



## Part 3—Programming

City of Washington & the Borough of East Washington  
Comprehensive Parks and Recreation Plan

# Part 3 – Programming

## Programs Inventory

Currently, neither the City of Washington nor East Washington Borough provides municipally-sponsored recreation programs. The City does host a 4th of July fireworks display at Washington Park, which is supported by donations. The City allows outside organizations to use their parks and recreation facilities to host programs and events. Table 3.1 provides a list of programs and events currently held at their facilities:

Facility	Program
Washington Park	PONY League Baseball and the World Series Washington Youth Baseball (WYB) TWIST Softball National Pike Wagon Train Overnight Camp 50's Dance Park Theater Frontier History School District Cross Country School District Tennis Chartiers/Houston Tennis Program Washington Park Junior Tennis Camps Art in Action (at the Stone Pavilion) Relay for Life
Washington Pool	Swimming Lessons Peter's Township Swim Club AGAPE at the pool Military Swim Camp Laugh-a-Lot (special needs program)
7th Ward Playground 8th Ward Playground Park & Dewey Playground	Summer Playground Program (sponsored by Washington Hospital Teen Outreach)

There are a number of quasi-public /nonprofit and private entities that provide various forms of recreational activities for residents of the area and beyond. The quasi-public/nonprofit organizations and schools were visited and inventoried, while the private facilities were researched.

# City of Washington & the Borough of East Washington Comprehensive Parks and Recreation Plan

## Quasi-Public/Nonprofit Programs

Table 3.2: Quasi-Public/Nonprofit programs lists each organization along with the programs offered, age and sex served, and associated fee.

Table 3.2: Quasi-Public/Nonprofit Programs			
Facility Name	Programs	Age & Sex Served	Program Fee
LeMoyné Center	Meal Program, Homework Assistance Additional Programs include: Robotics/Technology, Self-Awareness/Leadership, Arts & Culture, NutraFit & Sports, Science & the Environment, American Girl Historical Doll, Boys Leadership Development, Cooking Classes, Field Trips & more.	Grades K-8 Both	Free
Brownson House	Fall Girls Basketball League Boys Basketball League Boys Basketball Tournaments Fall Lacrosse – Boys & Girls Lacrosse Lacrosse—High School & College Boxing Fall-Winter Co-ed indoor soccer Spring Girls Basketball Leagues Co-ed Flag Football Summer Boys & Girls Basketball Leagues Summer Lacrosse Cheerleading Classes – year long activity Karen’s Creative Classroom (private childcare) Carol’s School of Dance	Grades 4-6 Grades 2-6 Grades 8 & 9 Ages 6-14 Grades 9-12 Youth thru Adult Ages 5-10 Grades 2-7 Ages 9-14 Grades 8-12 Ages 6-14 Youth Ages 0-5 Youth	Fee
Vernon C. Neal Sportsplex	Fall & Winter Soccer Leagues Soccer Instruction Program Boys Lacrosse League Flag Football Leagues Adult Pickup Soccer Girls Summer Volleyball League Adult In Line Hockey – leagues & pickup Adult Pickup Volleyball Youth Basketball Leagues Birthday parties Special needs summer camp	Under 8 to Adult Ages 3-12 Junior/Senior High Youth & Adult Ages 18 & older Junior/Senior High Ages 18 & older Ages 18 & older Grades 4-7 All ages All ages	Fee
Washington Area Senior Center	Meal program, support groups, cards, drawing/painting, tai chi, silver sneakers, line dancing, bingo, games, movies, bible study	Seniors Both	\$3/year membership; \$2/meal

## Part 3 – Programming

The LeMoyné Community Center provides a variety of recreational and educational opportunities for school age children. Education is a major emphasis of the center, especially through their Homework & More Program. This has helped in reducing the crime rate, increasing school attendance and lowering the school dropout rate. The Washington School District provides transportation to the center for its after school program and partners with the center on a program for Black History Month. Washington and Jefferson College partners with the center as well for their summer program (uses Brooks Field) and the 1st T program. Opportunities for a variety of additional educational and recreational programs at the center, as well as nutritional meals, have made this an attractive center for many children to attend, especially those who are impoverished and underserved. The Executive Director of the center is open to developing a partnership with the City that would enhance educational and recreational programming in the Washington area.

