



**STAFF REPORT**  
**Recreation Advisory Commission Meeting**  
**October 19, 2023**

**MANDEL RECREATION CENTER**

**Café**

The Seaview Café opened in May! See owner-operator Monika Meic for a fresh-pressed espresso or an alluring fresh green smoothie. There are several fresh food options as well, and the menu will continue to expand heading into the season. If you have a cheat day saved up, stop by for the irresistible Italian-style gelato produced by talented local artisans.

**New POS and Website**

Staff plans to launch the new point of sales system, Club Caddie, and the newly designed website on October 31<sup>st</sup>. As with any software/website change, there will be some kinks to work out, but in the long run, it will be a tremendous upgrade from the current POS system and website. It will allow staff to move away from the antiquated reservation process for tennis and other programs.

**Fitness**

Personal training has reached unprecedented popularity at the fitness center with staff conducting over 1,100 sessions in FY23, the most in any year. Group Fitness participation also reached an all-time high in the new building during FY23. Annual memberships continue to be the most popular choice for members, most likely due to its affordability and the inclusion of complimentary spa-like amenities. The complimentary amenities with the annual membership include use of the Somadome, Compression Therapy, and the InBody.

**Programming**

The Mandel experienced a bustling summer season, with Camp Palm Beach consistently reaching its capacity. There was a notable demand, as evidenced by waitlists for most weeks across various age groups. Throughout the eight-week program, campers were engaged in various indoor and outdoor activities. They enjoyed an array of field trips, special events, and other enriching experiences.

Thanks to a generous \$10k donation from the Friends of Recreation, Camp Palm Beach sponsored 20 children of Town employees. These children had the opportunity to participate in one or more weeks of the summer camp, ensuring they had a memorable summer experience.

In the quest to enhance operational efficiency, staff introduced the ProCare App. This application was pivotal in streamlining attendance management and simplifying the sign-in/out procedures. Its success during the summer camp has led to its adoption for all Mandel programs.

The summer sports offerings witnessed enthusiastic participation. Children actively participated in programs like Story Time Soccer, Perseverance Basketball Camp, and RUSH Indoor Soccer Camp. These sports camps not only kept the kids active but also instilled in them the values of teamwork and perseverance.

RUSH Soccer is in its second season and has been so successful, that they expanded the program to four age groups, doubling their numbers. This program complements our recreation league, where participants hone their skills working up to the competitive league.

Fall session, which started the week of September 10, is in full swing with a wide variety of preschool and youth enrichment and sports programs being offered including the new What's Cooking Kids where participants learn cooking skills, kitchen safety, and cleanliness as well as how to make healthy food choices. Some programs are so popular, that mini sessions have been added to the fall schedule to accommodate demand. Youth Flag Football and Lacrosse are off to a great start despite being rained out on their opening day. Adult programs started the week of October 1<sup>st</sup> and include language classes, Mah Jongg, and the newly added Ballroom Dance. Winter session information will be available November 6<sup>th</sup> with resident registration beginning November 27.

The After School Program incorporated several new outreach programs into the daily schedule of activities including What's Cooking Kids, Cox Science Center Portable Planetarium, Get Fit 4 Kidz with a mobile escape room, as well as safe archery and axe throwing. Participants continue to learn about finance and economics with the return of the Dreyfoos Economics Club.

Family Events Nights were recently added to the programming schedule with a Ghoulish Games Night being held on October 20, to start the season. The Spooktacular Halloween Happenings is scheduled for October 27, with a haunted maze, games, crafts and more on the Oakley Gage Debbs Athletic Field. Don't forget to RSVP for all our Family Event Nights held each month through April.

Holiday camps for kindergarten through fifth grade are fast approaching. Fall Camp takes place November 20-22, with resident registration ongoing. Nonresident registration begins October 30. Participants will visit Bedner's Farms, make fall crafts, snacks and more. Winter Camp, December 27-29 & January 3-5, information will be released November 6, with resident registration starting November 20.

Additional highlights and notes:

- Facility rentals were at an all-time high in FY23 and are already on a strong start in FY24 as residents are in awe of seeing firsthand the potential of the Mandel Recreation Center spaces.
- The Mandel's 4<sup>th</sup> Birthday Celebration will be held Saturday, January 20<sup>th</sup>. A Save the Date will go out December 1<sup>st</sup> with resident RSVP's beginning Monday, December 18.
- Marketing and communication efforts of the department are continuing to grow, with the weekly RecConnect leading the way reaching over 2,600 current subscribers. The emails have seen a steady increase in open rates, currently 54%, significantly above the 17-21% average across all industries.
- Instagram followers (townofpalmbeachrecreation) are up to 2,402 and counting, resulting in more direct communication with the community.

- The Palm Beach County City Managers hosted their monthly meeting at the Mandel in September, with over 25 representatives from city managers' offices across the county
- The Palm Beach Civic Association is hosting a season kick-off welcome-back forum event in the fieldhouse on November 7<sup>th</sup>
- The Torque Tank M4 (modern day sled on wheels) was added to the multipurpose room to enhance the personal training offerings
- A huge map of Palm Beach island was added to the hallway leading to the fieldhouse at the Mandel, it has been well received with residents and visitors often reviewing it
- Pressure washing was completed around the Seaview during the first week of October
- More robust portable pickleball nets were added for both the indoor and outdoor courts
- A new commercial washer and dryer was installed at the Recreation Center
- Leaks were repaired in the Seaview Pavilion and multiple AC repairs were made in the Mandel Recreation Center and the Tennis Pro Shop during the last several months
- Speakers in the fieldhouse were blown and were replaced under warranty in June
- The proposed pergola, which received the full support of the RAC in January, has received ARCOM approval and the project is currently under the cone of silence in the bid process

### **SEAVIEW PARK**

The playground is the busiest outdoor property per square foot on the island! All exterior hard ground and vertical surfaces were pressure washed in early September.

