



City of Muscatine



Agenda Item

IN-DEPTH ITEM – CITY COUNCIL

DATE: 1/14/21

STAFF: Kelsie Stafford

Richard Klimes

SUBJECT FOR DISCUSSION

Presentation of 2020 Recreation Program Adjustments

EXECUTIVE SUMMARY

The purpose of this item is to present to City Council the innovations made to recreation programs during the height of the COVID-19 pandemic.

GENERAL DIRECTION SOUGHT AND SPECIFIC QUESTIONS TO BE ANSWERED

1. To compare recreation program participation in 2019 to participation in 2020
2. To discuss new programs created to encourage citizens to safely recreate in new ways during quarantine and statewide closures

BACKGROUND/DISCUSSION

The COVID-19 pandemic posed several barriers to the traditional delivery of recreation services. While quarantine measures and statewide closures were in effect, Parks and Recreation Department staff were challenged to create new programs that citizens could participate in from home or outdoors in household groups. When these measures were lifted, in-person programs were able to be held with increased safety and sanitation procedures coupled with social distancing protocols. The Department continues to closely monitor proclamations released from the Governor of Iowa and adapt the recreation program mix accordingly.

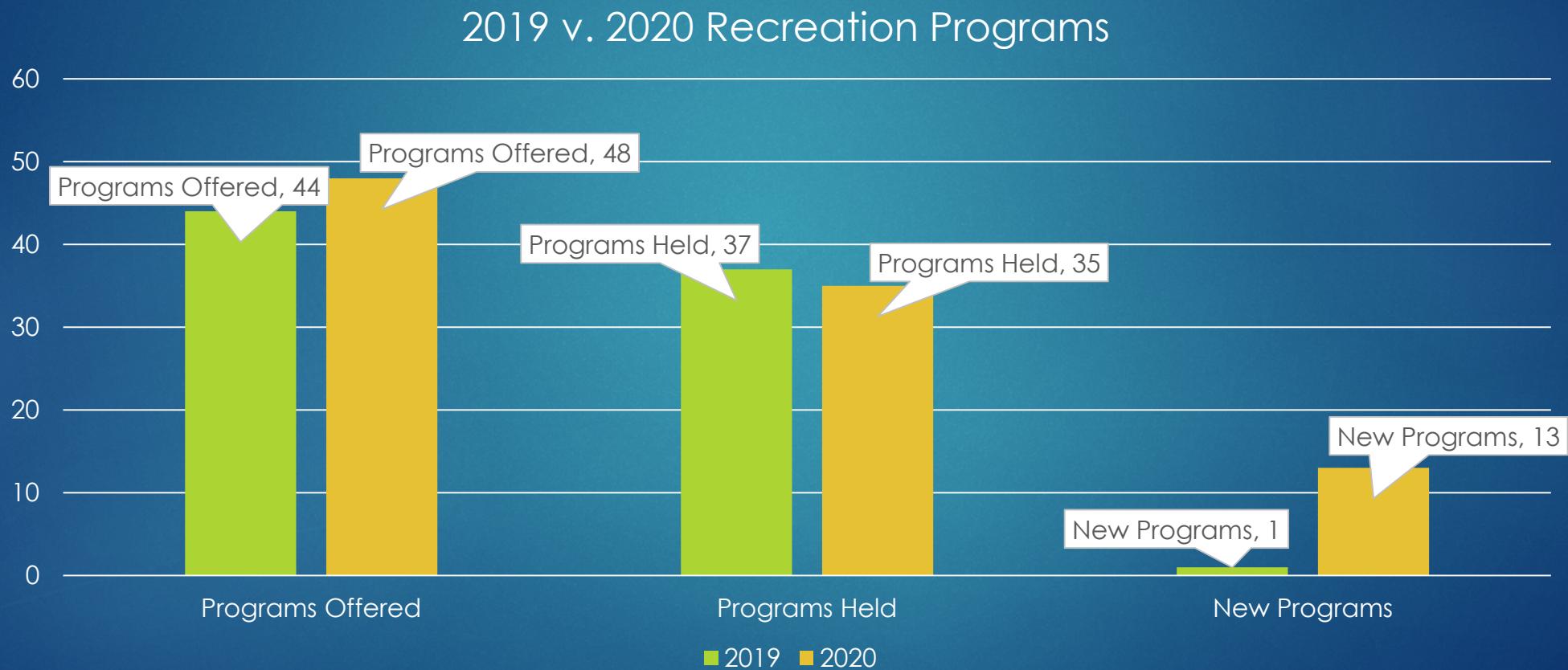


Recreating in 2020

CITY OF MUSCATINE, PARKS AND RECREATION DEPARTMENT

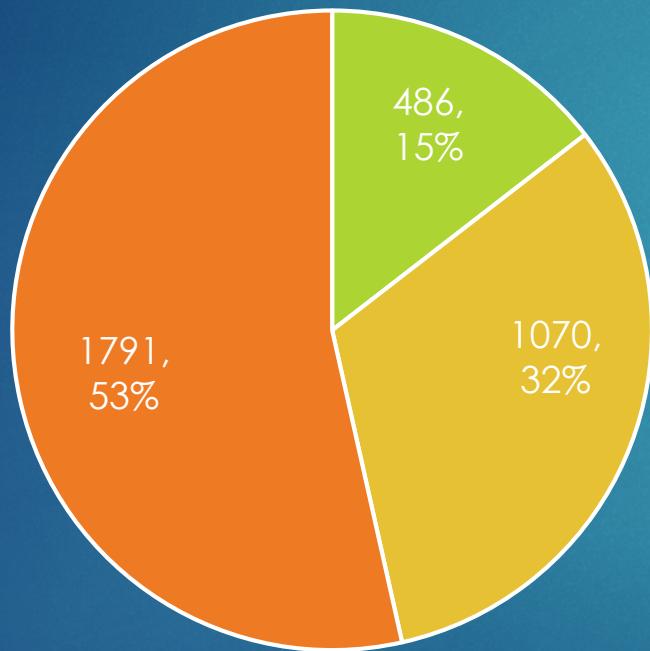
PRESENTED BY KELSIE STAFFORD, PROGRAM SUPERVISOR

2019 v. 2020 At a Glance



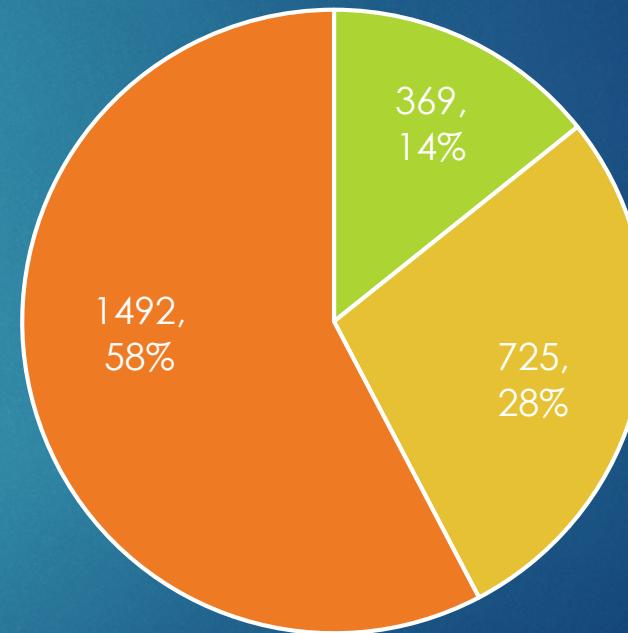
2019 v. 2020 At a Glance

2019 Program Participation



■ Adult ■ Youth ■ Community

2020 Program Participation



■ Adult ■ Youth ■ Community

2020 New Program Breakdown

2020 New Programs



■ Virtual ■ Mail ■ In-Person ■ Special Event ■ Self-Led

Virtual Recreation Resource Center

- ▶ VRRC went live on March 26, 2020
- ▶ A growing list of activities that can be accessed from any device
- ▶ Fitness, indoor, outdoor and seasonal activities updated monthly
- ▶ Received national recognition through the National Recreation and Park Association's weekly Park Pulse newsletter
- ▶ Can be accessed at: www.muscatineiowa.gov/1407/Virtual-Recreation-Resource-Center

Muscatine Mystery Mail