The Brownson House offers a variety of recreational programs at its current facility. While mainly serving the youth, there are some programs offered for adults. The Brownson House would like to expand their facilities and programs in the future. They have been working with the City and would like to further develop the partnership to expand their recreation programs.

The Vernon C. Neal Sportsplex is an extension of the Brownson House offering additional indoor programming. The sportsplex, located in Washington Community Park, has a turf surfacing for part of the year and a multipurpose hard floor the rest of the year. This provides opportunities for a wider range of programming regardless of the weather conditions. This partnership between the City and the Brownson House has successfully expanded recreation programs in the area.

The Washington Area Senior Citizen Center is open weekdays from 8:00 AM to 4:00 PM to any persons 60 or older. They have approximately 2,000 members that pay an annual \$3/year membership fees and \$2/meal. Meals are served daily Monday through Friday. Approximately 80 to 100/day attend the center. The center offers a variety of programs to the members provided on a monthly schedule. This facility is meeting the needs of many seniors in the Washington area.

# City of Washington & the Borough of East Washington Comprehensive Parks and Recreation Plan

## School Programs

Table 3.2: School Programs lists each school facility along with the programs offered, age group served, and associated fee.

<b>Table 3.2: School Programs</b>			
Facility Name	Programs	Age Served	Program Fee
Faith Christian School	None		
Washington School District	School activities, Facilities are open to the public when not in use by the schools, such as the auditorium is used by churches, the Brownson House, Dance Recitals, Cheerleading. CYS offers the Leader Program and Kids on Probation. Family Center offers after school care and tutoring. Annual street dance—back to school.	Youth	Free
Washington Jefferson College	Washington High School uses facilities	Grades 9-12	Free
W&J—Cameron Stadium	Track is open to the public for walking/jogging	All	Free
W&J—Swanson Wellness Center	Gymnasium and exercise areas open to the public	All	\$300 fee
W&J—Henry Memorial Center & Natatorium	American Red Cross lifeguard certification Special Olympics—swimming pool, basketball tournament	All All	Free Free
W&J—Brooks Park	Lemoyne Center uses softball fields for summer camp	Youth	Fee

# Part 3 – Programming

## Private/Commercial Programs

Table 3.3: Private/Commercial Programs lists each private facility along with the programs offered, and age group served. As private/commercial programs, they are all offered at a fee.

Table 3.3: Private/Commercial Programs		
Facility Name	Programs	Age Served
Elmhurst Swim Club	Swim team	Youth
Consol Energy Park	Frontier Minor Baseball League, power training sports, fireworks	All
Off The Wall Productions	Professional theater company, Washington Symphony Orchestra, Washington Community Theater	Adult
Golf Club of Washington	9-hole golf course	Adult
Lone Pine Country Club	18-hole golf course	Adult
Tower Golf & Family Entertainment	Driving range & miniature golf	Youth - Adult
Village Green Golf Course	18-hole public golf course	Teen - Adult
Rolling Green Golf Course	18-hole public golf course	Teen - Adult
Performance Workshop	Dance center—acting, dancing, improvisation, writing, choreography, performing arts	Preschool - Adult
C.S. Kim Karate	Karate, judo, kung fu, self-defense,	Youth
McCloskey Martial Arts Center	Martial Arts Studio	All
Washington Academy of Martial Arts	Martial Arts Studio	All
Chon's Korean Karate	Martial Arts Studio	All
Shreder Mixed Martial Arts	Martial Arts Studio	All
Washington County Sportsmen's Club	Trap fields, skeet fields, indoor & outdoor pistol range	Youth - Adult
Lemoyne House	Historic landmark; part of the underground railroad, gardens	All
Bradford House	Historic landmark; home of the Whiskey Rebellion, special programs	All

# City of Washington & the Borough of East Washington Comprehensive Parks and Recreation Plan

## Sports organizations

Following is a list of associations in the Washington Area.

