



FY2020 *Stewardship Report*



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To learn more about our programs and activities, please visit [MyRecreationDistrict.com](https://www.MyRecreationDistrict.com)

General Manager's Message



While FY2020 started off strong with our expanded programming in areas such as Adaptive/Therapeutic Sports & Recreation and the completion of the renovation of The Golf Center at Palm Desert in November 2019, things changed rapidly in the early months of 2020.

We began the fiscal year by continuing with our Master Planning, assessing current and future conditions so we could adjust our plans as may be needed to make sure we capture the rapidly evolving community needs. This is vital in building or renovating facilities, developing new parks and playgrounds, and in providing programming and services.

During the Spring of 2020, we launched our completely redesigned website to make accessing all of our resources – from classes, events and activities to finding a nearby park or pool – streamlined and meaningful whether on a desktop computer or smart phone or tablet.

As the COVID-19 pandemic changed everyone's daily routine, we identified where we could quickly pivot and provide critical community support, which included ramping up the frequency and number of locations for Food Distributions, partnering with healthcare providers to offer testing, as well as continuing to offer flu shots and other important community services. This also meant rather than offering afterschool programs, we began planning

for distance learning in the late summer as it became apparent schools would not be able to open for in-person learning for the 2020-2021 school year.

We also created our Online Recreation and Resource Center that featured more than 75 online resources for children and adults, and included educational, recreational, health and fitness and arts and crafts activities.

Unfortunately, the pandemic has impacted the District on multiple fronts. First and foremost, our exceptional team of recreation professionals dropped from 320 in February to 9 team members in March, due to the Governor's stay at home order. Over the course of the 4th quarter we were able to add back approximately 40 team members to care for our critical infrastructure and sustain business operations. The sudden halt to our programming left us short on revenue offset only by the reduction in our workforce.

Leading into Fiscal Year 2021, we are planning for the end of the pandemic and resuming all previously offered services. We are hopeful of bringing every one of our valued team members back to work and providing the essential services our community has come to expect of us. Until we can see each other face to face, please be safe, wear your mask, and social distance.

A handwritten signature in black ink, appearing to read "Kevin Kalman". The signature is fluid and cursive, written over a white background.

Kevin Kalman
General Manager



The Desert Recreation District

Our Mission To enrich the quality of life for Coachella Valley Residents by acquiring, developing, operating and maintaining a community focused parks and recreation system and preserving it for future generations.

Our Vision Through a community collaborative approach DRD will be the regional provider of premier parks and recreation services in the Coachella Valley. Ensuring all residents have equitable and barrier free opportunities that contribute to the overall wellness of our communities.

Our Values

Parks and Recreation done R.I.T.E.

Respect – *Mutual understanding and equal consideration of others.*

Integrity – *Consistently doing the right thing.*

Teamwork – *Working together to achieve a common goal.*

Excellence – *Continuously striving for perfection.*

Board of Directors

Silvia Paz Director Division – 1

Rudy Gutierrez Director Division – 2

Joanne Gilbert Vice President Division – 3

Rudy Acosta President Division – 4

Laura McGalliard Director Division – 5



The Desert Recreation Foundation

Our Mission To enrich and preserve the quality of life for residents. We do this by raising funds and garnering support to purchase, develop, enhance, preserve, promote, and expand the Coachella Valley’s recreation activities, programs, parks, properties and facilities.

Our Vision Our Vision is to establish a permanent charitable endowment that will provide sustainable, self-perpetuating resources, primarily for Desert Recreation District’s park and recreation system. The Foundation strives to remain a valued and effective community resource, through leadership in capital planning to help fund new infrastructures, the purchase and development of land for new parks and creating new programs that serve the changing needs of residents.

Board of Directors

Sergio Gutierrez President
Benjamin Guitron Vice President
Jason Schneider Treasurer

John Henry Garcia Director
Joanne Gilbert Director
Brandt Kuhn Director
Juliana Simmons Director

Make A Difference Today!