- ▶ Four-week mail program where participants solved a mystery based on John Boepple, the founder of Muscatine's pearl button industry
- ▶ 65 participants of all ages

SUSPECTS

MISS I. SIPPI

Age: 25



Miss Sippi is the trusted assistant and business secretary for Mr. Boepple. She has learned a lot about the button business and wishes she could be a business partner.

PEARL E. BUTTONS

Age: 32

The daughter of Mr. Boepple's once prominent lawyer, she is running low on inheritance. What is Pearl willing to do to continue living lavishly in her Muscatine manor?



SEYMOUR MUSSELS

Age: 41



Mr. Mussels moved to Muscatine after his home was destroyed in the Great Chicago Fire. As a high-level manager at a rival button factory, he is desperate to rebuild his assets.

BARRY "OTTO" MATIC

Age: 58

Mr. Matic, nicknamed "Otto," is the inventor of a revolutionary button-cutting machine. Mr. Boepple prefers his own foot-powered invention and would not partner with Otto.



Virtual Fishing Derby

- ▶ Encouraged local children and their families to venture into local parks and waterways
- ▶ Derby took place from September 1-30
- ▶ 18 participants submitted over 170 catches
- ▶ Thank you to a private donor and Happy Joe's for supporting this program



Treasure on the Trails

- ▶ Self-led scavenger hunt where participants used a long-lost pirate's map and riddles to find six Muscatine landmarks located steps off of paved City trails
- ▶ 23 families participated and many were able to claim their pirate's treasure prize
- ▶ “Nick is only 14 and has been stuck at home most of this pandemic so this was a BLAST for him to do! Can't thank you enough!!!”



Trunk or Treat Under the Lights

- ▶ Trunk or Treat activity and costume parade under the new lights at Soccer West
- ▶ 700 participants in attendance
- ▶ Several volunteers from City departments, Muscatine organizations and local citizens
- ▶ Musser Public Library assisted with an event live stream
- ▶ Donations collected for United Way Coats for Kids and local food pantries through the Salvation Army



Looking Forward to 2021

- We are thankful for the opportunity we had to create, innovate and adapt for our community like never before and are ready for any challenge 2021 brings

