

SENIOR RECREATION PROGRAMMING UPDATE

**Quality of Life Arts &
Culture Committee
February 18, 2020**

**Crystal R. Ross
Assistant Director
Park and Recreation Department**

**Daryl D. Quarles
Senior Program Division Manager
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City of Dallas

OVERVIEW

In response to the Dallas senior community and the Park and Recreation Board, Dallas City Council supported a 2016 budget enhancement of nearly \$485K dedicated senior recreation programming. DPR implemented the Senior Program Division (SPD), a division focused on providing an enhanced recreation experience through daily health and wellness programs, special interest programs and signature events. SPD delivers over 44K program hours annually and currently serves over 10,700 registered senior participants

OUTREACH AND ENGAGEMENT


- During the development of SPD, 16 citywide roundtable meetings were conducted with 506 city of Dallas seniors in attendance.
- Additionally, 325 surveys were collected
- Currently, 43 community recreation centers have 2 designated recreation senior advisory council members who serve as the “voice” of their respective center(s).

OUTREACH AND ENGAGEMENT

- The Senior Program Division is actively engaged in the marketing and promotion of its programs and events in an effort to increase program participation and partnership
 - Area Churches
 - Community Centers
 - Dallas Examiner
 - Dallas Morning News/Al Dia
 - Health and Wellness Fairs
 - Non-Profit Organizations
 - Nursing Facilities
 - Local News/On-Air Appearances
 - Social Media
 - Word of Mouth
 - Senior Advocacy Organizations

A.S.A.P. (Active Senior and Adult Programs)

- Programs offered under the Senior Program Division are categorized as **Active Senior** and **Adult Programs (ASAP)**. ASAP is offered at 43 recreation centers for participants age 60+. Programs are offered Monday thru Thursdays between the hours of 9am to 2pm
- Dedicated Senior Centers: Fruitdale, Marcus Annex and WellMed Charitable Foundation Senior Activity Center

A large graphic shaped like a stylized letter 'A'. The top-left triangle is blue and contains a photo of two women smiling. The top-right triangle is blue and contains the Dallas Park & Recreation logo. The middle triangle is green and contains a list of 5 core areas: COMPETITION, HEALTH/FITNESS, SOCIALIZATION, SPECIAL EVENTS, and SPECIAL INTEREST. The bottom-left triangle is blue and contains a photo of two women. The bottom-right triangle is blue and contains the WellMed Charitable Foundation logo.

DALLAS PARK AND RECREATION DEPARTMENT

A.S.A.P.

ACTIVE SENIOR ADULT PROGRAM

MONDAY– THURSDAY

9AM-2PM

FREE

FOR DALLAS RESIDENTS 60 AND OLDER

COURTESY OF

WELLMED CHARITABLE FOUNDATION

\$5 PER MONTH FOR NON- RESDIENTS AND AGES 55-59

EXAMPLES OF ASAP ACTIVITIES:

AEROBICS, WALKING CLUBS, BRIDGE, DOMINOES,
ARTS & CRAFTS, BOOK CLUBS, DAY TRIPS, THEATRE ARTS,
FITNESS & NUTRITION CLASSES!

SENIOR PROGRAM DIVISION

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KEY PROGRAM PARTNERSHIPS

- Aging Mastery Program
- Area Agency on Aging
- Dallas County Health and Human Services
- Office of Arts and Culture
- Office of Community Care
- Senior Source
- WellMed Charitable Foundation



KEY PROGRAM PARTNERSHIP

- Since 2017, WellMed Charitable Foundation (WCF) has contributed \$442K, to support senior program fees and events
- In 2018, WCF, partnered with DPR to open the first, public-private senior facility in the City of Dallas (Red Bird). The Senior Activity Center, in partnership with DPR serves over 3000 members annually. The \$1.4M renovated facility, now serves as home to a 22,000 square foot senior facility inclusive of: fitness room, dance studios, art room, commercial teaching kitchen, technology center, and multi-purpose room

SIGNATURE EVENTS

Signature Events are an added enhancement to the daily programming offered in ASAP. Event attendees are afforded an opportunity to socialize with peers from across the city. Signature Events are often co-sponsored and funded by local and national senior organizations

