

# RECREATION PROGRAM PLAN



Approved:

A handwritten signature in black ink, appearing to read "Arthur Shepherd", is written over a horizontal line.

Arthur Shepherd, Director

Review & Approval Date:

NOVEMBER, 10, 2021

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## AN INTRODUCTION TO ST. MARY'S COUNTY

*A GREAT PLACE TO LIVE, WORK & PLAY.* Located on a peninsula in Southern Maryland, St. Mary's County enjoys over 500 miles of beautiful shoreline on the Potomac River, Patuxent River and Chesapeake Bay. The county's location allows for easy access to major metropolitan cities such as Washington, DC (about 60 miles), Baltimore, MD (about 80 miles) and Richmond, VA (about 95 miles). The 2020 projected population for St. Mary's County is 120,150 as provided by the Maryland Department of Planning.

St. Mary's County's economic engine – the Patuxent River Naval Air Station - continues to be the area's largest employer. The facility is the Navy's busiest flight test center with over 25,000 civilian, contractor and military personnel. Over 70% of these employees live in St. Mary's County. The county's associated growth in housing, shopping, restaurants, hotels, recreation, and arts and entertainment attracts new residents and supports its many historical and cultural sites. Convenient location and high quality of life make the county a very attractive area to live, work and play.

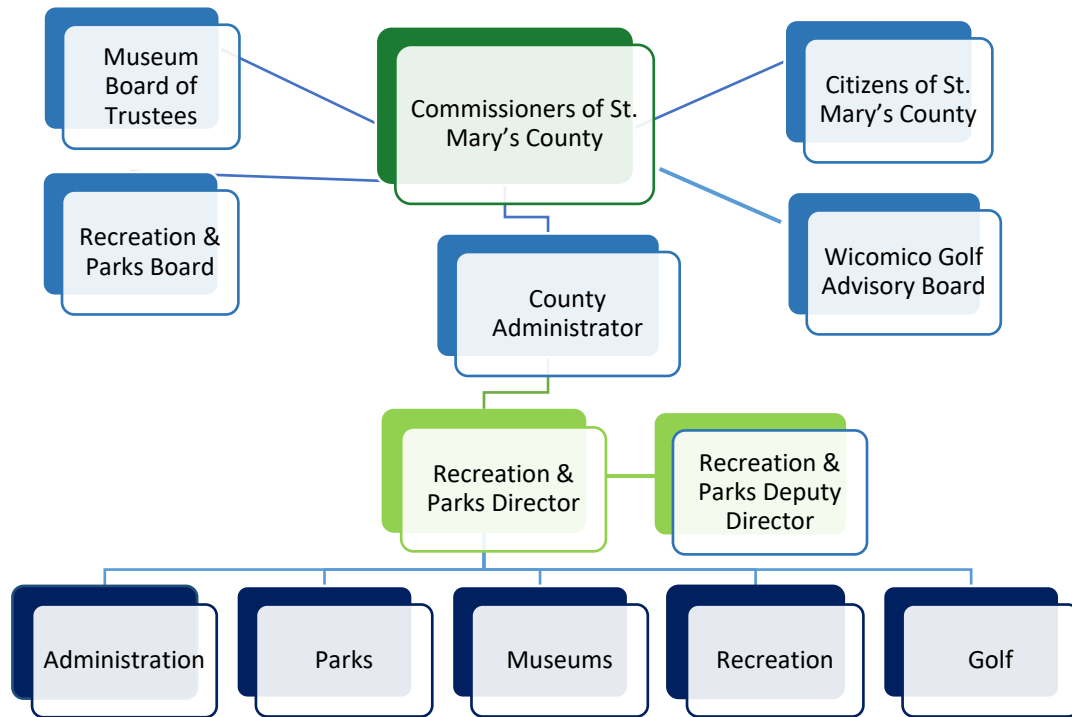
The county's system of parks, recreation facilities, open spaces, museums, and a golf course, includes a variety of assets and programs that provide a wide range of opportunities for public participation. Recreational, natural, cultural, leisure, and therapeutic activities are available on a year-round basis. A network of public parks, trails, sports fields, courts, public waterfront landings and other recreational facilities are managed by the Department of Recreation and Parks and are strategically located and accessible to patrons within a reasonably short automobile drive.

### Demographics

According to the United States Census Bureau, as of July 2022, the population estimate for St. Mary's County is 114,877 residents marking a 1% increase from the April 2020 census. Households with children 18 years and younger represent 28.7% of the population, while the total number of persons 65 years and over represent 14.2%. The median household income is \$102,859 with 7.8% poverty rate. The racial makeup of the county is 77% Caucasian, 15.6% African American, 6.0% Hispanic or Latino, 3% Asian and 3.7% Pacific Islander and two or more races.

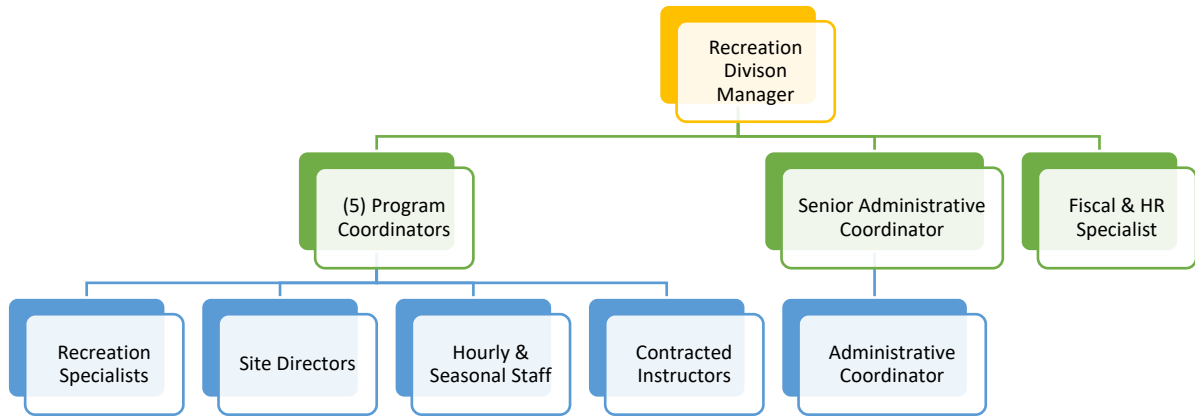
**STAFF ORGANIZATIONAL STRUCTURE**

**St. Mary's County Recreation and Parks Administration**



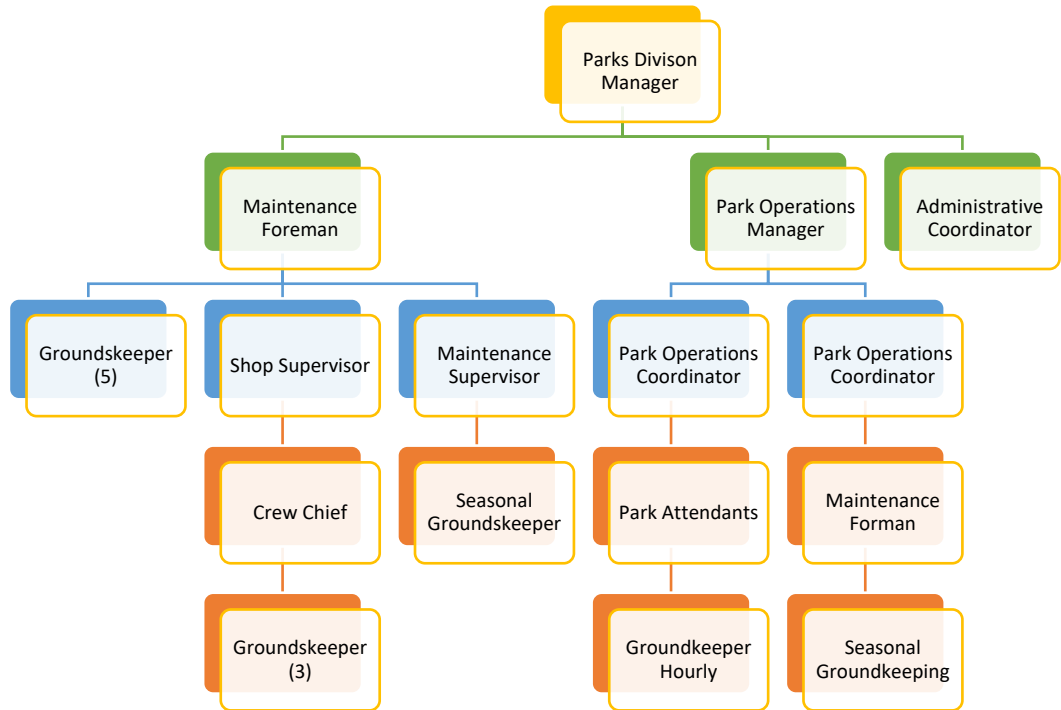
Position	Merit Staff	Area of Responsibility	Certifications
Director	Raymond Bivens	Division administration, budget, capital and special projects	CPRP
Deputy Director	Jessica Hale	Department administration compliance, marketing development, CAPRA Accreditation, staff training and development.	CPRP, AFO
Project Manager	Christina Bishop	Capital projects administrator, CAPRA Accreditation support, ADA compliance and director support	CPRP, ADAC
Fiscal Specialist	Valerie Hayden	General fund budget analyst, human resource administrator and accounts receivable/payable	-
Communications Coordinator	Matthew Kubisiak	Marketing development, social media management and community outreach	-

