



2019 Norwood Recreation Annual Report



Proud Members of:





A Note from the Director

I am pleased to present the 2019 Annual Report for the Norwood Recreation Department, which captures an overview of our department's accomplishments during the course of the year.

2019 was a great year for the Norwood Recreation Department! Our traditional special events like Norwood Day, Breakfast with Santa, Extravaganza, Family Flick Night, Tie's & Tiara's, Easter Egg Hunt, and Touch-A-Truck were immensely successful with thousands in attendance. Our department continued to add off of this base in 2019 with special events like Fall Fest, Community Dodgeball Tournament, and Ice Cream 5K & Family Run (all of which were very well attended and received in year one).

The Norwood Recreation Department continues to work hard to ensure every members of our community has access to the many great benefits that our department offers. We continue to improve our Civic Center, our 2 seasonal pools, our 27 ball fields, our new outdoor Pickelball courts, and our 9 playgrounds.

Our department continues to offer a very strong and diverse program base with over 250 programs offered this year and close to 9,000 participants.

All Norwood Recreation Department staff is fully committed to the on-going success of our department and remain dedicated to meeting the needs of our community.

As we focus on the New Year ahead in the leisure industry, I extend my sincere thanks to all the residents, our many volunteers, and all our generous sponsors and partners for their continued supports.

Sincerely,

Travis Farley, CPRP

Superintendent of Recreation

Norwood Recreation Staff

Superintendent

Travis Farley

Program Director

Katie Seastedt

Recreation Administrator

Howard Weinstein

Administrative Assistant

Lee Kennedy



OUR MISSION

The mission of the Norwood Recreation Department is to provide a variety of programs, activities and events that enhance the quality of life and promote the physical, mental, and social well being of each individual served.

Norwood Recreation Department **OVERVIEW**

The Norwood Recreation Department continues to strive towards providing exceptional experiences to all ages through its programming, facilities, and services. Quality programming available to our residents includes: aquatics, sports, enrichment, health and wellness, youth development, arts, dance, and senior adults. The Civic Center continues to be a very well used resource for the Town of Norwood as well as a contributor to local area business.



NORWOOD RECREATION FACILITIES

- 25,000 Square Foot Civic Center includes:
 - Gymnasium
 - Weight Room
 - Dance Studio
 - Men's & Women's Locker-room
 - Multiple Classrooms
 - Tot Room
 - Meeting Spaces



ADDITIONAL AMENITIES

- Act as steward for 27 playing fields
- 2 Seasonal Pools
- 1 Slash Playground
- 2 Bath Houses
- 3 outdoor Pickleball Courts
- Ivatt's Tennis Courts
- Savage Center outdoor Basketball Courts

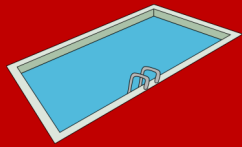


PLAYGROUNDS

- Bond Street
- Father Mac's
- Hawes
- Lower Balch
- Wilson Street
- Murphy Field
- Doherty
- Winslow
- Ellis



AQUATICS



91 Swim Lesson Participants
560 Memberships
12 Lifeguard Training
1,164 Day Passes Sold

ENERGY SAVINGS PROJECTS



2019 Energy Savings Projects included replacement of over 266 existing lights with energy-efficient LED lights along with a Energy Efficient Washer/Dryer at Norwood Civic Center

CIVIC CENTER GYMNASIUM UPDATES



2019 saw multiple updates in the gymnasium that included: refinishing of gym floor, new divider, and wall mats

CIVIC CENTER USAGE

Coordinated **191** reservation groups including community group meetings, town meetings, business rentals, as well as large scale tournaments for Norwood Basketball Association and Excel Karate.

SPECIAL EVENTS

Estimated Over
25,000
Guests



19
Recreation
Special Events

BIRTHDAY PARTIES

Hosted **24** Themed Birthday Parties at Norwood Civic Center with **480** guests



CIVIC CENTER ATTENDANCE

975
Active
Members

22,320
Fob
Swipes

Over
400
Fitness
Classes
Purchased



PROGRAMMING

9,381 Participants in
Recreational Program



Open Forum

The Norwood Recreation Department held their first Public Forums to get feedback from public.

AMPLIFIED OUR SOCIAL MEDIA PRESENCE THOUGH 2019

3,609 Facebook Likes

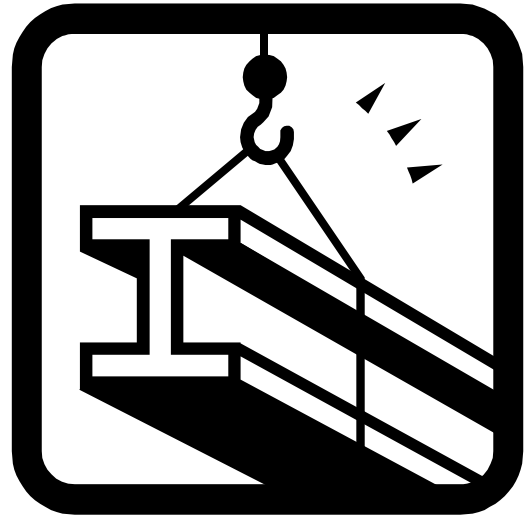
Increased Followers on Twitter to **640**

Added a "Norwood Recreation" Instagram Account



INFRASTRUCTURE IMPROVEMENTS

The Norwood Recreation Department strives to provide clean, safe, and enjoyable amenities and facilities that improve the resident and visitor experience. As we continue to plan the future needs of our residents.



Past Projects Include:

2017

- Upgraded a Portion of Civic Center Lights to LED
- Upgraded Exercise Bikes and Ellipticals in weight room.
- Added 3 new elements at Bond Street Playground
- Upgraded outdoor lights at Coakley Middle School Athletic Fields
- Added new bath house to Hawes Pool

2018

- Upgraded men's shower area in Civic Center
- Upgraded ceiling tiles at Civic Center
- Completed Civic Center LED light project conversion
- Added fans to gymnasium and weight room at Civic Center
- Resurfaced Ivatt's Tennis Courts
- Upgraded windows at Civic Center
- Repaired front steps at Civic Center

2019

- Resurfaced Savage Center Courts
- Added outdoor Pickleball Courts
- Added gym divider and wall mats to Gymnasium
- Collaborated on an addition of "Bang Wall" at Coakley Middle School
- Renovated old DPW space in Civic Center
- Resurfaced gymnasium floor
- Upgraded bleachers in gymnasium at Civic Center

