



City of Auburn, Maine

Recreation Department

Sabrina Best, Director

48 Pettengill Park Road | Auburn, Maine
04210 www.auburnmaine.gov |
207.333.6601

RECREATION DEPARTMENT Annual Report 2016-2017

Auburn is home to some of the most unique recreational opportunities in the State of Maine. Year round, our residents can utilize a diverse pool of amenities and facilities for both their passive and organized recreational needs. Whether they're playing softball at Pettengill Park's softball field or enjoying a friendly game of Beano with the seniors at the Hasty Community Center, our resident programs and services that Auburn Recreation offers helps make our city a great place in which to live, raise a family, and have fun!

Over the last several months, the Recreation Department facilities have been under construction to provide a much needed update in the Hasty Memorial Community Center. Some of these updates include a new tile floor, ADA accessible showers, a new hallway to connect the main entrance to the back hallway, a new handicap entrance, and new Recreation Room equipment with an Endurance Sports Floor designed for fitness classes.

In most recent months, we underwent staffing changes where two new faces joined the team. The new staff has brought with them creative ideas and renewed energy. Our goal is to keep the tradition of past programs, as well as open the door for new and innovative activities.

With the new addition of our full time Administrative Assistant, the department has been able to re-evaluate our approach with various office procedures, and created a 90 day payment policy in time for Summer Camp. With the new policy in place we have been able to help more than 30 families enroll their children into summer camp while making more affordable weekly or monthly payments.

Our senior programming continued to grow this past year by offering various trips and meals such as the summer trip to Old Orchard Beach, shopping at the Christmas Tree Shoppe before the holidays, and our annual Valentine's Day Luncheon. Our two daily drop-in programs, Senior Walking in the Ingersoll Turf Facility and Line Dancing, have almost doubled in size. We also began construction on converting part of the Parks Garage into a large meeting room. The Senior Community Center will be primarily utilized for senior programming, but will also be available for other programs and rentals, once completed.

Throughout the year, our popular adult sports leagues filled both competitive and recreational needs for those involved. We registered 39 slow pitch softball teams (men's league and co-ed combined) and 49 basketball teams (men's and women's winter and summer combined). Drop-in

Pickleball has also quickly grown with more than 20 participants consistently attending each day. Staff added a new Men's Draft Slow Pitch Softball League, maxing out at 8 teams. The new league kept team and individual stats and put together the league's first All Star Game and Home Run Derby.

The Hasty Community Center had approximately 77,600 users over the course of the year. Our busy season continues to be winter, with youth basketball players making up 34 teams from 1st to 12th grade, approximately 268 participants. This was the first year we partnered with L/A Swish Basketball for a spring travel league, bringing in a total of 9 teams and 91 players during a typically slow time for our gym.

Our Social Media efforts have paid off with an increase in Facebook followers. In the past year, we have increased the number of followers by 483, bringing our total number of followers to 1,339. Our Facebook pages for Summer Festival and Winter Festival, the department's two major community special events, have grown to 988 and 2,148 respectfully.

New programs and special events were extremely popular this year including:

- After School Open Gym for High School kids from 2-4 P.M. This program was a huge hit and brought in 15-35 participants daily.
- Vacation Camp for grades K-8 grew this year to 24 kids for April break.
- The first season for the Auburn Farmers' Market was a major hit with over 7 local vendors setting up every Tuesday evening for the summer.
- The Recreation Department took a bigger role in supporting the L/A Art Walk and helped increase participation from the Auburn side of the river.
- We were able to take Celtics and Bruins game trips this past year, offering a new family-friendly program.
- The Annual Winter Festival increased the number of participants by adding a very successful Ice Bar with Band and Firework show on Saturday Night.