Your generosity will help us ensure that all residents in the Coachella Valley have barrier-free access to quality recreational resources, facilities, parks, and programs.

Volunteer. Sponsor. Donate.
DesertRecreationFoundation.org

Desert Recreation District's *Professional Association Memberships*

- *Association of Fundraising Professionals, Desert Communities Chapter*
- *California Association of Recreation and Park Districts (CARPD)*
- *California Park & Recreation Society (CPRS)*
- *California Senior Games Association (CSGA)*
- *California Society of Municipal Finance Officers*
- *California Special Districts Association (CSDA)*
- *National Recreation and Park Association (NRPA)*
- *Professional Golfers' Association (PGA)*
- *Professionals in Human Resources Association (PIHRA)*
- *Society for Human Resources Management (SHRM)*
- *Special District Leadership Foundation (SDLF)*
- *Special Districts Association of Riverside County*
- *The National Association of Park Foundations*
- *United States Golf Association (USGA)*

Renovation of The Golf Center at Palm Desert

In November 2019, the District held a Grand Reopening of our Golf Center at Palm Desert, which is the home of the First Tee – Coachella Valley. Improvements made as part of the renovation included:

- *The addition of 20 more driving range decks*
- *Installation of a new irrigation system*
- *New tees and greens*
- *New nets on driving range*

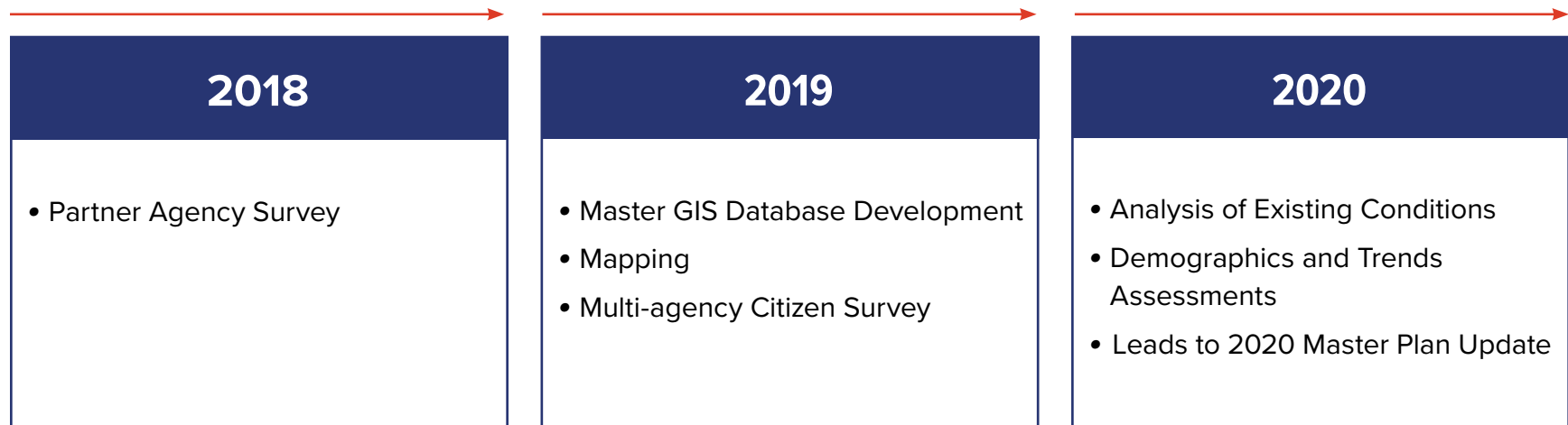
The new irrigation system supports our goal of environmental stewardship, as this new system features isolated sprinkler heads where control of each head is independent of the others. This individual control allows for elimination of dry spots where there is not enough water without over-watering sections that do not need it – which leads to more efficient water usage and conservation.



Desert Recreation District's 2020

How We Plan

Through the master planning process, we assess current and future conditions, which enables the District to continue our successful history of providing premier parks and recreation services within the Coachella Valley. During the past three years, the following actions were taken to establish the current conditions and identify anticipated community needs.