Recreation Programs and Services Division



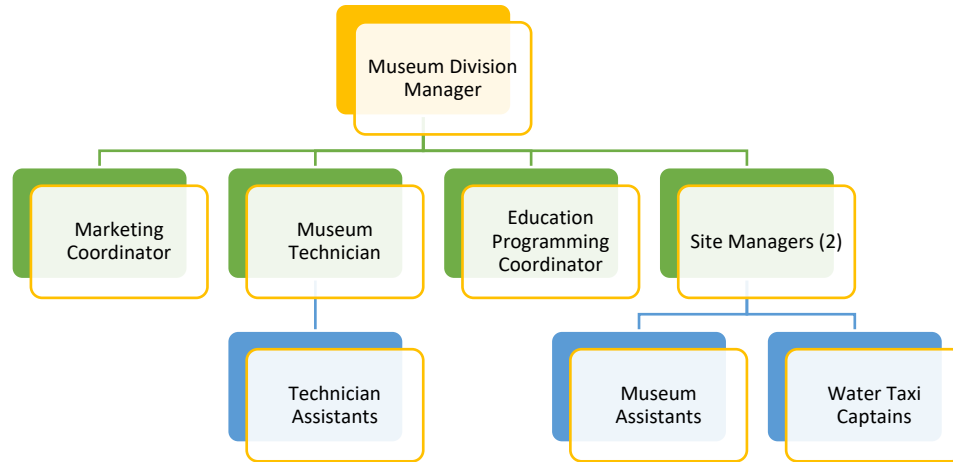
Position	Merit Staff	Area of Responsibility	Certifications
Division Manager	Cherie Nelson	Leadership of the Recreation Division and full-time staff; capital projects, budget and human resources	CPRP
Youth Programs & Camp Coordinator	Kelsey Jijon	School age care programs, summer camps, family events	-
Therapeutic Recreation Specialist	Crystal Haislip	Therapeutic specialist for programs, summer camps, inclusion, ADA compliance	-
Sports & Events Coordinator	Zachary Zalovick	Youth & Adult Sports, sports camps, recreation facilities, Community Standards, and community outreach	-
Aquatics & Wellness Coordinator	Ross Schneider	Aquatics programming and certifications, aquatics/wellness facility and affiliated events	-
Gymnastics & Leisure Coordinator	Chris Lengle	Gymnastics programs and facility, recreation center operations, Summerstock theater and leisure classes	-
Senior Administrative Coordinator	Callee Henningfeld	Customer service, online registration and RecTrac administrator, scholarship program and staff training	-
Administrative Coordinator	Gloria Edwards	Customer service, online registration	-
Fiscal & HR Specialist	Margaret Bowling	Enterprise fund budget analyst, human resource administrator and accounts receivable/payable	-

Parks Division



Position	Merit Staff	Area of Responsibility	Certifications
Division Manager	Roy Copsey	Leadership of the Parks Division and full-time staff; capital projects, budget, and human resources.	Fertilization Certificate
Parks Operations Manager	Marguerite Cardenuto	Supervises daily park operations; supports division manager; supervisor, park coordinator	
Park Operations Coordinator (2)	<i>Vacant</i>	Supervises outdoor parks, waterfront beach, skate park and splash pad operations; schedules youth sport league field usage	
Administrative Coordinator	Stacey McCarson	Customer service, fiscal and human resource management of division staff; budget preparation	
Maintenance Foreman	James Hall Robert Bailey	Supervise daily task operations for assigned area; perform overall maintenance and ensure safety compliance at all facilities	CPSI, Fertilization Certificate
Shop Supervisor	James Oliver	Maintains equipment and supplies; performs maintenance on equipment; maintains vehicle safety compliance	
Maintenance Supervisor	Larry Anderson	Supervise daily task operations for assigned area; perform overall maintenance and provide support to division	Fertilization Certificate

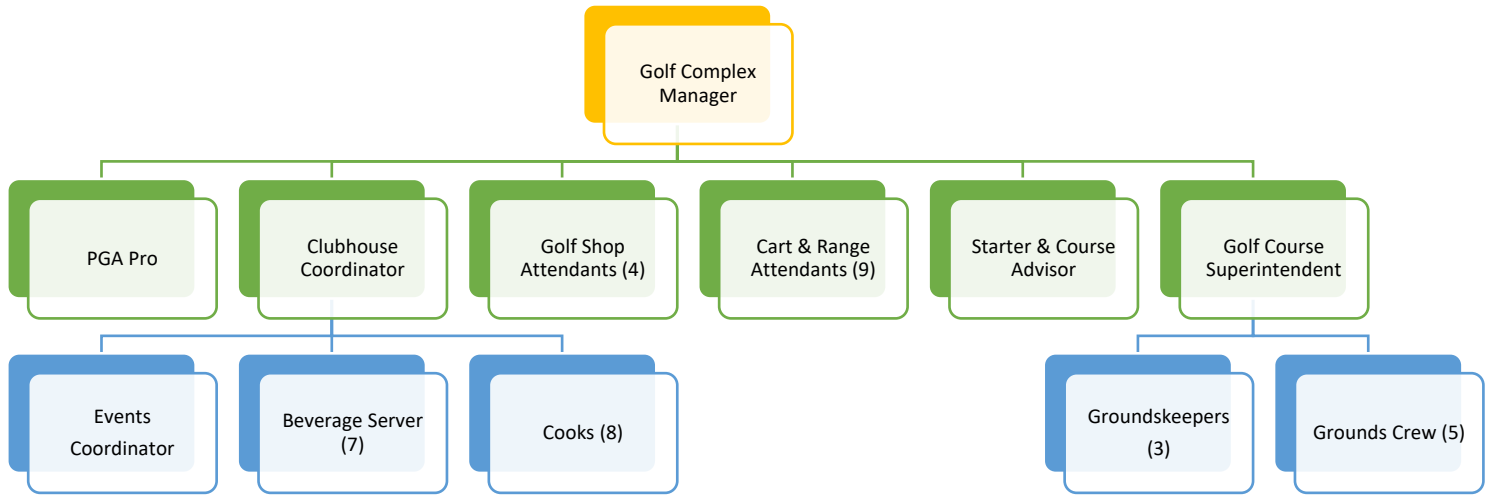
Museums Division



Position	Merit Staff	Area of Responsibility	Certifications
Division Manager	Karen Stone	Leadership of Museums division, property and fiscal management, community relations	-
Marketing Coordinator	Andrew Ponti	Public relations and community outreach	-
Site Manager	Kenneth Burke	Daily operations of museum sites and grounds	-
Site Manager	Christina Barbour	Daily operations of museum sites and grounds	-
Education Programming Coordinator	Olivia Flack	Public events, outreach, and school programs	-
Museum Technician	Tom Emery	General maintenance of properties; exhibit construction; event set-up and break-down	



Golf Course Division



Position	Staff	Area of Responsibility	Certifications
Golf Course Manager	Patrick Dugan	Golfer membership, facility operations, Riverview restaurant operations and events	-
Golf Course Superintendent	Jim Farren	Course maintenance	Fertilization & Pesticide Certification
Clubhouse Coordinator	Darrell Erskine	Event planning, day of operations, inventory management of Riverview restaurant	-
PGA Pro	Nick Isom	Golf instruction, youth and adult classes, youth summer camps	PGA

## **PROGRAMS AND SERVICE DETERMINANTS – 6.1.1**

### **A: Conceptual Foundations of Play, Recreation & Leisure**

Play, leisure and recreation meet the needs of a community that promote freedom of choice during one's chosen discretionary time regardless of age, ability, ethnicity, or financial status. Recreation promotes individual growth that challenges mental, physical, social, and even spiritual wellbeing through play, education, and unique experiences. Programs are designed with these important components in mind to deliver purposeful experiences for all ages and abilities in parks, facilities and through social gatherings such as special events. Additionally, staff coordinate athletic field use by affiliated independent youth leagues, community groups and related organizations.

Participant Involvement: Recreation and Parks seeks community input from the initial planning phases through program evaluation. When recommending policy, the department relies on the guidance from citizen advisory boards, stakeholder groups and volunteers, public forum attendance and community input surveys. The Land Preservation Parks & Recreation Plan (LPPRP) and annually reviewed Capital Improvements Plan also guides the department in obtaining valuable input and guidance from community participants that shape the department and serves as the Strategic Master Plan.

Self-Directed Programs & Services: A variety of opportunities are available for the community to engage in recreation that increases an individual's knowledge, values, and awareness. Examples of these programs include access to tennis and pickleball courts, public landings, bike trails, waterfront beaches, using a playground, playing a round of golf, visiting a park or utilizing the outdoor basketball courts.

Leader-Directed Programs & Services: Leisure classes are provided year-round at various facilities and off-site at contracted vendor businesses offering a wide range of opportunities from art classes to yoga instruction.

Facilitated Programs & Services: Youth sports is an example of programs offered by the county and through county supported affiliated youth sports leagues. The affiliated youth sports leagues are permitted use of county fields and their leaders must comply with the department's Community Standards protocol.

