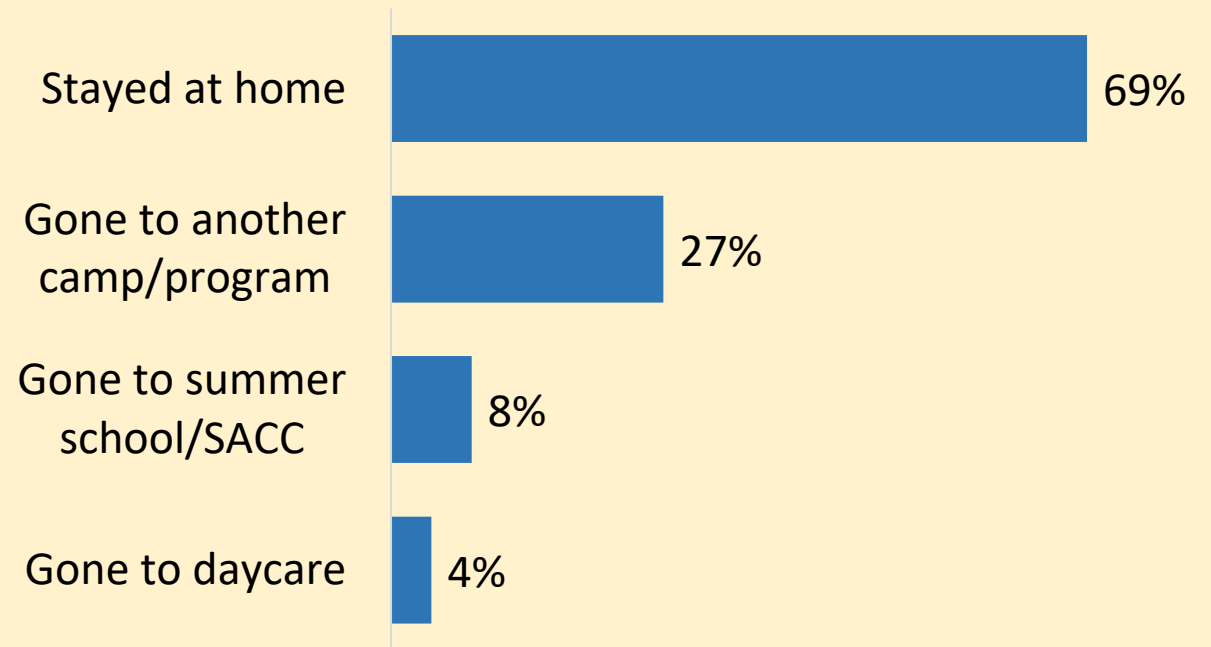
## Why did you choose to enroll your child in Sully Community Center camps instead of FCPA camps\*?



\*Only families who did **not** enroll children in FCPA camps.

17 Respondents

## What would your child have done if Sully Community Center did not offer camps this summer?



26 Respondents

# What Were Outcomes of Your Child attending Sully Camps?



**Helped Child Try a New Activity**

**92%**

**Fun**

**87%**

**Welcoming Accepting Environment**

**81%**

**Child Feel Good About Themselves**

**77%**

**Get Better at an Activity**

**73%**

**Got to Know Kids Different Kids**

**78%**



# Summer Entertainment Series 2023

All events are **FREE** to the public!

Supported by sponsors through the Fairfax County Park Foundation



# Summer Entertainment Series

## 2023 Season



**189** concerts

- 9 Supervisory District Weekly Entertainment Series
- 18 weekly venues
  - *New Series:* Providence Presents at Mosaic District

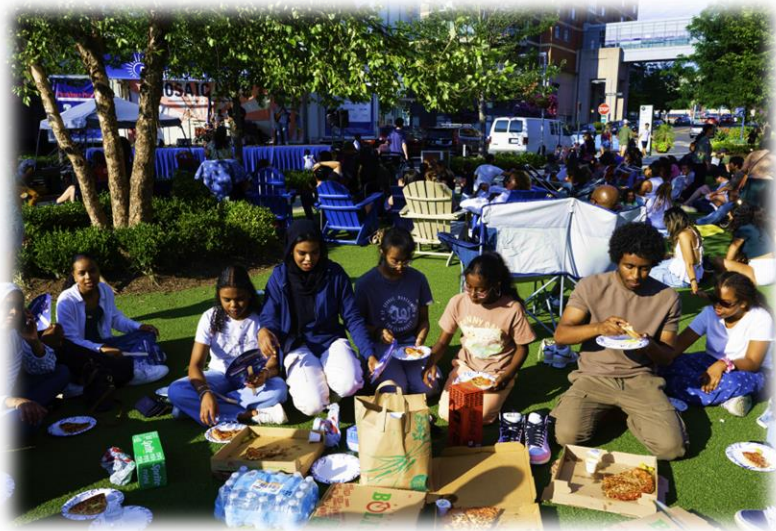
**40+** Different Genres of Music, Cultural Dance and Children's Entertainment

**37,696:** Total Estimated Attendance

**14** rain cancellations

**4** Starlight Cinema Drive-in Movies

**\$206,859:** Total Foundation Funding raised in FY23







## SES Survey Results

- **2 out of 3** guests attend more than one series
- **85%** said the SES is extremely or very important to the quality of life in Fairfax County.
- **83%** of respondents said that after attending the SES, they have a greater appreciation of community parks.
- **69%** Greater Appreciation of Live Performances

*Summer  
Entertainment  
Series 2023  
top Attendance*

**The Road Ducks: 915**

**The Skip Castro Band: 815**

**The English Channel: 810**

**Speidel, Goodrich, Goggin & Lille: 675**

**Riptide: 638**

**Chuck Brown Band: 620**





## Looking to the Future

- Showmobile
- New Locations
- Sound Contract
- New BOS
- Demographic Info/Placer AI



*Thank you!*

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We are already planning and  
looking forward to Summer  
2024!