Parks and Recreation Master Plan

Areas Of Mission-Driven Focus And Opportunity

Helping to shape the new or expanded opportunities list, the master planning update process that began in 2018 included working with our many partners to establish current conditions and to identify anticipated community needs. Some of the points identified include the continuation of subsidy-zone priorities and further development of our relationship with partners such as the Coachella Valley Desert and Mountains Recreation and Conservation Authority (CVDMRCA) to provide trail-related services and facilities.

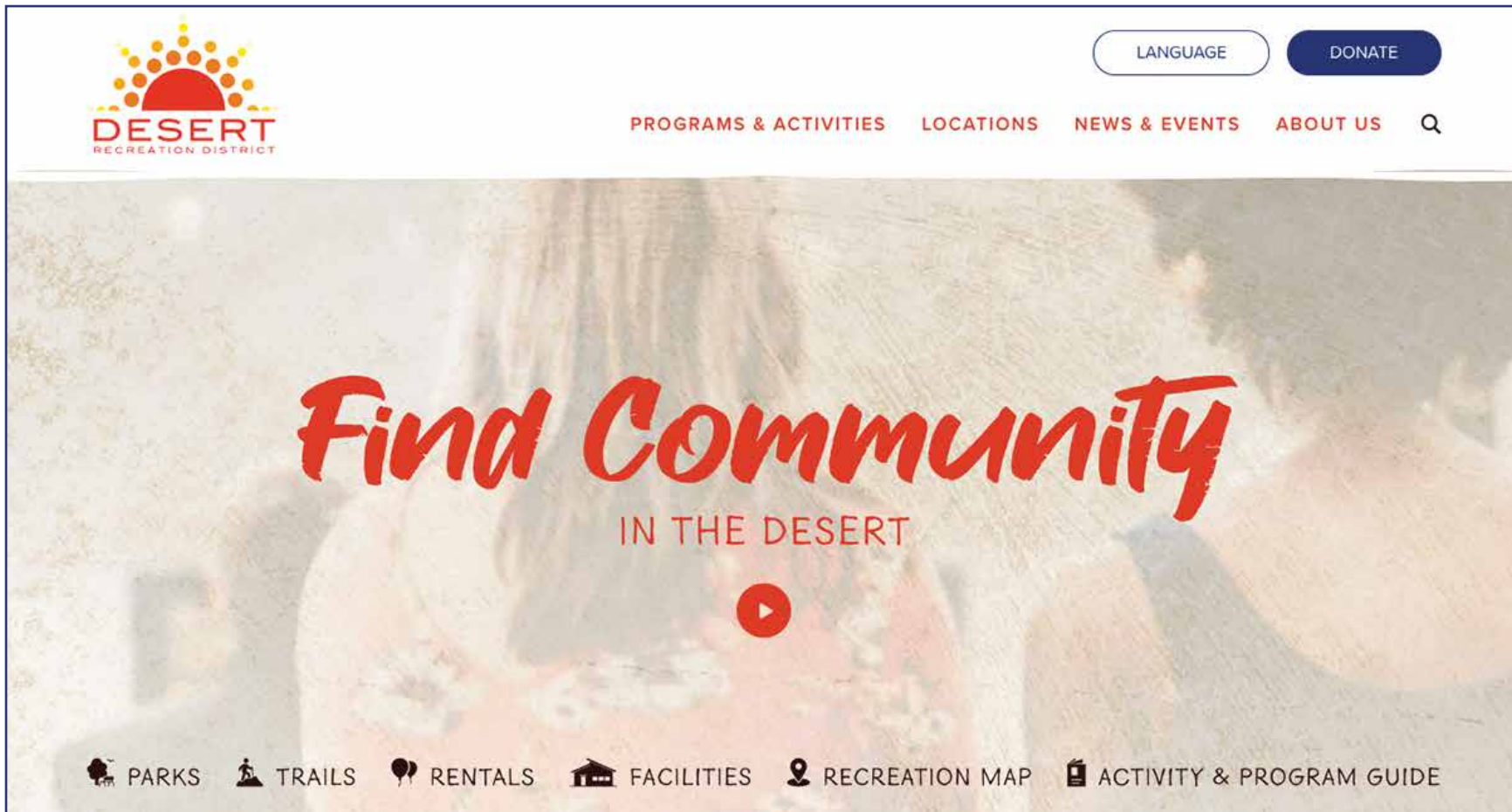
NEW OR EXPANDED OPPORTUNITIES

- Need-based programming and services
- Leveraging partnerships
- Determining role in trail development and management
- Adequately staffing for operations
- Exploring funding mechanisms
- Establishing equitable agreements
- Locating capital projects for greatest impact
- Increasing awareness among residents

Find Teamwork!

Delivering Ease in Finding Activities