Cooperative Programming: Cooperative programming provides essential programs across all aspects of park and recreation operations. St. Mary's County Public Schools exemplifies a strong partnership to provide access to facilities for youth sports, afterschool programming and financial support to provide special needs programming to some of the county's most vulnerable populations. Several agencies provide fundraising, operations, and educational resources for citizens to explore the county's rich history at the museums and surrounding natural areas.

### **B: Organizational Agency Philosophy**

Recreation and Parks is an integral part of the mission of the Commissioners of St. Mary's County in continuing to make St. Mary's County a great place to live, work and

play! The department is clear on the importance of serving this role that outlines the plan for our future successes and accomplishments.

The department created a value statement to **Setting the PACE** – Professionalism, Accountability, Customer Service and Excellence.

**Vision:** A leader in cultivating exceptional leisure experiences in our community.

**Mission:** To provide an enriched quality of life for the community through the preservation of natural, cultural, and historical resources, enhancement of parks and outdoor spaces, and promotion of a variety of leisure experiences.

**Strategic Plan:** As identified in the 2020 Strategic Plan, the department reviewed the information and recommendations provided in the approved 2017 Land Preservation, Parks and Recreation Plan (LPPRP), conducted an internal SWOT analysis and obtained stakeholder input that assisted with the development of the department's goals. An annual evaluation of the department's Strategic Plan documents the progress on goals, recommendations and action items and will demonstrate to customers and staff, just how the department is progressing. The plan will be formally updated and presented to the Commissions of St. Mary's County every five years for approval.

**Department Goals:**

- Provide a variety of quality recreation, leisure, and educational experiences for the public to enjoy.
- Create new recreational amenities as needed to address growing community needs.
- Enhance existing parks, trails, waterfront areas and recreational facilities.
- Foster the preservation of our museums and natural, historical, and cultural resources.
- Promote community, governmental agency, staff and other stakeholder engagement and participation through partnerships and other innovative means.

**C: Constituent Interests and Desired Needs**

Many of the department's most popular programs started with ideas received from the community. Most of these creations evolve from one program and blossom into many others. The department began offering unique family events with a daddy daughter dance, the event was so popular it sold out every year with many becoming frustrated they could not attend. After receiving survey results, talking with participants, and incorporating staff evaluations, the department now offers a mother son dance and many other programs geared to family experiences.

**Program Evaluations:** Following each program, a survey link is emailed to participants requesting valuable feedback on their experience. These links are active on a webpage dedicated to participant feedback and community input at [www.stmaryscountymd.gov/docs/surveys.pdf](http://www.stmaryscountymd.gov/docs/surveys.pdf).

Community Feedback: During planning phases for capital improvement projects, the community is provided opportunities to voice their desires specific to projects such as construction of a new playground or installation of turf fields in an existing park. The department works closely with league presidents across 20 youth sport leagues to ensure equity in field access. When the department was completing the Land, Preservation and Recreation Plan, community input was valuable. An online survey was made available to assess all amenities and identify needs for the county recreation and parks facilities and programs.

Community Groups: Parent Ad Hoc committees are frequently utilized to ensure participants have a voice. The gymnastics program had an opportunity to improve parent communication for team athletes and the department responded by creating an ad hoc group to meet monthly addressing the most important issues facing the program. This evolved into a parent advisory group that now meets quarterly to improve communication, listen to parent concerns, and receive feedback for continued improvements.

#### **D: Constituent-Centered Culture**

St. Mary's County citizens are provided the opportunity to assist the department in its growth and accountability to the public through a variety of ways.

- Citizen Advisory Boards
- Stakeholder groups and volunteering
- Community input and surveys
- Public Forums
- Parent Ad Hoc committees
- Capital Project Improvement planning meetings
- Land, Preservation, Parks, and Recreation Plan input surveys
- Person-to-person feedback gathering with youth participants
- Staff participation in community boards and committees addressing community concerns

Staff are encouraged to engage participants actively and continuously in feedback surveys and email communications. Strong communication is necessary to educate, evaluate and improve any program, event, or facility. The community is the key to this formula to provide quality programs that engage a diverse population.

#### **E: Experiences Desirable for Clientele**

Providing programs that include diversity and inclusion is paramount to meeting the needs of a community.

- The department offers over 200 unique types of programming for people of all ages. Programs include aquatics, adapted programming, gymnastics, sports, leisure classes, summer camps, before and after school care, special events, community theater, fitness and wellness, local history education as well as life skills programs.
- Total inclusion services are provided to approximately 372 participants each year. Additionally, two summer camp programs are offered specifically to

provide services for those children with Autism and other physical and mental disabilities serving approximately 82 participants.

- A scholarship fund is available for participants who may be unable to pay for programs. This fund provided over \$18,000 in support in 2019 to a total of 120 recipients.
- Outreach programs are offered to underserved neighborhoods with after school and sports programs.
- Aquatics programs are offered for learn-to-swim, adapted and swim team functions. These programs teach participants to be safe in water which is of particular concern for a peninsula county surrounded by water.
- Drop-in sport programs allow for participants of all ages to maintain wellbeing with the ability to access facilities throughout the county. These activities include pickleball, basketball, roller skating, volleyball, and fitness classes.

### F: Community Opportunities

Recreation and Parks provides a wide range of activities available to the public. Some of the features include:

- 23 Parks
- 17 Playgrounds
- 11-mile Bike trail
- Dog park
- 15 Public landings
- Piers for fishing
- 3 Waterfont beaches
- 6 Synthetic turf fields
- Municipal 18-hole golf course
- Restaurant and event venue
- Historical points of interest
- 5 Museums
- Historical Landmarks
- Indoor Aquatics & Wellness Facility
- Indoor/Outdoor aquatics facility
- 3 Sport-specific indoor facilities
- 2 Community centers with classrooms
- Bocce ball courts
- Tennis and pickleball courts
- Basketball courts
- Skate Park
- Sprayground water pad
- Pavilions with picnic tables
- Geocaching
- Horseshoe pits
- Hiking trails

Programs are also held in partnership with the public schools to provide indoor space and outdoor fields to accommodate a wide range of opportunities. Outdoor sports are played on both Bermuda grass and synthetic turf fields which provide another opportunity not just for the local community, but welcomes travel play from surrounding counties both near and far for competitive play. Attracting visitors through sports generates additional revenue through tourism for the county.

A complete listing of recreational resources is provided in the Recreation & Parks LPPRP.

### PARTICIPANT INVOLVEMENT – 6.1.2

Citizen Advisory Groups: The department offers three citizen advisory boards – the Recreation & Parks Advisory Board, the Museum Board of Trustees, and the Wicomico Shores Golf Advisory Board. These boards meet both monthly and quarterly to address

the needs of each program and provide support for recommending policy to the county administrative leadership.

Ad Hoc Groups: For specific programming, parent groups are formed to develop strong communication and to seek input from specific interest groups. Members are requested to provide feedback during budget planning, program format changes and on matters affecting participant involvement. Ad hoc groups are also formed for special projects such as the reconstruction of an aging playground which influence a large community impact. The department has an ongoing parent ad hoc committee for the competitive gymnastics team.

Interest Groups: Specific interest groups are provided a voice in planning and conducting many events for the department. Led by county staff, the groups are involved from planning, fundraising, execution, and evaluation.

Public Input Meetings: Participants in recreation and parks programs are encouraged to provide input at various meetings.

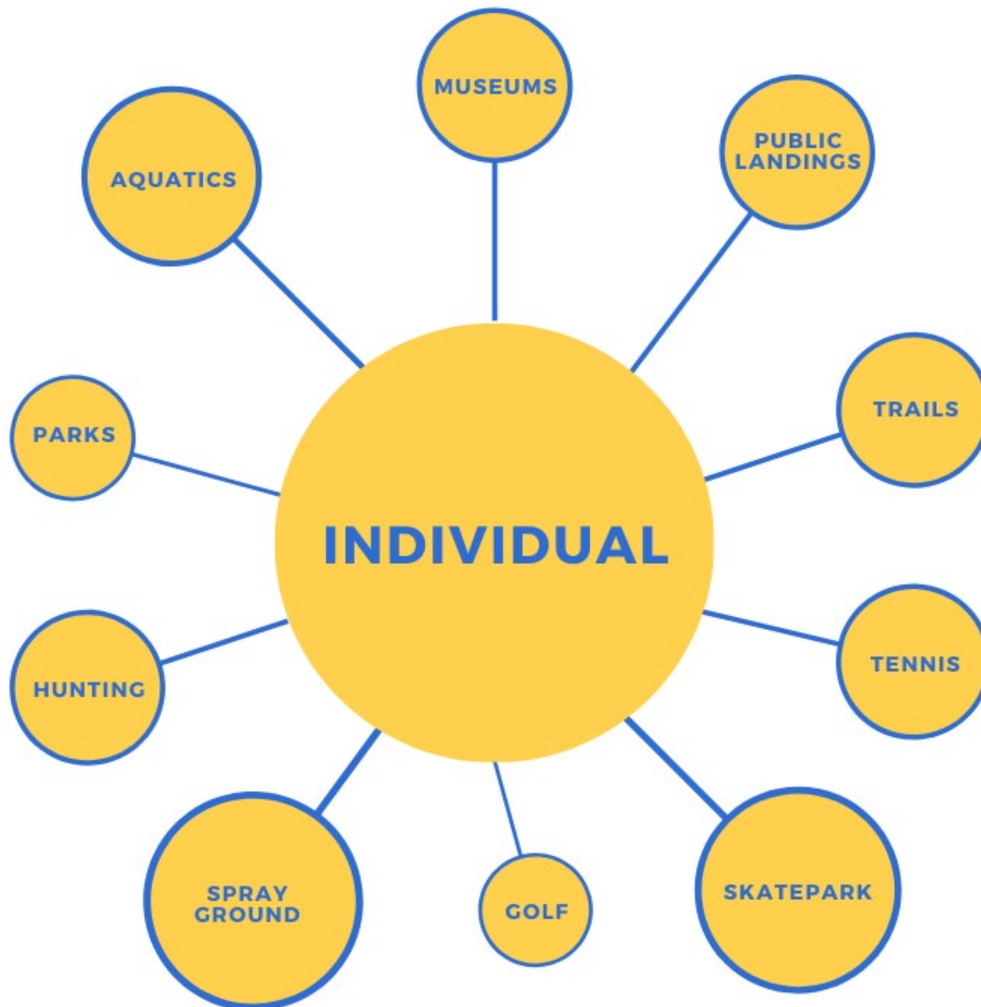
Polls & Surveys: Public input is at the forefront of all planning, assessment, and evaluation from programs to events to special projects. Evaluation links are always made available on the department's website and specific evaluations are emailed directly to participants following their attendance. Occasionally, polls are also available on the department's website and sent direct email to the master mailing list.

