2012 ANNUAL REPORT



GREETINGS...

It is with great pride that we compiled our very first Annual Report for the new Reading Recreation Commission. The Commission is a partnership between the City of Reading and Reading School District, funded in part by tax dollars, that provides quality programs and facilities to the residents of Reading. The partnership between the two entities allows us to provide better recreation services in a more cost-effective way.

2012 was a year of accomplishments for our organization. One of the most celebrated and remarkable achievements for us was the return of the summer playground program at four City locations that culminated in a Lantern Parade, an event that many residents



(current and former) look back on fondly. In addition, we significantly upgraded our recreation centers and field houses, hosted new special events including an Easter Celebration and a Halloween Hayride, coordinated the largest collegiate Reading City volunteer cleanup ever attempted which cleaned up 13 parks simultaneously (over 1,000 volunteer hours!), and accomplished the "organizing" of the organization to allow for more operational efficiency.

We hope that as you read through this annual report, and look at the photos from programs and events



throughout the year, you will get a sense of what we do, what we're about, and why we matter. Our staff serve as mentors to youth and provide them with opportunities to learn, feel cared for, and become engaged in sports and activities. Positive recreation experiences help to build stronger communities and improve people's lives.

Of course, we cannot be successful without the dedication of our board and staff and many, MANY supporters. <u>Thank you</u> so much to everyone who helped us this past year.

Daphne E. Klahr, CPSI Executive Director James E. Washington II Board President

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BOARD AND STAFF

BOARD OF DIRECTORS

James E. Washington IIPresidentEddie MoranVice-presidentFrancis G. AcostaSecretaryMarcia Goodman-HinnershitzTreasurerCarl E. Geffken

Robert A. Peters John P. Santoro, Jr. Otis Smith

Donald Taddei, Jr. Marisol Torres School Board Representative
City Representative
City Council Member
City Council Member
School District Representative
Reading School District
School District Representative
City Representative
City Representative
City of Reading

Pictured Front Row Left to Right: Marcia Goodman
-Hinnershitz, Eddie Moran, Jim Washington,
Francis Acosta; 2nd Row Left to Right: Carl Geffken,
John Santoro, Marisol Torres, Bob Peters,
Don Taddei, Otis Smith, Daphne Klahr.

Our Mission: To provide quality recreation programs and facilities for the residents of Reading with a primary focus on youth programs.

FULL-TIME STAFF

Daphne E. Klahr, CPSI Executive Director
Heather M. Boyer Program Supervisor
Matthew A. Lubas Recreation Supervisor
John J. O'Mara Maintenance Supervisor
Rebecca L. Swoyer Business Manager
Lawrence P. Zerbe Tennis Director

TENNIS STAFF

Lou LeporeTennis InstructorZack LockwoodHead ProRuss MooreTennis Instructor



3RD AND SPRUCE STAFF

Elvin Rodriguez

Kenneth Bechtel

John Huber

Quennel Johnson

Shelton Jordan

Maritza Loaiza

Program Leader

Program Leader/Coach

Program Leader/Coach

Program Leader

Ronda Morrison Program Leader/Maintenance

Dante Pegram Program Leader/Coach

Aida Perez Program Leader/Kid's Cafe

Barbie Rivera Program Leader/Admin. Support

Eric ThompsonAdministrative SupportGloria VargasHomework Help/Kid's Café

11TH AND PIKE STAFF

Tiffany Anderson Recreation Manager Alicia Cooper Program Leader **Tomas Gonzalez** Program Leader Lewissa Huber Program Leader Jose Rivera Program Leader/Coach **Shaneece Tolentino** Program Leader Juliano Troche Program Leader Program Leader/Kid's Cafe **Jackie Vargas**

ABOUT OUR LOGO

One of the many tasks that the Reading Recreation Commission undertook in 2012 was the development and design of a logo that would best capture our mission of serving youth with a hopeful eye to the future and a respectful "nod" to the past.

