

# Business Plan Fiscal Year 2008



*Dothan*  
*Leisure Services*



# Mission Statement

Dothan Leisure Services shall enhance the quality of life of Dothan's citizens by:

- maintaining quality parks and recreation facilities;
- providing comprehensive and customer friendly leisure activities for citizens of all ages;
- creating tourism through events; and planning future programs and facilities as area needs change.

# Did you Know Leisure Services ...?

- Has 19 park locations, including 7 recreation centers, for a total of 594 acres
- Touches the lives of over **100,000** citizens and visitors each year through our programs and facilities, i.e.
  - Water World attendance **61,562**
  - Aquatics participants (pool attendance, aquacise, Learn-to-Swim Classes and Swim Team) **20,907**
  - Athletic participants (over 300 teams in numerous sports) **5,759**
  - Volunteer coaches utilized in youth athletics **410**
  - Therapeutic Participants (Friends Choir, Camp Smile, Special Olympics, Life Skills Camp, Talent Show, etc.) **476**

# Did you Know Leisure Services ...?

- Serves over **17,000** meals each year to our Senior Adult Population through Rose Hill Senior Center
- Served **18,500** free lunches to citizens, ages 18 and under, through the Summer Food Grant Program
- Hosts local, regional, state, national and professional athletic events **12 months a year**, providing a tremendous economic impact for the City of Dothan
  - **2006 Economic Impact - over \$10 million**
  - **2007 Economic Impact to date - Over \$9 million with 3 major events remaining in the year**

# Objectives

## **Objective 1:**

Involve all professional staff in the department planning process through their assigned programs

## **Objective 2:**

Maintain active involvement with grants and the successful completion of grant projects that advance the Dothan Leisure Services mission

## **Objective 3:**

To be recognized as a “Playful City USA” by the “Kaboom” organization and build a community built playground for the enjoyment of the citizens of Dothan

# Objectives

## **Objective 4:**

To increase awareness of fitness facilities and programs through planned promotions and improvements to fitness related facilities

## **Objective 5:**

Develop a Miracle League program complete with a managing board, volunteer staff, and support sponsors

## **Objective 6:**

Begin a ten-year bike trail plan to better serve the public

# Objectives

## **Objective 7:**

Determine area needs for present and future senior adult programming and develop a plan to satisfy those needs

## **Objective 8:**

Revisit the Master Plan with the Recreation Board annually and make revisions as needed to keep the plan up to date

# Questions & Comments