### **Data and Statistical Collection**

The department provides opportunities for participants to share their experiences in any program or event. These surveys are developed with an online resource and emailed directly to the participant. The links are also made available on the department's website. Additionally, this tool is also used to collect data when seeking citizen input on major capital improvement projects, transitioning programs, and dealing with challenging situations (i.e. COVID-19 response). The results are compiled into reports where each program coordinator is responsible for reviewing, evaluating, and implementing changes as necessary with their program staff. Countless improvements and additional programs have come from these surveys. Examples of past evaluation and citizen input surveys located in the Appendix.

**SELF-DIRECTED PROGRAMS & SERVICES – 6.1.3**

St. Mary's County Recreation & Parks provides opportunities for individuals to engage in recreational pursuits without a leader-directed activity. Both passive and active recreational opportunities are available in a variety of formats and information is made available to the public through the department's website, print material and on social media platforms. All information is accessible at [www.stmaryscountymd.gov/recreate](http://www.stmaryscountymd.gov/recreate).



**LEADER-DIRECTED PROGRAMS & SERVICES – 6.1.4**

St. Mary's County Recreation & Parks provides numerous leader-directed programs. Programs can be led by contract instructors, staff specialists and through partnerships with community businesses. The Program & Services Matrix identifies those programs that are instructor led.

## **FACILITATED PROGRAMS & SERVICES – 6.1.5**

The department facilitates opportunities for small and large groups to meet the special interest needs of the community. Organizations such as, the Special Olympics Maryland, provides programs and spaces for vulnerable populations at recreation facilities and in the parks. At times, serving these needs is difficult with a limited budget. The department has offered use of space, free of charge, so these programs can continue and to enrich the quality of what is being offered. Many times, organized groups are interested in completing a project and seek an ideal location to implement such as a community park. The Southern Maryland Sierra Club approached the department to install a rain garden that will assist with the environmental improvement at the Lexington Manor Passive Park. The department provides the land and the volunteer club will provide the manpower to complete the project. Additionally, the group plans to include a community garden in the same park.

St. Mary's County Recreation & Parks has also facilitated grassroots efforts to fill a need not already being addressed in the community. A local group of parents wanted to see competitive cheer programs offered for children. Without a facility or available funding, the department provided practice locations, access to equipment, and assisted with fundraising efforts. Ten years later, the program is thriving establishing a 501c3 organization with strong financial and leadership structure.

Local organizations may have a program design identified along with proper facilities to host programs, but they need additional assistance with outreach and staff training. Greenwell Foundation provides an adapted horseback riding program at Greenwell State Park. The organizers knew they needed additional support for registering participants and their staff lacked the specialized knowledge to work with people with disabilities. In 2000, the Greenwell Foundation partnered with Recreation & Parks staff to offer not only registration and outreach, but staff were trained on disability awareness and offered consultation for specific disabilities upon registration. After about 7 years of partnership, the foundation was able to expand their strengths and operate sufficiently without the assistance of the county staff. They are still operating today.

Some examples of groups that the department has provided facilitated recreation opportunities include:

- Special Olympics Maryland – St. Mary's County
- St. Mary's County Public Schools Title 1 Summer Program
- Unified Committee for Afro-American Contributions
- Solomon's Scuba Center
- Red Cross Lifeguard Certification
- Greenwell Farms Adapted Horseback Riding Lessons
- Cougars Elite Cheer
- Southern Maryland Sierra Club



**COOPERATIVE PROGRAMMING – 6.1.6**

The Recreation and Parks Department enters into agency relationships, Memorandum of Understanding (MOU), Letter of Agreement (LOA), Grant Agreements, memberships and other agreements where roles, risk and rewards must be contractually agreed, setting forth incentives for maximum performance while allowing for the flexibility necessary to achieve desired results. Recreation and Parks maintains a formal working relationship with many community, state and federal based organizations that provide financial support for funding recreation programs, capital improvement projects or services within the park system, guidelines for operational standards and numerous other benefits. These relationships are paramount to the Department's success in providing quality parks and recreation programming and facilities to the community that are operated in a safe, effective, and efficient manner.

Recreation and Parks has numerous relationships and agreements with external agencies or community landholders that cultivate partnerships and shared use of facilities to provide programming and maintenance of Park facilities that assists in the fulfillment of the Parks and Recreation master plan, and the mission of similar agencies. These relationships consist of formal agreements, permits for use, grants and financial contributions, memberships, personal service contracts and volunteer agreements. Examples of these formalized relationships include the St. Mary's County Master Gardeners, The Sierra Club, St. Mary's Arts Council, and the Boy Scouts of America.

Examples of current agreements and roles.

<b>Agreement Type</b>	<b>Agency/Organization</b>	<b>Purpose</b>	<b>Staff Liaison</b>
MOU	St. Mary's County Public Schools	TR Camp Operations	Therapeutic Recreation Specialist
Agreement	St. Mary's County Public Schools	Facility Use	Recreation Division Manager
<i>Cooperative Agreement</i>	Maryland Department of Health	TR Camp Operation	Therapeutic Recreation Specialist
<i>Facility Rental Agreement</i>	St. Mary's County Sheriff Office	Sheriff Department Use of Recreation and Parks Facilities	Recreation Division Manager
Budget Authority	St. Mary's County Sheriff Office	Special Event Presence	Recreation Division Manager
<i>Facility Rental Agreement</i>	St. Mary's County Detention Center	Detention Center Use of Recreation and Parks Facilities	Recreation Division Manager
Program Open Space Grant	Town of Leonardtown	Wieck Playground Construction	Recreation and Parks Director
Grant Agreements	State of Maryland Program Open Space	Purchase and Development of Open Space	Recreation and Parks Director
Partnership/Grant	St. Mary's County Health Department	Community Health and Wellness initiatives	Therapeutic Recreation Specialist
MOU	Maryland Department of Natural Resources	Operations of St. Clements Island Park	Museums Manager
<i>Lease Agreement</i>	Maryland Department of Natural Resources	Elms Property (includes Wildlife Management Area, Elms Environmental Center, and Elms Beach Park)	SMCRP Director

St. Mary's County Recreation & Parks

Membership	Healthy St. Mary's Partnership <a href="http://healthystmarys.com/">http://healthystmarys.com/</a>	Coalition Partner	Therapeutic Recreation Specialist & Project Manager
Membership	Commission for People with Disabilities	Advisory Capacity	Therapeutic Recreation Specialist
MOU	Friends of the St. Clement's Island, and Piney Point Museums	Fundraising	Museums Manager
MOU	St. Mary's County Public Schools	Field Trips to Museums	Museum Manager
MOU	Harry Lunenburg School	Permanent Loan of Boats	Museum Manager
Operational License	Maryland State Department of Education- Childcare Administration	Licenses to Operate Childcare Centers	Youth Programs & Camp Coordinator
Agency Membership	National Recreation and Parks Association	Discounted Staff Training	All employees
Agency Membership	Maryland Recreation and Parks Association	Discounted Staff Training	All employees
Use Agreement	Special Olympics St. Mary's County	Facility Use	Recreation Division Manager
Lease/ use agreement	Department of the Navy	Lancaster Park Lease	SMCRP Director
Agency Membership	The Promise Resource Center	Discounted Staff Training, access to materials and equipment	Youth Programs & Camp Coordinator
MOU	Community Development Corporation	Community Gardens	Project Manager
Membership	Tri-County Regional Infrastructure Advisory Committee	Partner Member	Project Manager

Past agreements have included organizations such as the US Olympic Committee, National Alliance on Youth Sports, Mid-Atlantic Recreation and Sports Alliance, Autism Speaks Inc, Maryland Recreation and Parks Leadership Institute, and others.