Our logo, which depicts a child holding a round lantern illuminating the words "Reading Recreation Commission", captures the very soul of our organization. The lantern, shaped like the ice cream container lanterns of the past, represents the much revered Lantern Parade, a City of Reading



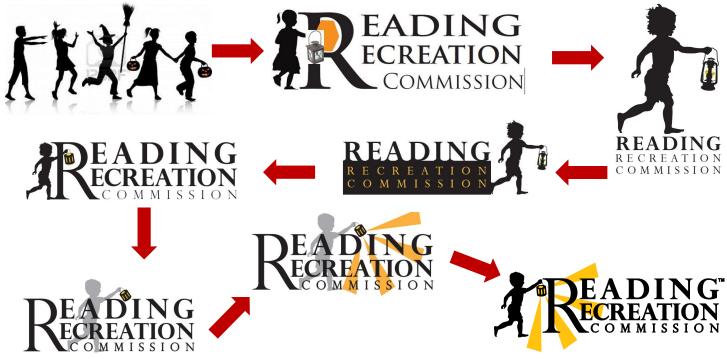
Recreation program since the 1930's. The "light" represents the bright future that the Reading Recreation



Commission will have in the City of Reading. It is interesting and important to note that statues of children holding lanterns signified a safe place to rest on the Underground Railroad, and many of these statues can still be found on older properties in Reading. The font represents the glory days of the Reading Railroad.

We are very proud of our logo and all that it represents and hope that you will like it too. Thanks to everyone who helped with the design process along the way including the Klahrs, Berks Digital Design, Otis Smith, and the Board of Directors of the Reading Recreation Commission.

FROM CONCEPTION TO DESIGN....THE LOGO PROCESS



FACILITIES

SCHLEGEL POOL

OPEN JUNE 6-AUGUST 19 SCHLEGEL PARK

The Schlegel Pool provided cool "Fun in the Sun" for all ages this summer including special events like the 4th of July

Celebration and Moonlight Swims every Friday in July. In addition, qualified pool staff provide swimming lessons for kids in all ability levels and long-course

6

training time was available in the morning for our more serious swimmers.



	Daily (4 & over)	7811
	Daily (3 & under)	643
	Groups	2626
	Family Membership	15
	Adult	1
<u>Staff</u>		
	Managers	2
	Number of Guards	12

Concession/Cashier

Security

SCHLEGEL FIELD HOUSE SCHLEGEL PARK

The historic Schlegel Fieldhouse is a beautiful facility overlooking the lower ball fields and swimming pool in Schlegel Park. The field house is used for many special events including birthday parties, reunions, holiday parties, and gatherings. The refinished wood floor, stone fireplace, restroom facilities, and seating capacity of 50 make Schlegel Field House and ideal location for any small event. The lower level of the field house serves as storage for softball and baseball programs.









PENDORA FIELD HOUSE

PENDORA PARK

The Pendora Field House is our largest field house facility with a capacity of 80 people seated conference style. The Pendora Field house received many upgrades in 2012 including new cabinetry and countertops, curtains, fresh paint, new doors, refinished floor, and new tables and chairs.



PAVILIONS

The Commission rents out the use of large and small pavilions throughout the City of Reading. All pavilions provide a convenient place to hold picnics and reunions within our beautiful City parks.

Pavilion Locations

Baer Park City Park—Rose Garden **Egelmans Park** Pendora Park Schlegel Park 2nd & Oley 3rd & Spruce

FACILITIES

FIELD RENTALS

From March through November, our fields are used for a variety of purposes including soccer, football, rugby, kickball, softball and baseball. The fields are maintained by employees of the Recreation Commission and the City of Reading Public Works Department. Some of our fields, such as Schlegel Park Upper field, afford views of the City of Reading that are breathtaking!



Schlegel Park 3rd & Spring Playground 3rd & Spruce Recreation Area 6th & Amity Playground 10th & South Playground 11th & Pike Playground

FIELD LOCATIONS

Angelica Park Baer Park Brookline Playground E.J. Dives Playground Hillside Playground Keffer Park Neversink Playground Northmont Playground Pendora Park Reading Iron Playground

11TH AND PIKE RECREATION CENTER 1185 PIKE ST.

SERVES YOUTH IN GRADES 1-5

The 11th and Pike Recreation Center provides safe and fun recreation activities to City youth all year long. During the school year, the recreation center is open every day from 3:30pm—8:00pm and in the summer hosts a playground program weekdays from 12:00pm—5:00pm. In addition, many sports leagues including basketball and volleyball use the center at night and on weekends.

The center has an elementary-size gymnasium, a game room, homework room, and cafeteria. During the year, daily activities include arts and crafts, board games, sports activities, tutoring, career development workshops and

clubs. Some of the most popular clubs include Art and Dance Clubs.

11th and Pike was host to several special events in 2012 including our Easter Celebration and a special visit from Disney's Phineas and Ferb.

The recreation center serves as a "home away from home" to many kids. They are provided meals every day through our Kids Café program, receive homework help and valuable mentoring time with our qualified staff.

