

**RECREATION
FY 2007
PROGRAM**

GOALS AND OBJECTIVES

GOAL 1: TO STRENGTHEN PUBLIC PERCEPTION OF THE DIVISION OF RECREATION ACTIVITIES AND PROGRAMS AS A WHOLE.

OBJECTIVE 1: Continue to utilize the City of Reading access channel for publicity. FY 2007

OBJECTIVE 2: To increase the number of flyers which are distributed to the Reading School District. FY 2007

OBJECTIVE 3: Continuously upgrade presence on the City's website. FY 2007

OBJECTIVE 4: To continue to utilize print media such as the Reading Merchandiser to promote programs. FY 2007

GOAL 2: TO PARTNER WITH THE COMMUNITY IN DELIVERING RECREATION SERVICES.

OBJECTIVE 1: Complete two additional of playground renovations at Brookline and Baer Parks. FY 2007

OBJECTIVE 2: To use organizations such as A.R.B.O.R, Community Service, Conference of Churches, Career Link and Volunteerism. FY 2007

OBJECTIVE 3: To coordinate our programs with others such as the Greater Berks Food Bank, Community Prevention Partnership, Red Cross, Reading School District, Olivet Boys and Girls Club, Albright College, 4-H, United Way, and Million Youth Chess Club. FY 2007

GOAL 3: CONTINUE TO IMPLEMENT THE OBJECTIVES OF THE 10-YEAR PARK, RECREATION, AND OPEN SPACE PLAN WHICH WILL MAKE IMPROVEMNTS TO THE PARK SYSTEM ON A REGULAR BASIS.

OBJECTIVE 1: To complete renovations as referred to in the 10-Year Plan at the following sites: Essick, Baer Park, Brookline, and City Park. FY 2007

OBJECTIVE 2: Continue to facilitate the Park and Recreation Advisory Committee in determining the scope of work to be addressed by the plan. FY 2007

GOAL 4: TO CONTINUE TO INCREASE REVENUE SOURCES AND TO SEEK OTHER MEANS OF FUNDING FOR THE DIVISION OF RECREATION.

OBJECTIVE 1: To continue to utilize other grant agencies such as DCNR, DCED, UPARR, and other state and federal funding opportunities as indicated in Open Space Plan. FY 2007

OBJECTIVE 2: To continue to pursue donations for as many of our endeavors as possible. FY 2007

GOAL 5: TO PROVIDE CITY INSTITUTIONS AND OTHER PRIVATE AND PUBLIC ORGANIZATIONS ACCESS TO AQUATIC PROGRAMS, TO INCREASE CIVIC HEALTH AND ENHANCE AQUATIC SAFETY.

OBJECTIVE 1: Provide Learn to Swim classes, water polo and numerous other aquatic programs. FY 2007

OBJECTIVE 2: To work with private pools (Northwest and East Reading) to complete improvements and assume operational control. FY 2007

GOAL 6: TO EDUCATE THE YOUTH OF OUR CITY WITH ENVIRONMENTAL AWARENESS PROGRAMS.

OBJECTIVE 1: To continue to develop and promote new and different environmental educational programs at Pendora (existing), Baer Park, and Angelica Park. FY 2007

OBJECTIVE 2: To explore environmental education options at the newly created Angelica Environmental Park.

GOAL 7: TO UPDATE RECREATION PROGRAMMING WHERE THERE IS DEMONSTRATED DEMAND.

OBJECTIVE 1: To provide Recreational Programs where there is a demonstrated demand for all age groups in the Berks County Area with our N.E.A.R. programs. FY 2007

OBJECTIVE 2: To continue to build on all existing programs where there is a true documented demand. FY 2007

GOAL 8: TO CONTINUE TO INTRODUCE NEW RECREATIONAL PROGRAMS WITHIN OUR DIVISION.

OBJECTIVE 1: To implement the Tennis in the Parks program that will reach out to non-traditional participants. FY 2007

OBJECTIVE 2: To establish a strong Hockey program for all age groups. FY 2007

GOAL 9: TO CONTINUE TO OFFER EDUCATIONAL TRIPS TO THE CHILDREN OF BERKS COUNTY

OBJECTIVE 1: To provide trips to the following: Berks County Youth Detention Center, Museum/ Planetarium, Goggleworks, City Hall, Historical Society, etc. FY 2007

Expenditures	2005 Actual	2006 Budget	2007 Budget
Personnel	562,242	607,245	614,738
Operating	10,802	49,400	121,400