Our completely redesigned website, with a more streamlined look, offers more functionality to make finding the activity or event guests are looking for quicker, easier, and more informative. One of the best things about the new site is that it is completely mobile device friendly so as to ensure meaningful and relevant experiences to users no matter if they are on a desktop, laptop, tablet, or smart phone. With easier registration, more participants can enjoy the essential services we offer that contribute to their health and well-being.



Cal-Fresh Park Activation

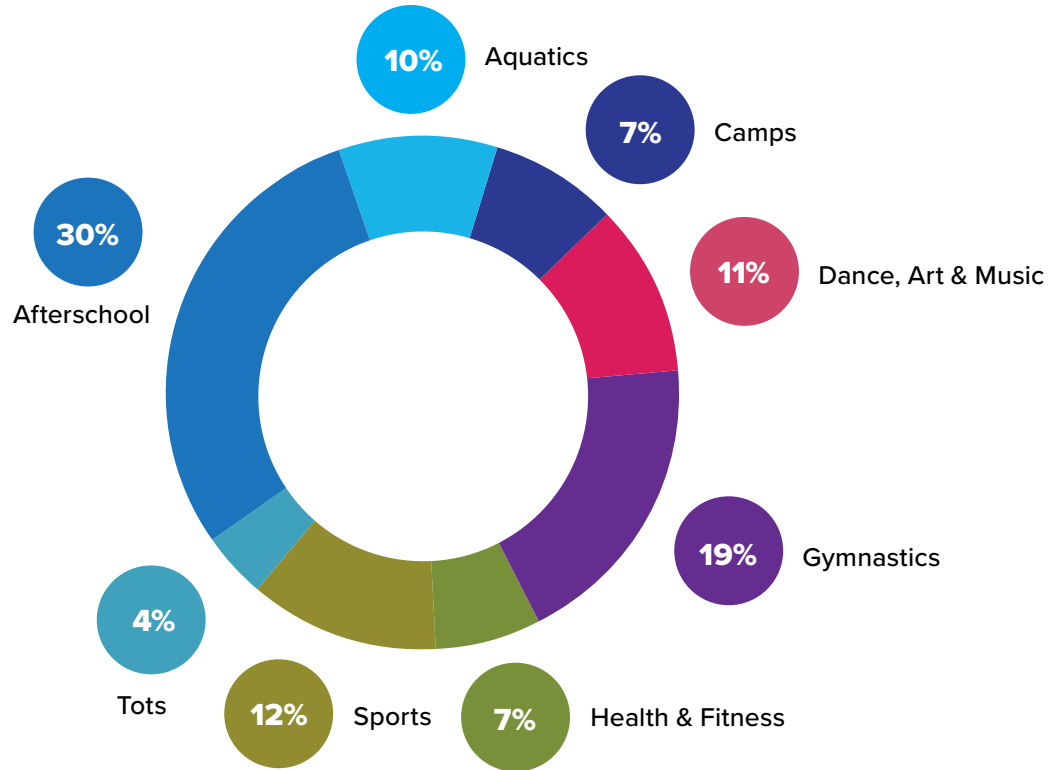
Desert Recreation District has partnered with CalFresh to activate programs in five of our parks in the Coachella Valley area, which are: Indio, Thousand Palms, Mecca, North Shore and Thermal. Due to grant funding from CalFresh, we are able to offer outdoor fitness programs in our community parks at no charge to community members. The goal of the program is to engage youth in regular exercise and educate them about the benefits of regular fitness, and putting healthy food and drinks in their bodies.