Average Attendance: 40-80 per day





FACILITIES

3RD AND SPRUCE RECREATION CENTER

320 S. 3RD ST.

SERVES YOUTH IN GRADES 1-12

The 3rd and Spruce Recreation Center provides safe and fun recreation activities to City youth all year long. During the school year, the recreation center is open weekdays from 3:30pm—8:00pm and in the summer hosts a playground program weekdays from 12:00pm—5:00pm. In addition, many sports leagues including basketball and volleyball use the center at night and on weekends.

The center has a full-size gymnasium, a game room, homework room, and cafeteria. During the year, daily activities include arts and crafts, board games, sports, tutoring, career development workshops and clubs. Some of the most popular clubs include Art Club, Dance Club, and Girls Club which bring together teenage girls to discuss issues that are most affecting them.

Many special events are hosted at 3rd and Spruce for City youth. Our most popular are the holiday dances which bring together kids from 3rd and Spruce and the 11th and Pike Centers to dance, eat, and have a blast hanging out with their friends. Other events in 2012 included a basketball workshop, Career nights, and Rec Idol.

The recreation center serves as a "home away from home" to many kids. They are provided meals every day through our Kids Café program, receive homework help and valuable mentoring time with our qualified staff.

Average Attendance: 78—150 per day

















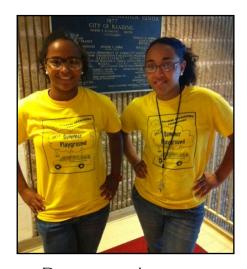
PLAYGROUND PROGRAM

JUNE 18TH-AUGUST 17TH

3rd and Spruce Recreation Center
11th and Pike Recreation Center
Pendora Park
Hillside Playground

The Summer Playground Program made its return in 2012 operating out of four City locations. Activities included weekly trips to Schlegel Pool, daily arts and crafts activities, games and sports, field trips, and workshops. The penultimate celebration was the Lantern Parade in City Park where the kids made homemade lanterns out of milk cartons and tissue paper and marched around the park and stage to celebrate the end of the playground program.

Participation: 183 children



DEDICATED LEADERS



MINIATURE GOLFING



BASKETBALL CLINIC



ROLLER SKATING



LASER TAG



SCHLEGEL POOL



TWIN DAY

PLAYGROUND PROGRAM

LANTERN PARADE

AUGUST 17TH CITY PARK

Ask anyone what their fondest memories of the City of Reading Playground Program are and they will surely mention the Lantern Parade. Historically, the Lantern P

mention the Lantern Parade. Historically, the Lantern Parade (held on Penn Street) involved hundreds of children from throughout the City carrying lanterns made out of ice cream containers and cellophane, with real candles to illuminate them. Although our current lanterns use glow sticks, the excitement of celebrating the end of summer with other children was just as high as it always had been in the past. All four of our playgrounds participated in this event which was held in City Park. The night ended with an impromptu dance onstage with kids and staff. The Lantern Parade also inspired our new Reading Recreation Logo which bridges the great history of recreation in Reading to our very bright future!













TENNIS

Our City of Reading "COR" Tennis Program is stronger than ever under the direction of Coach Larry and his phenomenal team! Tennis staff visited Reading School District gym programs throughout the year to provide tennis instruction to students. In addition, special events like the "Hit-A-Thon" and the "Turkey Tournament" drew hundreds of tennis youth and their parents. Special acknowledgement to Pat Shields (Fromuth Tennis) for his continued support of our tennis programs! Total Program Participation (not including special events): 2449

Tennis	Prog	ra	<u>ms</u>
	Play	D	ays
	_		

Play Days (21) 554 Tennis Club 317 Academy 65 High Performance 79 Tournament 63 First Serve 23 PE Tennis 1348

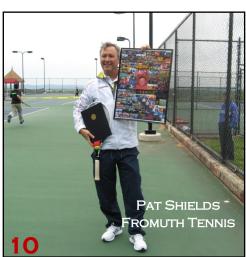
Special Events

idi Everito
Tennis Jams
Pat Shields Appreciation Day
Friday Night Lights
World Team Tennis Trip
Summer Hit-A-Thon
Holiday Hit-A-Thon
Youth Fun Day
Elementary School
Family Nights











VOLLEYBALL

The Adult Summer and Winter Volleyball leagues were stronger than ever in 2012. All games were played at 3rd and Spruce Recreation Center on two courts in the gym. Teams from all over Berks County participated in the coed league.