-  Washington Youth Baseball
-  TWIST Softball
-  Pony League World Series
-  Washington Youth Soccer
-  Washington Youth Wrestling
-  Greater Washington Disc Golf

# Part 3 – Programming

## Analysis & Recommendations

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*Goal #2: Build and maintain collaborative partnerships with area recreation providers and organizations to provide recreation programs.*

According to the community input survey, 88.8% of the respondents feel that public recreation is either somewhat important or very important to their family. Additionally, 9% feel that recreation is semi-important to their family. This correlates to 97.8% of the respondents recognizing a need for recreation in the community. This is a clear indication that the residents of the Washington area want recreational opportunities for themselves and their families. In today's society with its pressures, fast pace, crime rates, economic conditions, and health concerns, especially obesity, quality recreation programming is one way to subdue these issues. The survey further indicates that 57.9% are of the opinion that parks and recreation in the Washington area is not adequate to meet the needs for all ages, abilities and interests. 92.4% of those responding indicated that they would participate in new recreation programs if they were offered in the City and the Borough (see Appendix A-2: Key Person Interviews and Appendix A-4: Public Input Survey Results).

If at some point programs are offered, especially recurring programs, it will be found that some programs are successful while others are not. This is not uncommon, as it does take time to develop a successful program schedule. It is important to continue offering a variety of programs building on those that are successful and continually offering new programs. There are many reasons why some programs are not successful, while others are.

Timing is perhaps the most important aspect in making recreation programs successful. A program that is not successful in one season may be in another season or even at another time of the day or week.

Other factors that must be taken into consideration when planning programs are listed below. Participation trends in the programs can be affected by any one of these or a combination of them. A successful program and continued success of that program will depend on each of these areas and potentially other aspects being considered and followed through from inception to the final evaluation of the program.

-  Trends vs. Fads also affect the success of a program. Trends are things that are popular, but may not have caught on in the community yet. This reverts back to timing. It may be

# City of Washington & the Borough of East Washington Comprehensive Parks and Recreation Plan

popular in the community in the near future. Fads are things that may have already passed by or again may not have reached the community yet.

- ⚠️ Instructors are very important to the success of your program. The instructor's enthusiasm, attitude and style may make or break the program. Seek out quality instructors and promote them and their qualifications.
- ⚠️ Publicity and promotion are extremely important. Many excellent programs have poor attendance because no one knew about them. Use every method available to get the word out.
- ⚠️ Program fees can affect attendance. Know the community and what they can afford to pay for the programs. Determine if the goal is to cover the direct costs, both the direct and the indirect costs, or make a profit. Charging too much can deter people, while not charging enough can make them feel that it isn't a quality program.
- ⚠️ Location of the program may affect the success. Is there easy access to the site? Is the facility or area well maintained? Is it a safe location? Is it well lighted if the program is in the evening? Transportation is perhaps the main item mentioned in both the Community Input Survey and the Key Person interviews as to why people don't participate more in the use of facilities and programs in the area.
- ⚠️ Weather is a major factor in all recreation programming. Outdoor programs are always affected by weather conditions which determine if the program can be conducted. These are generally affected the day of the program. However, indoor programs can be affected also with people thinking it might be too hot or too cold or it may be snowing and they don't want to go out.

The general consensus of all of the organizations that were interviewed indicated a very strong interest in partnering with the City of Washington and the Borough of East Washington to improve the quality of life of area residents through additional programs and the potential use of their facilities as well as at Washington Park. The cooperative use of City, Borough, and nonprofit facilities provides opportunities to develop a variety programs at facilities throughout the area without the expense of constructing additional indoor facilities and outdoor facilities at this time. These partnership opportunities create a win-win situation for the residents of the Washington area.