CalFresh Healthy Living (SNAP-Ed) supports healthy, active and nourished lifestyles by teaching Californians about good nutrition and how to stretch their food dollars, while also building partnerships in communities to make the healthy choice, the easy choice. In addition to teaching the community about healthy eating and drinking, this program inspires youth in our communities to make fitness a regular part of their lives. The mission of this program is to inspire and empower underserved Californians to improve their health by promoting awareness, education, and community change through diverse partnerships, resulting in healthy eating and active living.



Program Participation by The Numbers

Enrollment by Program Category for FY20



Afterschool	30%	Gymnastics	19%
Aquatics	10%	Health & Fitness	7%
Camps	7%	Sports	12%
Dance, Art & Music	11%	Tots	4%

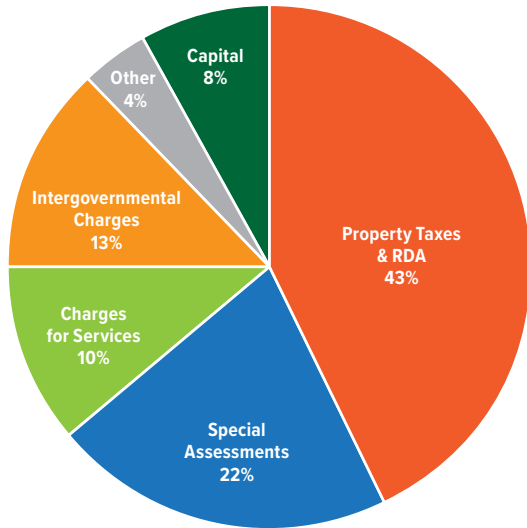
Total: 100%

Average Monthly Participation – Gymnastics

Fiscal Year	Classes	Special Gymnastic Events
2013-2014	244	307
2014-2015	217	371
2015-2016	289	252
2016-2017	386	227
2017-2018	378	181
2018-2019	362	153
2019-2020	315	189

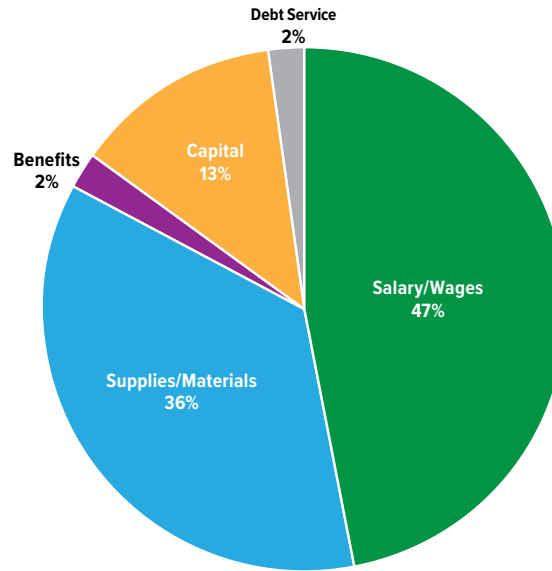
Fiscal Integrity

Revenue



Property Taxes/RDA	\$ 5.7 mil	43%
Special Assessments	\$ 2.9 mil	22%
Charges for Services	\$ 1.4 mil	10%
Intergovernmental Charges	\$ 1.7 mil	13%
Other	\$ 0.5 mil	4%
Capital	\$ 1 mil	8%
Total:	\$ 13.04 mil	100%

Expenditures



Salary/Wages	\$ 6.4 mil	47%
Supplies/Materials	\$ 4.9 mil	36%
Benefits	\$ 0.2 mil	2%
Capital	\$ 1.7 mil	13%
Debt Service	\$ 0.2 mil	2%
Total:	\$ 13.4 mil	100%