Summer Volleyball

Coed B 7 teams

Winter Volleyball

Women's Power 8 teams
Coed A 5 teams
Coed BB 7 teams
Coed B 10 teams



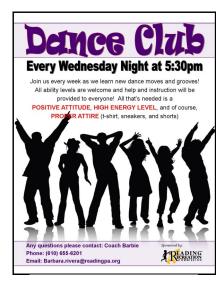
FLYERS & NEWSLETTERS

One of the many tasks that the Recreation Commission undertook in 2012 was to distribute flyers and newsletters to students in the Reading School District to advertise programs and events. We are currently delivering bi-monthly newsletters to the school district and special event flyers as needed for individual events.











SPECIAL EVENTS





EASTER CELEBRATION

APRIL 14, 2012 11TH AND PIKE RECREATION CENTER

Our first annual Easter Celebration involved crafts, games, face painting, goodie bags, snacks, and of course, a visit with the Easter Bunny! Media coverage was provided by the Reading Eagle and WFMZ.

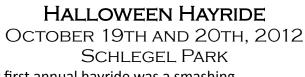
Participation: 200 children











Our first annual hayride was a smashing success! We welcomed children and their families to enjoy a hayride through the park illuminated by candlelight. Other activities included crafts, face painting, s'mores around the campfire, games, and fire prevention information from the Reading Fire Dept. Participation: 380 people





SPECIAL EVENTS





HOLIDAY PARADE NOVEMBER 17, 2012 PENN St., READING

Over 60 Reading Recreation Commission kids from our tennis and dance programs participated in Reading's annual Holiday Parade. Kudos to the staff for our brand new float featuring Santa!











COOKIES WITH
SANTA
DECEMBER 8, 2012
PENDORA
FIELDHOUSE

Local children got to visit with Santa and Mrs. Claus, make a Christmas craft, meet the Grinch, and eat delicious, homemade cookies! Participation: 300 children



VOLUNTEERS/PARTNERSHIPS

A major focus of the Recreation Commission in it's first year was repairing, cleaning, upgrading, and improving the facilities and parks in which we operate programs and events. Over the course of the year, we welcomed over 750 students from Alvernia University and Albright College who cleaned buildings, painted, picked up trash, landscaped, and more clocking a total of 3,000 volunteer hours. We also welcomed smaller groups such as Little Acts of Love who spent over 6 hours cleaning and improving the 3rd and Spruce Playground. We received strong support from the City of Reading Public Works Department and Reading

Beautification who supplied equipment, trash bags and gloves, paint, tools and much more. Thank you to everyone who helped us beautify our parks and buildings in 2012—we couldn't have done it without you!

Total Volunteer Hours: 3,000+

Total Parks Cleaned: 13

Total Number of Buildings Renovated: 4







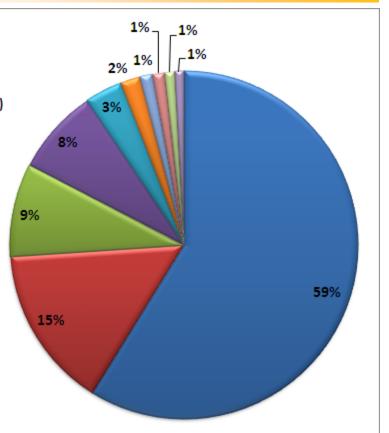




ACCOUNTABILITY

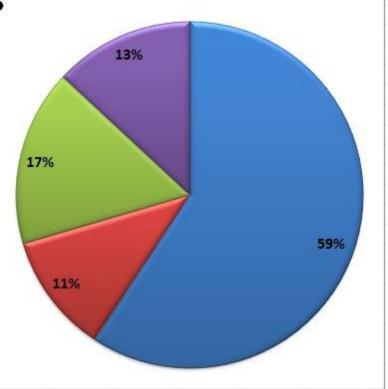
2012 REVENUE

- LOCAL PUBLIC FUNDS City of Reading (\$509,245)
- LOCAL PUBLIC FUNDS Reading School District (\$130,883)
- GRANTS Fromuth Tennis (\$75,000)
- Pool (\$69,258)
- Rental Fees/Interest Income (\$30,202)
- PROGRAM FEES Tennis (\$15,987)
- PROGRAM FEES Playground/Afterschool (\$10,159)
- GRANTS Other (\$9,525)
- PROGRAM FEES Volleyball (\$8,120)
- Special Events/Youth Fund Account (\$7,234)



2012 EXPENSES

- Youth Program Services (\$367,567)
- Administration (\$69,382)
- ■Tennis (\$102,182)
- Pool (\$81,153)



ACKNOWLEDGMENTS

Thank you to the following individuals and organizations for supporting our EFFORTS IN 2012. WE COULDN'T HAVE DONE IT WITHOUT YOU!

