



**GROTON PARKS & RECREATION**

CONNECTING  
A HAPPY,  
HEALTHY  
COMMUNITY

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**ANNUAL REPORT 2018**

**GROTONREC.COM**

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## OUR IMPACT IN 2018

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Last year, our department redoubled its focus on its mission of building up Groton as a healthy, happy, more connected community – and there's a lot of great news to share. Our work grows and thrives because of you, so stop by [GrotonRec.com](http://GrotonRec.com) to get involved.

Mark Berry, Director

## GROTON PARKS & RECREATION IS FOUNDED ON FOUR PILLARS OF SERVICE

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Through our pillars, we strive to positively impact Groton's Quality of Place as a community where people want to live, work and invest.



**HEALTH & WELLNESS**

We foster health and wellbeing by offering accessible recreation programming, affordable essential services and resources that support active lifestyles.

- \$97,883 in grants** to help seniors stay active and age in place
- 14,241 visits** to the Groton Senior Center Fitness Room
- 9,780 hours played** on department-managed fields
- 2,529 miles run** by race participants
- 1,325 hours of fitness classes** at Groton Senior Center
- 812 free or low-cost** health screenings offered



**ECONOMIC DEVELOPMENT**

We bring money into the community by offering recreational programming, park traffic and special events that serve Groton residents and draw visitors.

- \$400,000 spent by visiting golfers** on food, gas & lodging
- \$210,000 in revenue** from **3,075 enrollments** by non-residents
- \$12,428 in revenue** earned through **5 special events** at the senior center
- One out of three** Groton park users come from neighboring towns
- Players from **19 towns** competed in our first Pickleball Tournament
- Hosted **IOGKF Karate North American Championships**



**CONSERVATION**

We act as a steward of Groton's parks, trails and public beaches – conserving natural resources by using best practices to manage open spaces and coastal shorelines.

- 1,000 beach grass plants** planted at Esker Point Beach by Grasso Tech students
- Worked with students to **manage invasive species** at Sparkle Lake Conservation Area
- Expanded **summer camp environmental education** through Groton Open Space Association
- Maintained Shennecossett Golf Course as a **Certified Cooperative Audubon Sanctuary**



**SOCIAL EQUITY**

We work with local partners to engage in outreach, offer services to fill essential community needs, and grow a financial aid program that increases access to programming.

- 13,600 healthy low-cost meals** served at the Groton Senior Center
- 6,030 rides** provided to people who don't drive
- 2,000 free lunches** served at summer camp
- 1,332 people** enrolled in adaptive programs, bringing in **\$113,275 in revenue**
- Provided over **\$34,000 in financial aid** to families in need



## INVESTING WISELY IN OUR COMMUNITY

Services provided by Groton Parks & Recreation are an investment in our community that gets better each year.

## SUPPORT GROTON PARKS & RECREATION

Because we operate with limited public funding, we rely on generous donors and local partners to improve community facilities and expand services.

### DONATE TODAY

Contribute toward a park or community initiative of your choice:

[GrotonRec.com/donate](http://GrotonRec.com/donate)

### BECOME A SPONSOR

Promote your organization while building up our community:

[GrotonRec.com/sponsor](http://GrotonRec.com/sponsor)

## FIVE-YEAR FINANCIAL SNAPSHOT

CHANGE FROM 2014 TO 2019, EXCLUDING SHENNECOSSETT GOLF COURSE.

Staff Levels:



Tax Levy:



Cost Recovery:



Total Revenue:



## BY THE NUMBERS

GROTON PARKS & RECREATION

44.7%  
COST RECOVERY FOR  
GROTON PARKS & REC

28%  
NATIONAL AVERAGE COST  
RECOVERY

28 cents per day

TAX COST TO MEDIAN  
HOMEOWNER

621  
NUMBER OF  
PROGRAMS

151  
ACRES OF ACTIVELY  
MANAGED RECREATIONAL  
FACILITIES