Financial Assistance Program Overview

Fiscal Year	Scholarships Awarded	Amount Awarded
2013-2014	15	\$1,080.00
2014-2015	66	\$5,326.19
2015-2016	118	\$8,520.62
2016-2017	178	\$12,594.78*
2017-2018	192	\$13,076.25*
2018-2019	199	\$15,179.62*
2019-2020	193	\$8,868.95

* Desert Recreation Foundation contributes up to \$10,000 annually; any additional amount over \$10,000 is funded by the District

Pivoting To Provide Essential Public Services

As the District moved into 2020, the focus was on enhancing and expanding services, and making those services easy to find on our redesigned website. Mid-March brought a startling change to our plans, with the COVID-19 pandemic causing our programs to come to an abrupt halt as we suspended them due to various state and local regulations and recommendations, including but not limited to Governor Newsom's Stay-at-Home order and recommendations from the Centers for Disease Control and Prevention (CDC).

However, as many of us have heard over the years, the tough times are when we look for new and innovative ways to help others. For the District, this meant that while we have always offered a variety of activities that are very important to the health and wellbeing of our residents, we now took a step back to see what essential services we could offer in a world that was familiar to some but not to others – providing many services virtually.

We began by offering access to more than 75 online resources for children and adults, ranging from education and arts & crafts to health & fitness activities, exercises to keep one's mind sharp, virtual museum tours and more. We also implemented enhanced cleaning and disinfecting protocols (following CDC and/or Riverside County Public Health guidelines), added signage about staying home if a person is exhibiting symptoms or has been exposed





to anyone with COVID-19, as well as reminders for frequent hand washing, social distancing, and to wear a face covering or mask. The health and safety of our staff and guests is our top priority. Our Golf Center at Palm Desert, home of First Tee – Coachella Valley, instituted the “Park and Play” guidance which included recommendations for handling golf balls, golf cart occupancy and more.

Then as Spring turned to Summer and the reality that in-person schooling was not likely to happen for the 2020-2021 school year, we began the steps to become an essential distance-learning provider to allow critical service workers to still go to work while having a safe place for their child to do their remote-access schoolwork and after-school care. We were able to have more distance between children and other safety measures that schools could not offer, and therefore have a limited number of children in our multiple locations of the ED REC CONNECT program.



In addition to ED REC CONNECT, which served nearly 100 children, working with various community partners we also increased the number of locations and frequency of the FIND Food Distributions, offered free flu vaccines and COVID-19 testing, as well as hosting PPE giveaways that served several of the most vulnerable populations in our Valley.

Partnering To Expand Services

AAA Automobile Club of Southern California
Allanza Apartment Homes
American Golf Corporation
American Heart Association
Annenberg Foundation
Arthur M. Blank Family Foundation
Audubon International
Autzen Foundation
Barbara Sinatra Children's Center
BIGHORN Cares
Borrego Health de Salud Del Pueblo
Borrego Health Desert Hot Springs Health & Wellness Center
Boys & Girls Club Palm Springs
Boy's and Girl's Club of Coachella Valley
Braille Institute
Building Healthy Communities
Burrtec Waste Management
California Department of Education: Expanded Learning Division
California Desert Association of Realtors
California Endowment
California School Age Consortium
California State University San Bernardino
Castelli's Restaurant
Catholic Charities
Champions of Change
City of Coachella
City of Desert Hot Springs
City of Indian Wells
City of Indio
City of La Quinta
City of Palm Desert
City of Palm Springs
City of Rancho Mirage
Classic Club
Clinicas de Salud Del Pueblo Inc.
Coachella Valley Autism Society (C.V.A.S.)
Coachella Valley Community Trust
Coachella Valley History Museum
Coachella Valley Horse Rescue
Coachella Valley Housing Coalition
Coachella Valley Mountains Conservancy
Coachella Valley Radio Control Flying Club
Coachella Valley Unified School District