## RECREATION & PARKS PROGRAM GOALS & OBJECTIVES – 6.2

The department developed goals and objectives during the 2019 review and development of the strategic plan and officially approved in April 2020. The first review was completed in July 2021. The plan details goals, objectives, and the action items to achieve the goals. Below are the key goals and objectives for recreation promotion, facility enhancements and meeting the needs of the community.

### Goal #1

Provide a variety of quality recreation, leisure, and educational experiences for the public to enjoy.

#### Objectives:

1. Enhance existing programs and develop new programs, activities and events that are supported by appropriate fees, grants, and other revenue sources.
2. Recruit and retain effective and self-motivated staff members.
3. Maintain and enhance staff training opportunities.
4. Continually seek to enhance existing partnerships, while developing new community partnerships and sponsorships to broaden program and event offerings.

### Goal #2

Create new recreational amenities as needed to address growing community needs.

#### Objective:

1. Develop a large, outdoor sports complex in a central location within the county. Such a facility should include multiple athletic fields and associated infrastructure capable of supporting league/tournament play for field-based sports.

### Goal #3

Enhance existing parks, trails, golf course, historic sites, waterfront areas and recreational facilities.

#### Objectives:

1. Ensure facilities and equipment are maintained to all appropriate safety standards and regulations.
2. Explore new ways to measure attendance, participation and visitation for parks, facilities, and events.
3. Make recommendations to the Commissioners of St. Mary's County for park and facility upgrades.
4. Collaborate with state and county partners in efforts to better inform the public of total inventory of facilities throughout the county.

**Goal #4**

Foster the preservation of our museums and natural, historical and cultural resources.

Objectives:

1. Continue to protect, enhance, improve and update the county-managed museum sites and other appropriate county-owned sites.
2. Develop and promote programs that will improve visitor experiences and encourage preservation of the county's heritage culture and rural character.
3. Assess the county museum site collections and holdings.
4. Promote environmentally sensitive areas as well as opportunities for passive recreation and nature interpretation.

**Goal #5**

Promote community, stakeholder, governmental agency and staff engagement and participation through partnerships and other innovative means.

Objectives:

1. Continue to involve citizens, agencies, and staff in the planning process for development of new park and facility master plans and other visionary documents.
2. Work to eliminate barriers to participation by promoting the many benefits of parks and recreation.
3. Make use of new and emerging technology for promotion and to improve the registration and payment processes.

**PROGRAM SPECIFIC OBJECTIVES**

St. Mary's County Recreation & Parks offers a variety of programs across all functions of the department. The public has access to leisure programs and facilities, exhibits of history at the museums, access to an 18-hole golf course and event room and exposure to nature in parks, beaches, and trails.

PROGRAM	OBJECTIVES
<b>Arts &amp; Special Interest:</b> crafts, sewing, fine arts, languages	<ol style="list-style-type: none"> <li>1. Increased personal growth, knowledge, and leisure skills in specialized area.</li> <li>2. Program instruction lead by competent, qualified professional staff.</li> <li>3. Clean, safe and accessible parks and facilities.</li> </ol>
<b>Aquatics:</b> swim lessons, aqua aerobics, lap swimming, open swim, birthday parties	<ol style="list-style-type: none"> <li>1. Participants will feel safe in water</li> <li>2. Participants of all ages will improve health and wellness</li> <li>3. Participants will be able to exercise at their own leisure</li> </ol>
<b>Dance, Fitness &amp; Wellness:</b> youth and adult dance classes, aerobics, yoga, self-improvement classes	<ol style="list-style-type: none"> <li>1. Increased physical wellbeing, social and leisure skills in specialized areas.</li> </ol>

	<ol style="list-style-type: none"> <li>2. Program instruction lead by competent, qualified professional staff.</li> <li>3. Clean, safe and accessible parks and facilities.</li> </ol>
<b>Drama:</b> youth thespian programs, summer theater production	<ol style="list-style-type: none"> <li>1. Participants will build confidence.</li> <li>2. Participants will improve verbal communication skills.</li> <li>3. Participants will be part of a diverse team.</li> </ol>
<b>History Education:</b> youth programs, trails, museum tours, classes, events	<ol style="list-style-type: none"> <li>1. Deliver opportunities for visitors to engage in collections, exhibits, and historic sites.</li> <li>2. Provide diverse programs to connect with audiences of all ages, interests, and abilities.</li> <li>3. Increased youth-centered events that promote historical interest and family participation.</li> </ol>
<b>Outdoor Activities:</b> nature activities, hiking, biking, golf, boating, geocaching	<ol style="list-style-type: none"> <li>1. Provide nature-related education through museum hosted programs.</li> <li>2. Develop interactive nature trails to encourage physical well-being.</li> <li>3. Increased knowledge and understanding of sustainability of local environment.</li> </ol>
<b>Leisure, Education, Wellbeing:</b> house buying, life skills, mental health	<ol style="list-style-type: none"> <li>1. Increased personal growth, knowledge, and leisure skills in specialized area.</li> <li>2. Program instruction lead by competent, qualified professional staff.</li> <li>3. Clean, safe and accessible parks and facilities.</li> </ol>
<b>School Age Care:</b> before and after school care, out of school care for grades K-8	<ol style="list-style-type: none"> <li>1. Provide safe, fun programs for school aged children that provide opportunities for social interactions among peer group</li> <li>2. Improve physical, emotional, and social well-being of participants and develop leadership skills</li> <li>3. Expand existing interests, skills, and abilities; develop new interests, skills and abilities through engaging, developmentally appropriate activities</li> </ol>
<b>Special Events:</b> festivals, family themed	<ol style="list-style-type: none"> <li>1. Provide events that allow families to make memories and participate in activities as a family</li> <li>2. Plan youth-centered events that allow participants to explore new interests and interact with their peers</li> <li>3. Provide events for the community that encourage family participation, promote healthy lifestyles, and give opportunities for the community to share common interests</li> </ol>
<b>Sports:</b> recreational and competitive league play, individual, teams	<ol style="list-style-type: none"> <li>1. Sport activities will allow for participants to increase physical activity and athletic conditioning for all ages</li> <li>2. Programs will emphasize the values of good sportsmanship, discipline, teamwork and allow for personal goal setting.</li> <li>3. Participants will gain knowledge, increase socialization, and develop skills for lifelong wellness.</li> </ol>

<p><b>Summer Camp:</b> day camp for ages 3.5-15, Counselors in Training/Jr. Counselors for ages 15-17</p>	<ol style="list-style-type: none"> <li>1. Deliver a safe, fun program that provides opportunities for social interactions among peer group</li> <li>2. Provide opportunities to explore new interests and skills; expand on current interests &amp; skills through activities and field trips</li> <li>3. Improve physical, emotional, and social well-being of participants and develop leadership skills</li> </ol>
<p><b>Therapeutic Services:</b> gross and fine motor classes, summer camps, adapted aquatics, inclusion</p>	<ol style="list-style-type: none"> <li>1. Receive reasonable accommodations based on individuals needs and requests.</li> <li>2. Programs and services that are accessible for all individuals.</li> <li>3. Competent, qualified, professional staff that attend regular continuing education trainings and workshops.</li> <li>4. Quality programs that increase social and recreational skills.</li> </ol>
<p><b>Tourism:</b> day trips, sports tourism, museum tours, waterfront parks</p>	<ol style="list-style-type: none"> <li>1. Enjoy a variety of fun, safe activities that provide education and relaxation.</li> <li>2. Participants will have the opportunity to give feedback to create new programs or suggest changes to current programs.</li> <li>3. Events will target families to encourage community awareness.</li> </ol>

**SCOPE OF PROGRAM OPPORTUNITIES - 6.3 Matrix**

Recreation and Parks operates as an Enterprise budget fund which generally requires expenses to be covered by user fees. Majority of programs are fee based and scholarships are provided for those participants who receive free, reduced lunch or submit a request for special consideration.

	Enrolled FY22	Self	Leader	Level B-Basic I-Interm E-Expert	Type P-Physical I-Intellect S-Social C-Creative	Type I-Individual S-Small Group G-Groups	Age T-Tot SC-School Te-Teen A-Adult S-Senior F-Family
<b>School Age Programs</b>							
School Age Care – 9 locations	178		X	B	P,I,S,C	G	SC
Summer Camps	349		X	B	P,I,S,C	G	SC
Daddy Daughter Dance	80	X		B	S	G	F
Mother Daughter Tea	40	X		B	S	G	F
Family Kickball Game	40	X		B	P,S	G	F
Mother Son Dance	100	X		B	S	G	F
Santa's Workshop	50		X	B	C	G	F
<b>Gymnastics Programs</b>							
Gymnastic Competitive Team	44		X	I,E	P,I,S,C	S	SC,T
Gymnastics Recreational Classes	2,234		X	B,I,E	P,S,C	S	T,SC
Gymnastics Private Lessons	75		X	B,I,E	P	I	SC,TE
<b>Leisure &amp; Wellness Classes</b>							
Youth Leisure	98		X	B,I	P,I,S,C	I,S	T,SC,TE
Adult Leisure	153	X	X	B,I,E	P,I,S,C	I,S	A,S,F
<b>Special Events</b>							
Easter Festival (cancelled)	-	X		B	S	G	F
Golf Tournaments (cancelled)	-	X		B,I,E	P,S	G	A,S
Summerstock	5,600	X		B,I,E	P,I,S,C	G	SC,TE,A
Trips and Tours	230	X		B	P,I,S,C	G	F
<b>Sports</b>							
Baseball / Softball / T-Ball	3,167		X	B,I,E	P,I,S	G	T,SC,TE
Basketball, Youth	1,030		X	B,I	P,I,S	G	SC,TE
Select Basketball	93		X	I,E	P,I,S	S	SC,TE
Cheerleading: Middle School	96		X	I	P,S	G	SC,TE
Family Skate	2,196	X		B	P,S	S,G	F
Field Hockey	203		X	B,I	P,I,S	G	SC,TE
Football	1,369		X	B,I	P,I,S	G	SC,TE
Lacrosse	715		X	B,I,E	P,I,S	S,G	SC,TE
Soccer, Indoor	687		X	B,I,E	P,I,S	S,G	SC,TE,A
Soccer, Outdoor	4,813		X	B,I,E	P,I,S	S,G	SC,TE,A
Track and Field Spring Meet	38	X		B,I,E	P	S	SC