The dominant turf, Bermuda Latitude, is growing and held up well in the extreme summer weather. Staff applied various items over the summer (as much organic as possible) to offset the effects of high temperatures and the extremely wet South Florida summer. The overall health of the turf improved dramatically from late spring to early fall. Mole crickets wreaked havoc on portions of the front lawn, but staff have addressed the issue and placed sod during the second week of October. Staff continues to enhance the outdoor facilities with continued turf maintenance improvement, landscape maintenance, and minor building maintenance

### **TENNIS PROGRAMS/CENTERS**

The tennis centers are experiencing a surge in demand, especially in the morning. Tennis professionals, led by Head Pro Dejan Minic, USPTA/PTR, and his dedicated team, have fully booked schedules on most days. This indicates a bustling fall season ahead, replete with lessons, clinics, and team play.

Regarding infrastructure updates, the pickleball lines were removed from Court 7, following a decision by the Recreation Advisory Commission in April. The Seaview Tennis Court recently underwent a significant lighting upgrade. The transition to LED lighting in early June has not only enhanced the quality of light but also improved energy efficiency. Meanwhile, the project

aimed at renovating the courts and fencing at Seaview encountered delays. These were attributed to material shortages and concerns over potential disruptions to team tennis. However, the project is now open for bid and is expected to commence in early June. To ensure the Seaview Courts remain in top condition for the upcoming season, the staff have undertaken commendable resurfacing work, edge scraping, and line repairs. Windscreens are also being attended to, with repairs and replacements where necessary. The Phipps Ocean Park Tennis Center is also seeing improvements, adding clay, line corrections, and a refreshed look for the restrooms, complete with a new coat of paint and updated mirrors.

An ice machine will be installed in the Pro Shop at Phipps Ocean Park Tennis Center in November. A custom cabinet and filter have been ordered as well. Shade canopies have been ordered to be added to courts 6 & 7 at Seaview Park Tennis Center.

Maintenance remains a top priority. Daily court upkeep is managed in-house, with Antonio Andreon (Seaview) and Ed Fiondella (Phipps) leading the efforts. During weekends, part-time team members ensure the courts are well-groomed. The collective efforts of the staff have been exemplary, ensuring that the courts are always ready for play.

### **PAR 3 GOLF COURSE**

#### **Restaurant**

Staff negotiated a 10-year extension with Al Fresco that runs through June of 2033. The restaurant continues to thrive, with another sales record in FY23. This impressive achievement attests to the quality of the restaurant's food and service, its reputation for excellence, not to mention the incredible views.

#### **Play Information**

In the face of challenging weather conditions marked by intense heat and persistent rain during the summer and early fall, the golf course persevered and thrived, recording an unparalleled 55,481 rounds. This remarkable achievement was complimented by robust merchandise sales that reached an all-time high of \$878,308. Thanks to these combined efforts and the impeccable course conditions maintained throughout the year, staff proudly announce that they've set a new benchmark by achieving a record revenue of \$5.09 million in FY23!

Another notable highlight is the nomination of Tony Chateauvert for the National PGA Merchandiser of the Year Award. This recognition can be attributed significantly to the diligent efforts of Assistant Golf Manager, Sabrina Gordon. Sabrina's expertise in curating and designing the pro shop's collection has been instrumental. Her keen eye for apparel and accessories has resonated well with both residents and visitors, making the shop a favorite destination for many.

On the instructional front, the program experienced its most active year to date. The daily golf clinics and lessons, known for their affordability and engaging nature, have been a hit among

enthusiasts. To further enhance the learning experience, introducing a one-day golf school is slated for the upcoming season, promising an enriching experience for participants.

A huge thank you to Superintendent Tim Campbell and his staff for a successful summer of course maintenance and clubhouse projects.

Notable highlights and notes:

- In September the clubhouse exterior received a fresh coat of paint along with the interior front portion of the clubhouse
- All AC units at the clubhouse were replaced in late September
- The parking lot expansion is nearing completion on the northwest side of the lot, additional landscaping is being added to enhance the separation between the lot and the tee box on #9
- The cart path on #17 was rerouted to improve the safety and aesthetics of the course
- Harry Bowers redesigned the putting green and it was nearly doubled in size, grow in of the green should be done in early November
- The course was aerified three times this summer in addition to dry-jecting in preparation for another busy season
- A vendor is preparing to complete concrete work to help prevent runoff of crushed rock into the parking lot and other high erosion spots, mainly along the south side of the parking lot and on the east side of the clubhouse. Work is expected to be completed in late October

**Year-by-year revenue dashboard by division:**

Year	2018	2019	2020	2021	2022	2023
Tennis	\$ 229,140	\$ 220,338	\$ 245,471	\$ 348,178	\$ 426,063	\$ 480,097
Recreation	\$ 305,340	\$ 157,199	\$ 230,911	\$ 565,206	\$ 821,079	\$ 926,179
Golf	\$ 2,245,084	\$ 2,455,267	\$ 2,288,355	\$ 3,651,435	\$ 4,342,191	\$ 5,096,539