Ahmir Whitfield Albright College Alvernia University

Alvernia University Men's Baseball Alvernia University Men's Ice Hockey

Alvernia University Men's Tennis

Alvernia University Women's Basketball

Amanda Hanincik Astra Marx Auntie Anne's

BCTV

Bachman's Pretzels Barbara Coffin Ben & Carly Stuckert

Berks County 4-H

Berks County Community Foundation Berks County Community Service

Berks County Tennis Association

Berks County Tennis Club Berks Digital Inc. Berks Packing Bernie Gerber

Bill Palmertree Bill & Ginger Miller Bon-Ton Borelli Family

Bottom Dollar Brenda Marks Brett Fegely **Brown Family** Bruce Kisthardt Bruce Monteiro Bruce Ream Bryan Gentry

Bud Bucheit Buddies Nursery Carl Geffken Carlos Torres Cathy Hoffman Charles Jones

Cindy DeGroote City of Reading

Chris Zale

City of Reading Fire Department City of Reading Police Department

City of Reading Public Works Dept.

CJ Vazquez Clover Farms Colleen Corella

County of Berks Parks & Recreation Connors Investor Services, Inc.

Council on Chemical Abuse

Craig Cronrath CWTA (Ryan Knarr)

DCNR

D&D Screen Printing

Dave & Cindy Duong

Dave Emkey David Cituk David Mekeel David Thun Dennis Brophy Diane Kripas

Joe Chiarelli Joe DeMarte

Joe Riley

John Santoro Jordan Bennicoff

Karen Barsoum

Karen Kauffman



Donald Taddei

Donna Reed

Dr. Charles Barbera

Eddie Moran

Ed Kuhn

Empire Wrecking Eric Rodriguez

Erin Brown

Exeter Township Parks & Recreation

Francis Acosta Frank Denbowski Friendly's

Fromuth Tennis Gallen Family Gary Brown Gavin Torok Gianna Olinger

Giant Food Stores Godiva Chocolatier Greater Berks Food Bank

GTS Wellco Hartman Shurr Henry Tangredi Hillcrest Racquet Club

Irving Gonzalez J. Bertolet Volkswagon

J. Drue Miles J. Russell Hoke

James Washington Jared Perez Jay Worrall

Jeff Darlington Jeremy Searfoss lessica Umhenhauer

Jim Bobeck Jim Fromuth

Jimmie Kramer's Peanut Bar

Jim Kurtz

Karen Regenfuse

Kayliya Keyes

Kevin Calabria Kyle Zeiber Larry Rush

Linda Kelleher Little Acts of Love

Lorne Possinger Lorrayne Klahr Luke Schwartz

Mara Trifoi

Marcia Goodman-Hinnershitz Marisol Torres Mark Civitarese Mary McAusland Mayor Vaughn Spencer Meggan Shobe

Michael Malinowski Michael Schorn Michelle Katzenmoyer Mike and Joe's Barbershop

Monica Hoffman

Michael Brophy

Muhlenberg Township Parks & Rec

Natavia Walker Nathalie Kulesa Nathan Healy Nigel Walker Northeast Tap Room Olivia Radcliffe Otis Smith

Pagoda Federal Credit Union

Patricia Beisswanger

Pat Shields Patti Tezak Paul Cappazello Pennside Partners Pepperidge Farms

Pepsi

Pharrell Caceres

Philadelphia Freedoms

R.M. Palmer & Co. R&R Amusements

Randy Harakal

Reading Beautification Inc.

Reading City Council

Reading Health Systems

Reading HS Girl's Tennis

Reading Inter-City Boxing

Reading School Board

Reading School District

Reading Truck Body, LLC

Renee Lentz

Rick Sassaman

Rita's Water Ice

Rhoads Family

Robert Heebner

Robert Peters

Robertson Family

S & E Sales Associates Inc.

Sam's Club Scott Gehret

Sean Hart

Senator Judith Schwank

Sheri Klahr

Sir Speedy Printing

Spencer Rhoads Stephanie Mathias

Stephen Powell

Steven Harrity

Steven Tablone

Susan Landes

Tami Schafer

Texas Roadhouse

Thomas Gombar

Thomas McDaniel

Timothy Klahr

Tobias Family

Tom Sturgis Pretzels

Tony Cusimano Tonya Butler

USTA Eastern Pennsylvania District

USTA Middle States Van Bennett Foods Victoria Foanio

Wal-Mart

WAWA

William G. Koch & Associates

William Hall William Heim William McClure Yoas Business Services Yocum Institute

Zachary Schader