St. Mary's County Recreation & Parks

	Enrolled FY22	Self	Leader	Level B-Basic I-Interm E-Expert	Type P-Physical I-Intellect S-Social C-Creative	Type I-Individual S-Small Group G-Groups	Age T-Tot SC-School Te-Teen A-Adult S-Senior F-Family
Basketball Over 35	0	X		B,I,E	P	S	A
Basketball Drop In 18 and over	193	X		B,I,E	P	S	A
Women's Adult Basketball	0	X		B,I,E	P	S	A
Kickball (Adult) Teams	7	X		B,I,E	P	S	A
Roller Hockey	112	X		B,I,E	P	S	A
Soccer Outdoor, Co-Ed	103		X	B,I,E	P,I,S	S,G	T,SC,TE
Softball Church	0	X		I	P,S	G	A,S
Volleyball, Adults (teams)	3	X		I	P,S	S	A
<b>Summer Sports Camps</b>							
Baseball Camp	75		X	B,I	P,I,S	G	SC,TE
Basketball Camps	336		X	B,I	P,I,S	G	SC,TE
Field Hockey Camps	76		X	B,I	P,I,S	G	SC,TE
Lacrosse Camps	56		X	B,I	P,I,S	G	SC,TE
Soccer Camps	71		X	B,I	P,I,S	G	SC,TE
Tennis Camps	76		X	B,I	P,I,S	G	SC,TE
Volleyball Camps	-		X	B,I	P,I,S	G	SC,TE
<b>Therapeutic Programs</b>							
Adapted Aquatics	17		X	B,I	P,I,S	S	SC,TE,A
Inclusion	233	X	X	B,I,E	P,I,S,C	I,S,G	T,SC,Te,A,S,F
Wellness Classes	39		X	B,I	P,I,S	S	SC,TE,A,S
Summer Camp	45		X	B,I	P,I,S,C	S,G	SC,TE,A
<b>Aquatics at Great Mills Pool</b>							
Daily Admissions	2,425	X		B,I,E	P	S,G	T,SC,TE,A,S
Punch Pass Visits	712	X		B,I,E	P	S,G	T,SC,TE,A,S
Lap Swim Admissions	3,325	X		B,I,E	P	S	TE,A,S
Household Passes	4,760	X		B,I,E	P	S,G	A,S,F
Swim Lessons	-		X	B,I,E	P	S	T,SC,A,F
Aqua Aerobics	78		X	B,I,E	P	S	A,S
Swim Team Participants	110		X	B,I,E	P	S,G	SC,TE
<b>Wellness &amp; Aquatics Center</b>							
Daily Admissions	1,849	X		B,I,E	P	S,G	T,SC,TE,A,S
Punch Passes	580	X		B,I,E	P	S,G	T,SC,TE,A,S
Lap Swim Admissions	586	X		B,I,E	P	S	TE,A,S
Household Passes	4,760	X		B,I,E	P	S,G	A,S,F
Swim Lessons	1,514		X	B,I,E	P	S	T,SC,A,F
Training Certifications	53		X	B,I,E	P	S	A,S
Lane Rentals & Events	586		X	B,I,E	P	S,G	SC,TE



\*Specific Volunteer Youth Sport Leagues participation numbers available:

[www.stmarysmd.com/docs/youthsportsreport.pdf](http://www.stmarysmd.com/docs/youthsportsreport.pdf)

<b>Museums Division Programs</b>	Estimated Attendance	Self	Leader	Level B-Basic I-Interm E-Expert	Type P-Physical I-Intellect S-Social C-Creative	Type I-Individual S-Small Group G-Groups	Age T-Tot SC-School Te-Teen A-Adult S-Senior F-Family
Educational Cruises	240		X	B	I,S,C	S	A,S,F
Children's Programs	249		X	B	P,I,S,C	S	SC
Commemorative Events	438	X		B	I,S	G	SC,TE,A,S,F
Community Events	1,889	X		B	I,S	G	SC,TE,A,S,F
Open Houses	569	X		B	I,S	G	SC,TE,A,S,F

<b>Golf Course Programs</b>	Enrolled	Self	Leader	Level B-Basic I-Interm E-Expert	Type P-Physical I-Intellect S-Social C-Creative	Type I-Individual S-Small Group G-Groups	Age T-Tot SC-School Te-Teen A-Adult S-Senior F-Family
Golf Lessons	261		X	B,I,E	P,I,S	I,S	SC,Te,A,S
Summer Camps	24		X			S	SC,Te
Golf Tournaments	41	X				S,G	SC,Te,A,S
Golf Leagues	118	X				G	SC,Te,A,S

The Recreation & Parks Department provides access to opportunities for recreation and leisure regardless of socioeconomic status, age, race or gender. Those citizens who require financial assistance can apply for a scholarship and request special consideration if fees are prohibitive. The department also provides after school programs free of charge for those identified in low-income communities in need of additional support for positive engagement.

## OUTREACH TO DIVERSE UNDERSERVED POPULATIONS – 6.3.1

### Underserved Community Programs

ADA Transition Plan - In accordance with 2010 final rule issued by the United States Department of Justice (DOJ), Part 35 Nondiscrimination on the Basis of Disability in State and Local Government Services, St. Mary's County Department of Recreation and Parks has created an ADA Transition Plan. This Plan contains the ADA History of the Department, the policies and procedures for inclusion and accommodations and a description of the self-evaluations conducted. The plan outlines the accessibility concerns at each location and a proposed the needed enhancements to bring all parks in to full ADA compliance. The goal of the plan is to remove programmatic and physical barriers to individuals with disabilities in St. Mary's County

Carver Recreation Center Afterschool Program – The department offers a free after school program for children living in an adjacent neighborhood. Children attending this program have been identified as at-risk youth in need of additional assistance for social development, homework time, and life skills development. Program provides structured and non-structured activities for physical fitness. Funding is supported with the department scholarship budget and several local businesses provide donations.

Camp Inspire: Summer Camp for Children on the Autism Spectrum – Recreation and Parks has been offering specialized therapeutic summer camps for children for over 30 years. The combination of our dedicated, qualified, and professional staff and innovated and specialized programs gives our campers a summer filled with fun activities the development of positive peer friendships and a continuation of therapeutic learning experiences. The camp is made possible by a partnership between St. Mary's County Recreation and Parks and St. Mary's County Public Schools Department of Special Education. Camp Inspire is a four-week, co-ed, day camp designed specifically for children and young adults for children 4-18 years old, diagnosed with Autism Spectrum Disorder (ASD). The program is intended to develop the child's strengths and hidden abilities offering unique programs for recreational activities, academic, and social development. Activities may include, adapted PE, occupational therapy, art therapy, social stories, and field trips. All activities are instructional in nature and administered by a professional specialized staff. All activities are designed to stimulate the children's awareness and interest while building upon positive relationships with others.

Special Olympics Facility Use – The Special Olympics Maryland – St. Mary's County provides programs for vulnerable children in areas such as skiing, softball, basketball, and aquatics. During the global pandemic when indoor resources were unavailable, the department offered space, free of charge, at Carver Recreation Center to hold basketball skills and drills clinics to keep participants active during a critical period. Additionally, the department has maintained a partnership for many years offering space for roller skating, swim team, and softball league practices.

Reduced Fees – The County museums allow citizens with EBT cards to access the museums at reduced rates and special designated days are offered for free access to all citizens.

Scholarship Fund Financial Assistance - St. Mary's County Recreation & Parks is pleased to provide an opportunity for participants to apply for a scholarship to attend recreation programs. Scholarships are made available through the generous contributions of several local civic organizations and the net proceeds from the department's Scott Verbic Memorial Golf Tournament and other special events throughout the year. The scholarships offered provide qualified individual applicants the opportunity to participate in one recreation activity, at a 50% prorated amount off the registration fee, each year.

Qualifying applicants must be current St. Mary's County residents and must receive free or reduced lunch or provide proof of an Independence Card. Those students who are identified through St. Mary's County Public Schools with an IEP plan will be considered eligible for therapeutic summer camps. Interested participants are asked to submit a completed scholarship application with the registration form. Once families provide proof of eligibility, they will receive a 50% discount on registration fees. Complete information and forms can be found at [www.stmaryscountymd.gov/docs/scholarships.pdf](http://www.stmaryscountymd.gov/docs/scholarships.pdf).