Coachella Valley Water District
Coachella Valley Unified School District
Colibri
College of the Desert
Community Action Partnership
Desert Alliance for Community Empowerment
Desert ARC
Desert Best Friend's Closet
Desert Falls Country Club
Desert Healthcare District
Desert Healthcare Foundation
Desert Island Golf & Country Club
Desert Rose Society
Desert Sands Unified School District
Desert Sands Unified School District
Eisenhower Medical Center
El Informador Del Valle
El Sol Neighborhood Education Center
Executive Women's Golf Association
Father's Heart Ranch
FIND Food Bank
First Tee DRIVE
Flying Doctors
Forest Lawn Mortuary
Fred Young Farm Labor Apartments
Friends of the Desert Mountains
Girl's Golf LPGA*USGA
Greater Coachella Valley Chamber of Commerce
Greater Palm Springs Convention and Visitors Bureau
Gulf California Broadcast
H.A.R.C.
Hot Purple Energy
Hyatt Regency Indian Wells Resort
Hyder Property Management Professionals
Independent Pool & Spa Service Association (IPSSA)
Indian Wells Golf Resort
Indian Wells Tennis Garden
Indio Library
Indio Senior Center
Indio Teen Center
Indio WIN Youth Opportunity Center
Inland Empire Health Plan (I.E.H.P.)

Integrated Wealth Management
JFK Memorial Hospital
John H. Furbee Aquatics Center
Kaiser Permanente
Kelsey's Heroes
KESQ
Kounkuey Design Initiative
KUNA
La Qunita Housing Associates
Leaps and Boundz
Lin Foundation
Loma Linda University Children's Health - Indio
LPGA Foundation
Marrakesh Country Club
Martha's Village and Kitchen
Mecca Family Resource Center
Mizell Foundation
Monterey Peninsula Foundation
Office of CA Assemblymember Chad Mayes
Office of CA Assemblymember Eduardo Garcia
Office of Congressman Raul Ruiz
Office of Riverside County Supervisor V. Manuel Perez
OperaArts
Pacific Western Bank
Palm Desert Area Chamber
Palm Desert Library
Palm Desert Senior Softball
Palm Desert Sheriff's Department
Palm Desert Youth Sports Association
Palm Springs Mayor's Race and Wellness Festival
Palm Springs Unified School District
Palm Valley Country Club
PGA Tour Players Association
PGA Tour Super Store
Prime Time International
Rancho Mirage Public Library
Red Hot Ballroom, Inc.
Regional Access Project/ Foundation
Riverside County Department of Public of Public Social Services

Riverside County Office of Aging
Riverside County Public Health
Riverside Economic Development Agency
Riverside University Health System - Public Health
Rotary Club of Coachella Valley
Rotary Club of Indio
Rotary Club of Palm Desert
Rotary Club of Palm Springs
Sacred Heart Catholic School
SAGE Initiative
SCGA Foundation
Senior Softball
Simplot
Special Olympics Southern California
State Council on Developmental Disabilities
Strong Foundation
Sun City Palm Desert
Sun City Shadow Hills
The First Tee National
The Hyman and Mintz Family Foundation
The Lights at Indio
The S at Rancho Mirage
The Springs Country Club
Thousand Palms Chamber of Commerce
Thousand Palms Library
Trilogy Golf Club
Trilogy La Quinta Womens Golf Club
Unincorporated Areas of: Bermuda Dunes; Indio Hills; Mecca; North Shore; Oasis; Thermal; and Thousand Palms
Union Bank
United Cerebral Palsy (U.C.P.)
United Way
University of California Riverside
US Adaptive Recreation Center
Variety Children's Charity
Villa Hermosa Apartments: Phase I, II, and III
Walmart Foundation
West Coast Turf
Westfield Mall Palm Desert
Wolff Waters Place Apartments
World Golf Foundation
Xavier College Preparatory High School



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<https://twitter.com/mydrd>

ADMINISTRATIVE OFFICE | 45-305 Oasis Street, Indio, CA 92201 | (760) 347-3484
Info@MyRecreationDistrict.com | MyRecreationDistrict.com/desert-recreation-foundation

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