Community Services Master Plan Update

Indra Winquest
Director of Parks & Recreation
Schedule
- Draft plan to be developed this winter with revisions, review and input by community and final plan in winter 2018

Items Complete
- Site assessments
- Focus group meetings
- Staff interviews
- Mapping
- Stakeholder interviews
- Review and coordination with existing plans and planning efforts
- Review and documentation of demographics through available data
- Statistically valid survey
- Open participation survey
- Two public workshops (one spring and one in the summer)
- Review and assessment of opportunities based on current projects
- Draft recommendations and goals

Items to Be Completed
- Revision and iteration of goals and objectives
- Conceptual plans/example plans developed to support goals and objectives
- Develop cost implications
- Review and develop priorities
- Document development/iteration: review at 80%, 95% and 100%
Survey Highlights

• Questions
  • Rating and Use of IVGID’s Community Services
    • Recreation Facilities & Activities
    • Tennis
    • Golf
    • Diamond Peak
    • Programs
  • Purpose of IVGID’s Community Services
  • Support for Additional Facilities and Recreation Programs
  • Preference for IVGID’s Funding Priorities
  • Clarifications on how the Recreation Fee is Applied
Statistically Valid Survey Highlights

- Random sample of the 6,859 identified parcel owners
- All parcel owners with a valid email address were emailed an invitation (emailed 3 times): 1,834 emails/surveys sent with 549 completed (29.9% response rate)
- Random sample of 1,300 addresses contacted by mail (contacted 3 times): 289 completed (22.2% response rate)
- Total of **3,134 surveys emailed/mailed**
- Total of **838 surveys completed** for a 95% confidence interval (margin of error) of plus or minus 3.4 percentage points
- **26.7% response rate** (weighted to adjust for any discrepancies between mailed and emailed survey respondents)
Online Survey Highlights

- Open Participation Survey Mirrored the Statistically Valid Survey
  - Available online
  - Hard copies of survey also made available and responses entered manually
  - 590 individuals answered the first question
  - 494 individuals answered the last question
  - Results were cross compared to scientific survey
    - Open participation respondents tended to use facilities and programs more than scientific survey respondents
    - Open participation respondents showed greater support for expanding recreation facilities in comparison to scientific survey respondents
Community Services Update
August 1st – October 8th, 2017
Beaches, Parks, Recreation, Diamond Peak Ski Resort, Marketing, Food & Beverage, and The Golf Courses at Incline

Indra Winquest
Director of Parks & Recreation
**Beach Visits**

2007 – 2017

Operating Days
- 2015 – 108
- 2016 – 129
- 2017 – 142

- White Forms/Guest Access Ticket
- Picture Pass Holders
- Guest Visits
- Total Visits
Beach Data showing Guest Access Ticket Usage

2015
- PPH: 55%
- Dailys: 40%
- Guest Access Ticket: 5%

2016
- PPH: 56%
- Dailys: 39%
- Guest Access Ticket: 5%

2017
- PPH: 55%
- Dailys: 39%
- Guest Access Ticket: 6%
Beach Visits
July and August 2015 - 2017

July and August 2015
- PPH: 49%
- Dailys: 45%
- Guest Access Ticket: 6%

July and August 2016
- PPH: 50%
- Dailys: 44%
- Guest Access Ticket: 6%

July and August 2017
- PPH: 50%
- Dailys: 42%
- Guest Access Ticket: 8%
Preferred Parking Program Highlights

• Fri – Sun June 23 – August 13
• 24 total days (2016 – 8 days)
• 2236 vehicles
• 73% Picture Pass Holder – 27% Punch Card Holder
• 313 vehicles turned away

Potential 2018 enhancements

• Preferred Parking at Burnt Cedar
• Additional Staffing at Overflow/AG lots Mon - Thu
• Paddle Board Storage
• Concessions
• Mobility Mats at Incline Beach & Burnt Cedar
Recreation

Annual Water Carnival
Incline Park
Saturday, August 5th
575 Attendees

Dog Days of Fall
Burnt Cedar Pool
Saturday, October 7th
295 Human Attendees, 170 Canine Attendees

One District ~ One Team
Tennis Center

Junior Afternoon Clinics
Mon/Thu/Sat
95 Participants in Aug & Sep

Pickleball Round Robin Tournament
Friday, September 1st
28 Participants
Recreation Center 25th Anniversary Celebrations

Rec Center Member Appreciation BBQ
Friday, September 8th
125 Attendees

Rec Center Member Appreciation Ice Cream Social
Friday, August 25th
100 Attendees
Golf Courses

Glow Golf Sep 4th

Golfers and families enjoyed fun glow-in-the-dark golf challenges at the Championship Course!

Holes in One

New Hole-in-one page created on the GolfIncline.com website to celebrate these achievements!

Club Tahoe Golf Trophy Presentation

Club Tahoe was the winner of our Hospitality Partner Participation Award, meaning they sent the golf courses the most rounds in 2016.

One District ~ One Team
Diamond Peak

Village Ski Loft Sale Sep 1-2
IVGID Marketing/Sales staff was on-hand to sell season passes and spread the Diamond Peak excitement!

Chair back Graphic Install Sep 7th
IVGID Marketing and Lifts crews installed new chair back graphics that will cross promote other IVGID venues and services!

Snowflake Lodge Community BBQ Sep 27th
320 community members enjoyed free BBQ lunch at Snowflake Lodge while learning about Diamond Peak’s operations!

One District ~ One Team
The Chateau & Aspen Grove

• Events held from August 1st – September 30th
  
  • 16 Chateau weddings and 19 Aspen Grove weddings

  • 129 Community, IVGID related or golf events. Including end of season dinners for golf clubs, Tahoe Connection for Families fundraiser dinner, and the Hospital Auxiliary Golf from the Heart Golf Tournament Dinner and Silent Auction.
The Chateau & Aspen Grove

- 3,697 wedding guests were served between The Chateau & Aspen Grove.
- 4056 golf and community guests were served.
- Weddings spent $488,656 and Community events spent $163,467 (inclusive of venue & ceremony fee)

“Wow!!! The staff at the Chateau are such a pleasure to work with. They are readily available, have wonderful suggestions and on top of all that, they are fun!! Every aspect of our wedding was perfect. The reception room was meticulously set up, the food was amazing and the beauty of the setting and actual venue are hard to beat. I could not have been more pleased with everything!!”

Review from Chateau wedding on 9/24/2017
~ Joanne Monardo
Up Next:

Ongoing Program: BODYPow @ Aspen Grove, Mon/Fri, 9:15am
10/16 – 11/20: TK Basketball Play Like a Champion League @ the Recreation Center, Mondays, 3:30pm
10/26: Trail of Treats & Terror @ the Recreation Center, 4:00pm
10/30: Registration opens for Session 2 of Fall/Winter Swim Lessons @ the Recreation Center
10/31: Diamond Peak Preseason Pass Sale going through October
11/2 – 12/14: Thrilling Thursdays for Elementary Students @ the Recreation Center, 3:30pm
11/6 – 11/29: Youth Volleyball Clinics @ the Recreation Center, Mon/Wed, 3:30pm
11/8 – 12/13: Wacky Wednesdays for Preschoolers @ Aspen Grove, 9:30am
11/15: Senior Programs Trip to Apple Hill, 9:00am
12/3: Senior Programs Trip to Nevada City Victorian Christmas, 11:00am
12/15: Youth Dance Program Performance @ Incline High School Theater
12/27 – 12/29: E.P.I.C. Base Camp @ Lake Tahoe School, 8:30am

November – December Chateau: 2 community holiday events, 3 holiday parties for community clubs and 2 weddings