# Part 3 – Programming

## Strategy 2.1: Increase programming at Washington Park.

While the City does serve as the host for some recreational programming at Washington Park, the general feeling is that there could be more offered. Outside of the pool (see Appendix H: Pool Feasibility Study) and ball fields (which are managed by WYB and TWIST), there is not a lot of programming offered in the park. The City has indicated that they do not wish to serve as the program sponsor (mainly due to a lack of staffing and funding at this time); however, they are willing to partner with outside organizations and volunteers to offer additional programs. The City should market their facilities and pursue partnerships to offer the following programs:

1. Host 5K/10K races and events on the trail.
2. Promote cross-country skiing on the trails in the winter.
3. Identify suitable areas for sled riding and promote as such.
4. Consider hosting a triathlon (bicycle on City streets, run on the park trail, swim in the pool)
5. Host tennis tournaments.
6. Partner with W&J to host instructional baseball/softball leagues and camps using the Pony and TWIST fields.
7. Partner with the Brownson House to host summer basketball leagues at the proposed basketball court.
8. Market the proposed sand volleyball courts to potential groups and leagues.
9. Market the proposed seasonal ice skating rink as a site to host instructional “learn to skate” or hockey camps.
10. Host summer concerts in the park at the proposed outdoor amphitheatre.
11. Partner with the local theatre group to host additional programs at the Main Pavilion.
12. Market the Main Pavilion as an outdoor location to host evening events.
13. Partner with W&J College and/or Washington School District to offer interpretative nature and environmental programming utilizing the natural features in the park.

Note: the above recommendations #7 through #10 are dependent on the City developing the new facilities, as recommended in Part 6—Master Site Plans.

# City of Washington & the Borough of East Washington Comprehensive Parks and Recreation Plan

## Strategy 2.2: Utilize Ramage Field as a facility to host programs.

If the City improves Ramage Field, as recommended in Part 2—Parks and Facilities, they could utilize it to host a variety of programs. It offers an outdoor multi-purpose field that is much-needed in the City. The following examples are some opportunities that they should pursue:

1. Market Ramage Field as a site that can host ultimate Frisbee games and tournaments.
2. Partner with the Brownson House to utilize the field for their outdoor programs.
3. Improve ball field #1 so that it can host adult softball games/leagues.

## Strategy 2.3: Partner with surrounding municipalities to offer regional programs.

While the City and Borough partnered together for this project, they should consider expanding their partnership to the surrounding municipalities. The effectiveness of municipal recreation services is increased when municipalities work together. Offering programs to a broader base of people increases the chance of having enough individuals interested to support each program. Generally associations, i.e. baseball, soccer, etc. cross borders in offering their activities and in using the required fields. Many skills are needed to provide a diverse range of programs and activities. The opportunity to locate people with these diverse skills increases through a regional partnership. This can provide additional income for the individual, while increasing the quality of life for the community's residents through recreational and educational opportunities.

One program that was ranked highest by residents was a movie night in the park, which serves well as a regional program. Particularly as the City expands Washington Park to include new facilities (see Part 6—Master Site Plans), there may be opportunities to host regional programs. For example, if the City adds a skate park, other municipalities may be interested in partnering to host a related program/event. The following is therefore recommended:

1. Contact surrounding municipalities to identify their needs and determine if there are opportunities to partner on future events.
2. Partner to purchase a movie projector system and host movie nights in the park on a rotating basis throughout the region.

# Part 3 – Programming

The economic benefits of a regional partnership are achieved by:

- ✚ Stretching existing resources and accessing additional resources, such as:
  1. Staffing of recreation programs with a wider base of volunteers, instructors and possibly municipal staff. It provides more diversified personnel resource to draw from for program instructors.
  2. Utilization of each entity's existing facilities can contribute to cost savings and bringing new programs into the community.
  3. Sharing of equipment to operate programs or maintain park facilities.
  4. Financial resource requirements in offering programs can be reduced and potentially generate additional revenues.
  5. Improved opportunities for receiving grants. Partnering with regional agencies is looked upon favorably by grant providers. Therefore, expounding on all related partnerships when writing a grant can increase the opportunity of receiving the grant.
  6. Reduction in the duplication of services. Partnering in the Washington area would provide a coordinated and cooperative effort in offering recreation programs and facilities throughout the region which also decreases expenses involved while increasing potential revenues.
- ✚ Increased volunteer base. Partnering opens up many opportunities to tap into a greater number of volunteers and discover otherwise untapped talent resources.
- ✚ Heightens the programs credibility and visibility. Through partnering with the various organizations, businesses and municipalities, the programs and facilities available in the region would become more credible, more visible through greater marketing opportunities, and afford a greater potential to achieve a larger attendance at programs and use of facilities.
- ✚ Potentially provide programming use of indoor and outdoor school facilities at no cost.
- ✚ Foster community relationships. Partnering in the Washington area would aid in building community relationships by:
  1. Increasing networking opportunities between the entities.
  2. Developing new friendships.
  3. Opening up opportunities for professional growth.
  4. Obtaining a better understanding of how each entity functions and then utilizing the most effective methods or a combination of methods to administer the partnership. Each entity would have to agree to be fully open minded to achieve this goal and streamline the partnership.
  5. Establishing one agency for the community contact for recreation services.