#### **COMMITMENT TO COMMUNITY EDUCATION – 6.4**

The Recreation and Parks department dedicates resources developing strong, strategic marketing and outreach initiatives across multiple platforms that include print, website, social media, and cross promotion in programs. The department's program guide is a quarterly printed publication distributed through the public schools, libraries, recreation centers and at community outreach meetings and presentations. The guide is also available on the department's website featuring a robust focus on informing the public of all opportunities for recreation and leisure and concentrates efforts to direct the community to the department's website and utilize the online registration platform. The department has developed a strategic approach to social media outreach with daily posts, alerts, and announcements. Program participants both past and present receive regular emails that highlight event announcements, weather alerts, community outreach announcements, opportunities for public input and quarterly e-newsletters that highlight recreational opportunities between the quarterly program guide distribution.

For all programs, the department provides information to educate the public on how recreation and leisure can enhance their lives. This education is available through providing resources online, creating informative marketing materials and providing qualified, trained staff to assist in guiding individuals in meeting their leisure goals.

It is the responsibility of staff to offer programs that address the following:

- Awareness of Self – Program marketing is designed to allow individuals to see themselves in the program. One must first assess if the program is right for them. A detailed program description, suggested age ranges, ability level if applicable and potential advanced program options for future participation.

- Appreciation of Leisure – A program description will detail what a participant can expect to gain by registering for a particular program.
- Understanding Self-Determination in Leisure - By offering a wide variety of programs and activities, the community will have free choice that best matches their interests and abilities. Offering customer service to guide them and answer questions is of utmost importance.
- Making Decisions – Each program design will incorporate educating participants on certain life skills to assist with good decision making for one's health and wellbeing. The School Age Care program provides education on USDA nutrition guidelines for health eating habits and physical exercise needs.
- Resources for Facilitating Leisure – It is important to provide additional community resource information to assist the community regarding other programs to enhance wellbeing. For instance, the department engaged in social media outreach during the 2020 Census to encourage citizens to respond. The department regularly promotes the efforts of other government agencies such as the Aging department and local law enforcement initiatives.
- Social Interaction – Leisure programs offer opportunities for social bonding and creating relationships. Programs and events provide opportunities to bring together people from all socioeconomic backgrounds and allow participants to feel a sense of belonging. The annual Easter Egg Festival and Scott Verbic Golf tournament not only bring together local businesses, community, and sponsors together, but it serves a greater good to provide support for the department's scholarship program.

The department is also committed to ensuring representation with local coalition and action groups to add value and create opportunities for all community members regardless of socioeconomic status.

- **Chronic Disease Action Team:** This group of professionals across health care, social services, aging and other community partners create community-wide initiatives to engage citizens who wish to become more active and provide resources for options.
- **Healthy St. Mary's Partnership:** A community driven coalition of partners working together to improve health in St. Mary's County. Through action teams, the coalition addresses the priority health issues – access to care, behavioral health, healthy eating and active living and tobacco free living. Through this partnership all county parks and facilities adopted a tobacco free environment, developed a walking initiative to highlight all county parks and trails and launched a successful summer geocaching contest across various parks and landmarks in the county.
- **Violence, Injury & Trauma Action Team:** Adverse Childhood Experiences can indicate pathways for individuals throughout their adolescence and into adulthood. This committee is comprised of leaders across all social service

organizations such as churches, health department mental health professionals, youth coalitions and the NAACP. With education as the key component, the goal is to work toward a resilient community that prevents and reduces the effects of adverse experiences in childhood.

## **COMMUNITY HEALTH AND WELLNESS EDUCATION AND PROMOTION – 6.4.1**

Program success is largely dependent on innovative and strategic promotion. The public education is one of the greatest challenges of departments striving to meet the needs of the community. A strong marketing plan includes a variety of mediums and altered approaches when speaking to different audiences. It is important to identify the target, develop a plan and work across county departments to educate the public.

### **Marketing Plan**

- Vibrant and relevant website: Easy to follow within 2 clicks, links to registration, facility details, current program guide and social media sites appear on all pages
- Marketing & Outreach Report
- Mass email distribution list through Constant Contact
- Website Updates
- E-newsletters (quarterly)
- Social Media posts
- Press Releases
- Emergency weather notifications (text, web, and email)
- Interest surveys (online)
- Engagement promotions – contests
- Partner with County Tourism organizations
- Cross-promotion at all department events

### **Social Media Outreach Strategy**

- Facebook, Instagram & Twitter – Scheduled posts, outreach, and announcements
- YouTube – instructional videos to access online registration, attend a program or learn about special instructions (i.e. COVID-19 procedures when returning to school age care)
- Pinterest

### **Print Media**

- Program Guide - distributed to schools, recreation centers, libraries, and outreach events
- Rack Cards & Flyers – available at all recreation centers and in promo packets distributed at outreach events
- Give-a-ways – with department logo and contact info

### **Community Promotion**

- St. Mary's County Fair
- Outreach Events
  - St. Mary's County Public Schools – back to school events, early childhood education events, career days

- Patuxent River Naval Air Station – job fairs, childcare resource fairs
- Test Pilot School's Spouse Orientation
- College of Southern Maryland – health and wellness events
- Bridal shows
- Tourism website
- Speaking & Presentations
  - Civic group meetings
  - Patuxent River Naval Air Station – Flight school family orientations
  - St. Mary's County Public Schools planning sessions, focus groups

## SPECIAL EVENTS

### FESTIVALS & CELEBRATIONS

Easter Egg Festival  
Cherry Blossom Festival  
Santa's Workshop  
Blessing of the Fleet  
Potomac Jazz & Seafood Festival  
Maryland Day at St. Clement's Island  
Community Day at St. Clement's Island  
First Landing Wine & Arts Festival  
Black Diamond Event Concert  
Special Night at the Museum  
St. Clement's Island Heritage Day  
Children's Day at the Museums  
RetroFest on the Potomac  
Holiday Museum Exhibits

### PERFORMING ARTS

Summerstock Theater

### SPORTS COMPETITIONS

Track & Field Invitationals  
USA Gymnastics Team Meets  
Dodgeball Tournament  
Pickleball Tournament

### SPECIAL DAYS

Mother Son Dance  
Daddy Daughter Dance  
Family Sock Hop  
Mother Son Kickball  
Father Son Kickball  
Family Kickball  
Mother Daughter Tea  
Grandparents Game Day  
Appraiser Fair  
Pop Up Art Shows  
Museums Open House  
Potomac River Dinner Cruises  
Museums Free Admissions Days  
Children's Story Hour  
Outdoor Adventure Day  
National Lighthouse Weekend  
Ribbon Cutting Ceremonies

### EVENTS FOR A CAUSE

Scholarship Golf Tournament  
Mardi Gras Pool Party

**PROGRAMS & SERVICES STATISTICS – 10.5**

The department continually evolves program offerings and events based on community input and industry trends. Programs are modified each season based on identified needs, community interest and staff lessons learned from previous seasons. As detailed in the departments Strategic Plan, the following SWOT analysis was provided for public input. The community and department staff identified the summary of findings listed below. Utilizing the input from staff, the community SWOT analysis, and the approved LPPRP recommendations, the following were identified for staff to target and provide opportunities for improvement, growth, and success.

The graphic is a SWOT analysis presented in four vertical columns. Each column is headed by a large letter in a black circle: 'S' for Strengths, 'W' for Weaknesses, 'O' for Opportunities, and 'T' for Threats. Below each letter is the corresponding category name in all caps. Each category contains a bulleted list of items. The background is light gray with vertical lines separating the columns. A solid black horizontal bar is at the bottom of the graphic.

S	W	O	T
<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>OPPORTUNITIES</b>	<b>THREATS</b>
<ul style="list-style-type: none"><li>• Customer Service</li><li>• Experience</li><li>• Reputation</li><li>• Employee talents</li><li>• Intra-Division collaboration</li><li>• Approved CIP projects</li><li>• Recreation programs and activities</li><li>• Parks</li><li>• Accessible (access and affordability)</li><li>• Facilities</li></ul>	<ul style="list-style-type: none"><li>• Aging Facilities</li><li>• Project funding</li><li>• Staff retention for seasonal positions</li><li>• Skilled employee retirements</li><li>• Parks &amp; fields</li><li>• Recreation programs and activities</li><li>• Accessible (access and affordability)</li></ul>	<ul style="list-style-type: none"><li>• New technology</li><li>• Partnerships</li><li>• Emerging needs</li><li>• Volunteers</li><li>• Partnerships with tourism</li><li>• More activities/things to do</li><li>• Parks &amp; fields</li></ul>	<ul style="list-style-type: none"><li>• Perceptions &amp; attitudes</li><li>• Environmental issues</li><li>• Competitors</li><li>• Economic challenges</li><li>• Customer choice</li><li>• Funding</li><li>• Facilities</li></ul>

## RECREATION AND LEISURE TRENDS ANALYSIS - 10.5.1

The Department utilizes several avenues to identify and address current and emerging trends within the recreation and parks industry and uses them to establish department goals and objectives. Once goals and objectives are created a systematic process of execution is developed and implemented by Division Managers. Capital projects and Enterprise Fund programs and services are outlined and then approved by the Commissioners of St. Mary's County in the Annual Budget Process.