- Grandparents Day
- Opening Games Ceremony
- Senior Games
- Senior Prom
- Mother's Day Luncheon
- Father's Day Luncheon
- Summer Camp

CULTURAL EVENTS

The Senior Program Division celebrates the cultural and ethnic diversity of our participants through citywide and center based events and activities

- 3 King Bread (3 Wise Men)
- Black History Month
- Chinese New Year
- Cinco de Mayo
- Juneteenth
- Mexican Independence Day
- Dia de los Muertos



PROGRAM AND EVENT HIGHLIGHTS



Senior Luncheon



Art Program



Pickle Ball Team



State Fair of Texas



Senior Games



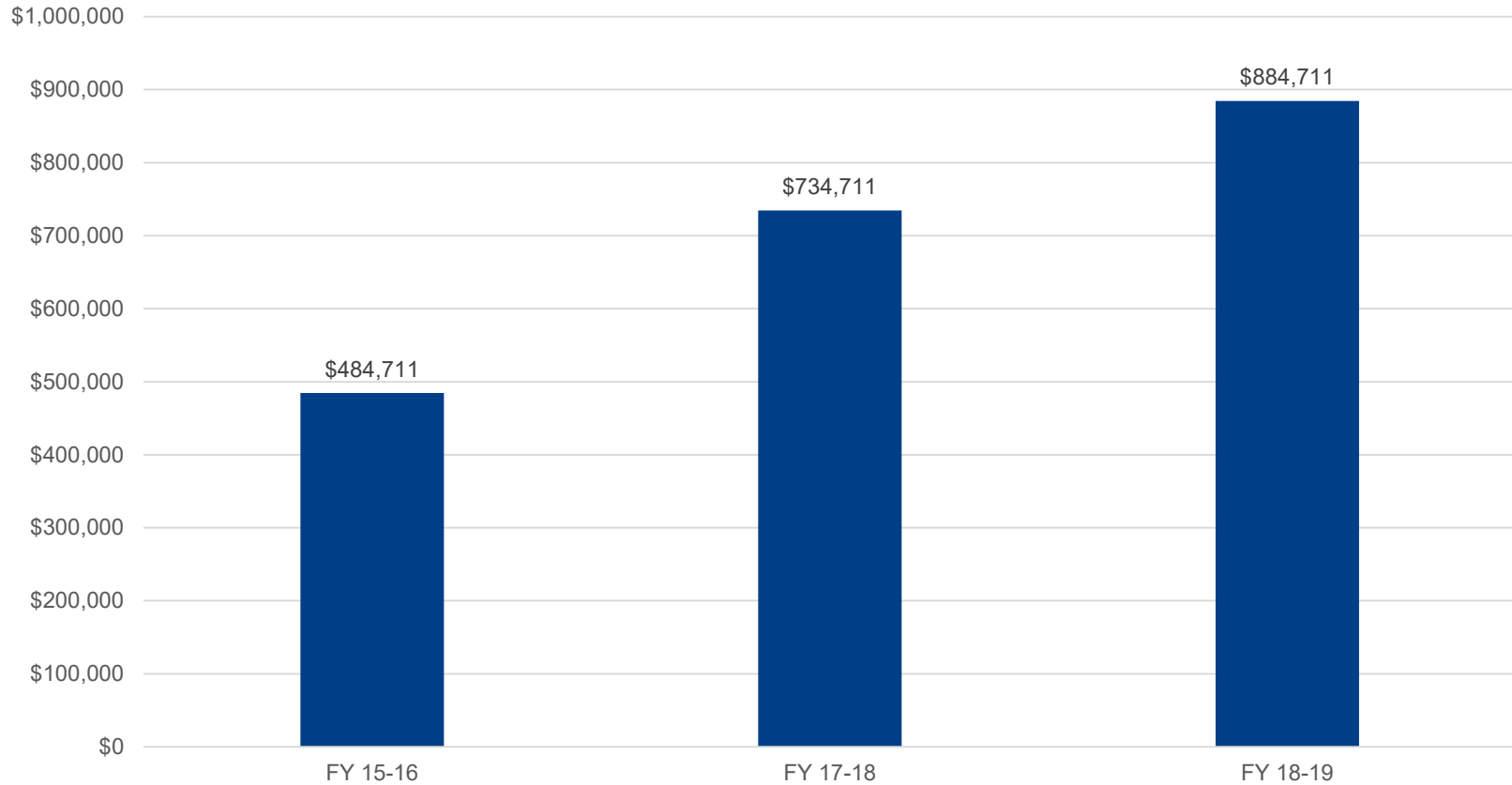
Archery



Summer Campers

QUALITY OF LIFE, ARTS AND CULTURE

FUNDING HISTORY



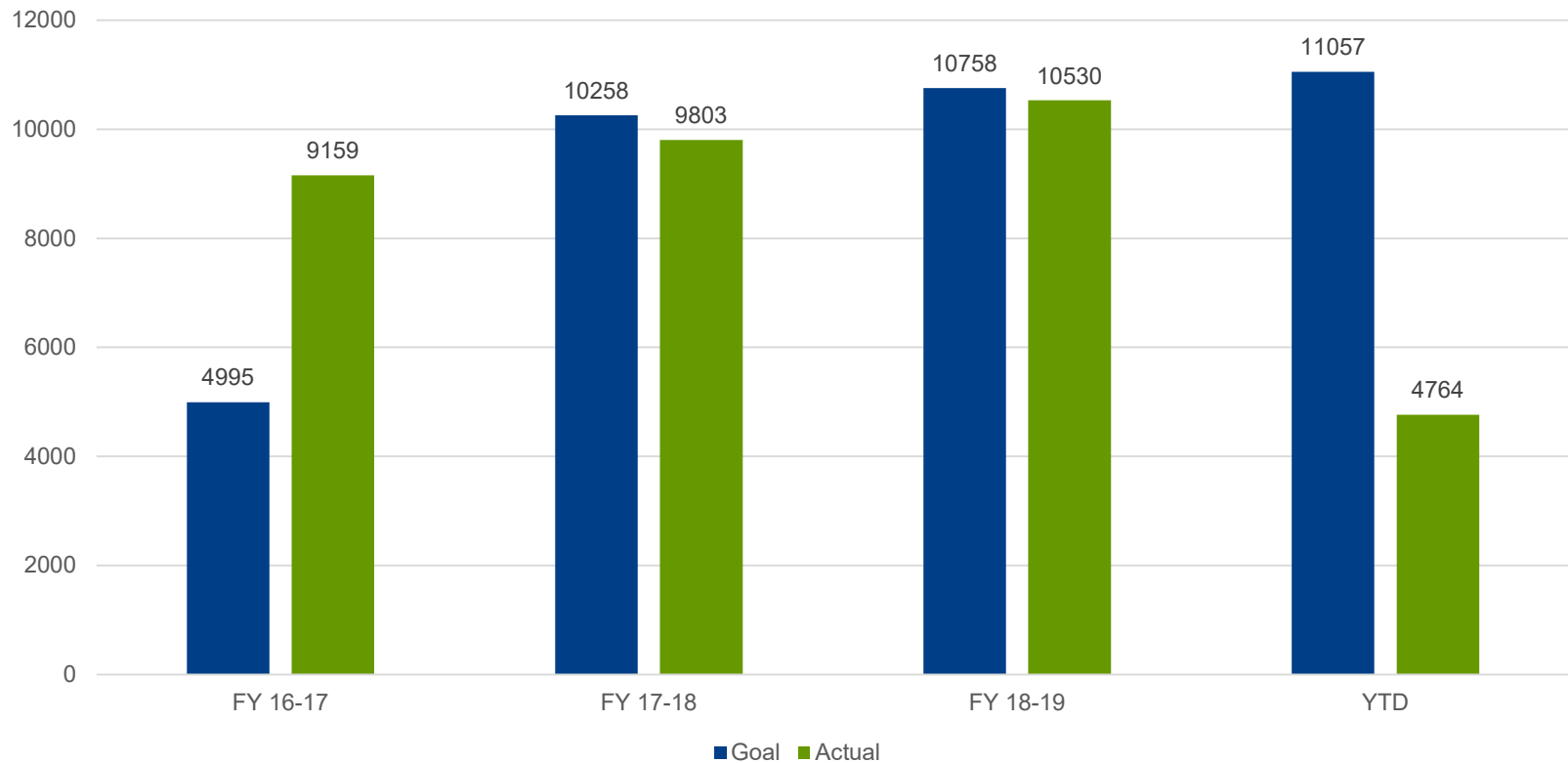
QUALITY OF LIFE, ARTS AND CULTURE



City of Dallas

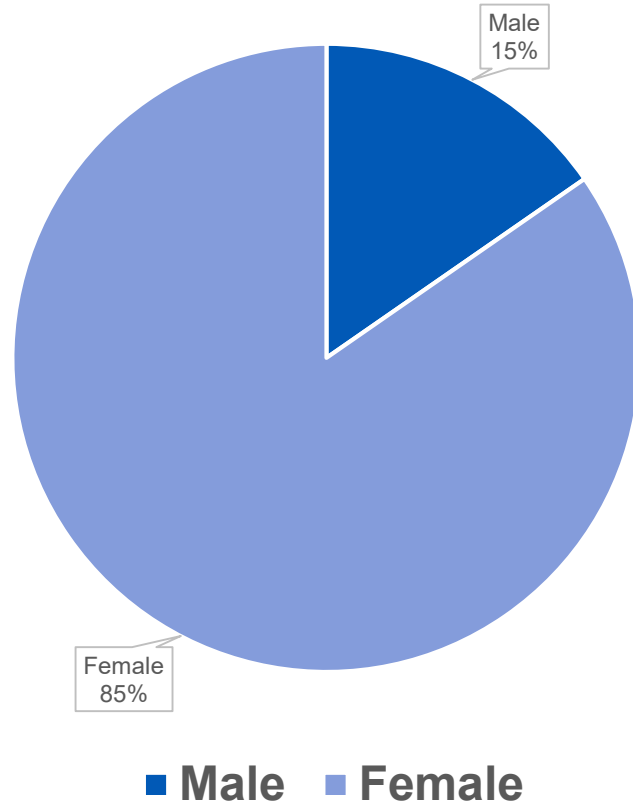
ANNUAL REGISTRATION

SENIOR PROGRAM DIVISION REGISTRATION

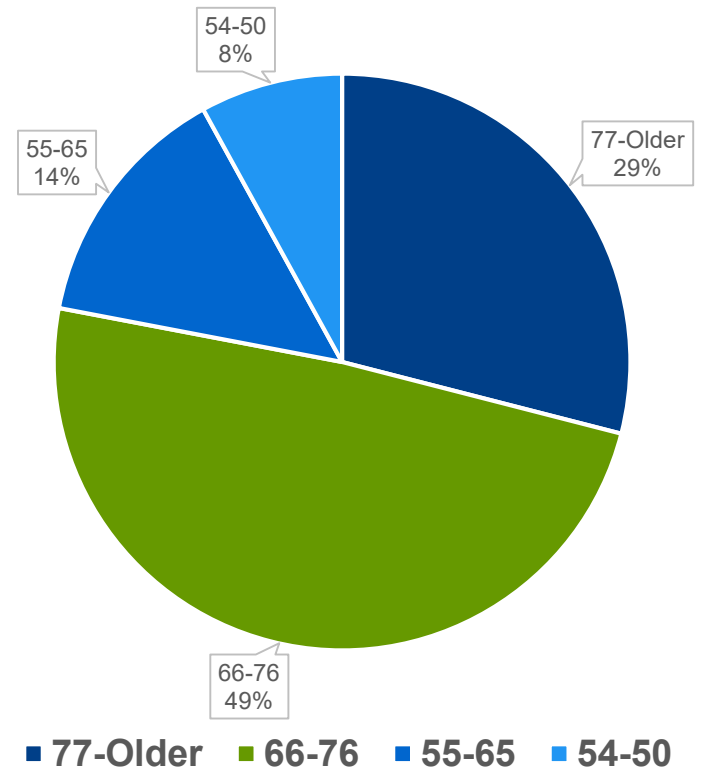


2019 DEMOGRAPHICS

GENDER BREAKDOWN



AGE GROUPS



2020/2021 GOALS

- Continue to cultivate relationship with Office of Community Care, Senior Affairs Commission and other community stakeholders
- Market, promote and enhance program offerings specifically in low participation areas through additional Citywide Roundtable Meetings and Listening Sessions
- Develop a partnership with a nutrition provider in order to provide daily meals to participants at all sites
- Expand 2020 Senior Summer Camp initiative

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