# City of Washington & the Borough of East Washington Comprehensive Parks and Recreation Plan

Strategy 2.A: Seek out organizations and individuals who are interested in partnering to host new programs.

Based on the information gathered from the Community Input Survey and the Key Person Interviews, it is important for both the City and the Borough to strongly consider providing more recreational programs that would better serve the needs of the residents of the area. The consensus was that children between ages six and 14 are the best served recreationally in the Washington area. This is generally due to the large participation in youth sports and the variety of other programs offered for this age group.

Teens, adults and seniors are the least recreationally served. Teen participation in organized sports starts to diminish, especially as they reach the age of 14 or 15. Trying to encourage them to get involved in programs that are offered is often difficult. Adults are usually busy with their families and jobs limit their opportunities to participate in programs. If interesting programs are offered at appropriate times, the adults can be served with quality programming.

Seniors are considered to be the least served and are often forgotten. However, with today's active seniors, programs must be provided to meet their needs. The Washington Senior Citizen's Center does provide some programming for seniors on a daily basis, but other types of programming should be considered.

There is also an interest in family oriented programs. There are a few family oriented programs in the area, but additional programming, such as nature programs, movies and special events are needed to fill this gap. The swimming pool could serve as a location for these types of programs; however, the City would likely need to extend pool hours and offer more amenities in order to accommodate these programs. There are a variety of programs that could be offered depending on facilities available, time of the year and the talents and abilities of the staff/volunteers used to instruct the programs or the ability to find instructors that would instruct for free or at a low fee. Appendix C-1 includes a list of potential indoor and outdoor programs that could be offered.

Financing is always a factor in addressing these issues. Developing cooperative partnerships is one of the most beneficial ways to provide a variety of programs and facilities for the community. Everyone benefits through these partnerships, the municipalities involved, the residents of the communities and the organizations/businesses that join together to form the partnership to provide a wider range of program opportunities. More information on potential partnerships with area organizations such as school districts, service organizations, and local businesses is provided in Appendix C-3.

# Part 3 – Programming

The City and Borough have expressed that they cannot offer municipally-sponsored programs at this time, due to a lack of staffing and funding. Therefore, it is recommended that the City and Borough seek out organizations and individuals in the area that would be interested in partnering to offer new programs. The City and Borough could host the programs at their facilities while the outside organizations and/or individuals would operate the programs. As such, the City and Borough need to be proactive in identifying suitable organizations and/or individuals to form partnerships; as such, the following is recommended:

1. Contact Washington and Jefferson College semi-annually to determine interest in new programs and events.
2. Contact the community recreation resources in the region to foster the development of partnerships to provide a wider variety of recreational experiences for the residents of the Washington area.
3. Partner with the Senior Center to host outdoor programs and activities.
4. Partner with TRIPIL and/or other organizations that work with persons with disabilities to develop at least one program a year that is specialized specifically for those individuals with special needs.
5. Coordinate with the Lemoyne Center to determine their interest in expanding their summer program (or others) to additional sites.
6. Consider offering programs for preschool age children, such as the Start Smart programs through the National Alliance for Youth Sports.
7. Actively seek new hosts/instructors for program expansion, revenue generation, and improvement of the quality of life for the residents.