A complete copy of the Trends Analysis report can be found at:

[www.stmaryscountymd.gov/docs/recreationandleisuretrendsanalysis.pdf](http://www.stmaryscountymd.gov/docs/recreationandleisuretrendsanalysis.pdf)

## COMMUNITY INVENTORY – 10.5.2

St. Mary's County public parks, recreation, and open space assets are critical pieces of public infrastructure that define the rural, coastal character of the peninsula and contribute to the high quality of life of residents. These resources preserve and celebrate the County's rich natural and cultural resources and provide opportunities for local engagement in healthy, active, and interesting activities that are known to increase public health and personal well-being and support the local economy.

### County Owned & Operated

- All public recreation resources (lists all county, state and federal) are inventoried and listed in the 2022 LPPRP; Appendix E  
[www.stmaryscountymd.gov/docs/lpprp.pdf](http://www.stmaryscountymd.gov/docs/lpprp.pdf).
- Citizens can find a wealth of information on parks, amenities, and services in St. Marys County online through the Departmental webpages, GIS mapping software, and Visit St Mary's tourism resources. These websites are the avenue to reach the most current information available.
- St. Mary's County Recreation & Parks: Facilities & Amenities  
[www.stmaryscountymd.gov/recreate/facilities](http://www.stmaryscountymd.gov/recreate/facilities)
- St. Mary's County Recreation & Parks: Public Parks & Open Spaces  
[www.stmaryscountymd.gov/recreate/parks](http://www.stmaryscountymd.gov/recreate/parks)
- St. Mary's County Recreation & Parks: Public Landings  
[www.stmaryscountymd.gov/recreate/publiclandings](http://www.stmaryscountymd.gov/recreate/publiclandings)
- Community Resources listing that includes the Office on Aging, Youth sports leagues, College of Southern Maryland, and the Town of Leonardtown.  
[www.stmaryscountymd.gov/recreate/community](http://www.stmaryscountymd.gov/recreate/community)
- Interactive GIS map  
<https://stmarysmd.maps.arcgis.com/apps/View/index.html?appid=3c327d2199ff4a29b468ff52fa312f80>



### Community Resources for Self-Directed Recreation

- Water Trails  
[www.visitstmarysmd.com/things-to-do/water/water-trails](http://www.visitstmarysmd.com/things-to-do/water/water-trails)
- Outdoor recreation Opportunities  
[www.visitstmarysmd.com/things-to-do/outdoor](http://www.visitstmarysmd.com/things-to-do/outdoor)
- Hunting opportunities  
[www.visitstmarysmd.com/things-to-do/fishing-hunting/hunting-areas](http://www.visitstmarysmd.com/things-to-do/fishing-hunting/hunting-areas)
- Museums, heritage, and history  
[www.visitstmarysmd.com/things-to-do/museums-history](http://www.visitstmarysmd.com/things-to-do/museums-history)
- Arts and Culture  
[www.visitstmarysmd.com/things-to-do/arts-culture](http://www.visitstmarysmd.com/things-to-do/arts-culture)  
[www.visitstmarysmd.com/things-to-do/arts-culture/art-trail](http://www.visitstmarysmd.com/things-to-do/arts-culture/art-trail)
- Tourism visitors guide and brochures  
[www.visitstmarysmd.com/plan/visitor-guide](http://www.visitstmarysmd.com/plan/visitor-guide)

### Independent Sports Leagues

The volunteer youth and adult sports leagues represent a large portion of active sports participation in St. Mary's County. Leagues must comply with the county's Community Standards which includes coaches training and criminal background check verification. A complete list of available leagues can be located at [www.stmaryscountymd.gov/docs/youthandadultsportscontactdirectory.pdf](http://www.stmaryscountymd.gov/docs/youthandadultsportscontactdirectory.pdf).

### **FEES AND CHARGES – 5.1.1**

The Department of Recreation and Parks is responsible for providing County citizens with a comprehensive program of leisure opportunities through services, activities, events, facilities, and outdoor spaces. The Department also develops and maintains a park system, operates a golf course, manages two museums and associate sites, and offers programs and services that help to enrich the quality of life for citizens.

The Administration Division provides general direction and guidance to the Recreation and Parks Department and serves as the staff liaison to three advisory boards. The Division is also responsible for Capital Planning and development of the department's various planning documents. The Non-Profits Recreation & Parks Divisional Categories are Historical, Cultural, and Community Events.

The Parks Division provides the grounds, turf and facility maintenance at county parks, numerous school ball fields, trails, waterfront public landings, recreational centers, libraries, and county buildings. The Division also manages park operations at various county parks and facilities.

The Museum Division collects, preserves, researches, and interprets historic sites and artifacts that illustrate the natural, cultural, and social histories through operations at the St. Clement's Island and Piney Point Lighthouse Museums, Drayden African American Schoolhouse, the Old Jail Museum, and other historical amenities. The

Museum Division is accredited through the American Alliance of Museums (AAM).

The Recreation Division is responsible for planning, implementing, supervising, and evaluating a broad range of recreational programs, services, and activities for county residents, utilizing both county facilities and public schools. Recreational programs are self-supporting through the Recreation and Parks Enterprise Fund.

The Wicomico Shores Golf Course is a 145-acre recreational facility providing golfing, food service and banquet facilities. The golf and restaurant operations are self-supporting through the Wicomico Shores Golf Enterprise Fund.

The Approved Fees and Charges Schedule and the Budgetary & Fiscal Procedures are in the Appendices.

### PARTICIPANT AND SPECTATOR CODE OF CONDUCT

Parents: The department established a parent code of conduct to clearly communicate the expectations of parents and spectators at youth sporting events and programs. All conduct expectations are provided in each program's parent handbooks and adjusted as necessary depending on the program type and location. For example, the parent code of conduct for basketball speaks directly to spectator behavior in the stands during games. This detailed policy and action for disruptive behavior is provided in the Appendices. This includes address conduct towards game officials and staff. Whereas, parent conduct for summer camp or school age care programs will speak more in-depth on proper communication regarding the care and daily needs of children.

The parent code of conduct applicable to all Recreation & Parks programs is accessible on the department's website at [www.stmaryscountymd.gov/recreate/sports](http://www.stmaryscountymd.gov/recreate/sports).

Recreation & Parks is committed to providing positive and safe environments for all of our participants. At each of our facilities, we ask that parents remember to conduct themselves in a positive, supportive, and respectful manner. With everyone's support, everyone will enjoy everything that Recreation & Parks has to offer!

- *I hereby pledge to provide positive support, care, and encouragement for my child participating in recreation programs by following this code of ethics.*
- *I will encourage good sportsmanship by demonstrating positive support for all recreation program participants, instructors and Recreation & Parks staff at every program or event held at St. Mary's County Recreation & Parks*
- *I will place the emotional and physical well-being of my child ahead of any personal desire to excel.*
- *I will insist that my child play in a safe and healthy environment.*
- *I will provide support for instructors and Recreation & Parks staff working with my child to provide a positive, enjoyable experience for all.*
- *I will demand a drug, alcohol, and tobacco-free recreational environment for my child and agree to assist by refraining from their use at all Recreation & Parks programs and events.*

- *I will remember that the youth programs are for children and not for adults. I will remember that the adult programs are for adults and not for children.*
- *I will do my very best to make attendance at recreation programs a fun and enriching experience for my child.*
- *I will ask my child to treat other participants, instructors, spectators, and Recreation & Parks staff with respect regardless of race, sex, creed, or ability.*
- *I will always address any issues with my child's instructor in private or present the concern to the Recreation & Parks staff in a respectful manner. I will refrain from abusive or threatening language. My failure to do so could result in my inability to enter St. Mary's County Recreation facilities or sponsored events.*

Additionally, the department developed a specific Verbal and Physical Abuse policy because of an increase in poor spectator and player conduct during youth sporting programs. This policy clearly outlines each type of offense, disciplinary protocol, and grievance procedure. The policy is available on the department's website at [www.stmaryscountymd.gov/recreate/sports](http://www.stmaryscountymd.gov/recreate/sports).

Participants: Participant conduct is detailed in each program specific parent handbook. The expectations are established to keep participants safe and clearly identify boundaries for staff, participants, and parents. The School Age Care program provides detailed scenarios when participant behavior needs to be addressed. All available resources are employed when a child demonstrates consistent behavior patterns. Therapeutic specialists are included in plans following the established protocol to assist with ensuring all children are included in programs as behaviors can also signal other special needs. An example of this expanded policy can be viewed online at [www.stmaryscountymd.gov/docs/sacparenthandbook](http://www.stmaryscountymd.gov/docs/sacparenthandbook).

## **APPENDICES**

**Community Standards Guidelines**

**Concussion Awareness Protocol Policy**

**Participant and Spectator Code of Conduct**

**Physical and Verbal Abuse Policy**

**Participant Surveys and Evaluations**

- a. Land Preservation Parks & Recreation Plan
- b. Citizen Input – 2019 SWOT Analysis
- c. Evaluation Form – Customer Service
- d. Evaluation Form – Pool COVID Operations 2020
- e. Interest Survey – TR Afterschool
- f. Parent Input – Gymnastics Team Budget

**Approved Fees and Charges Schedule**

**County Government Budgetary & Fiscal Procedures**