



CITY OF ALEXANDRIA, LOUISIANA

MAYOR JACQUES M. ROY

FOR STAFF USE

OFFICE OF COMMUNITY SERVICES

January-February, 2013

City of Alexandria, Office of the Mayor

ALEXANDRIA RECREATION AND EDUCATION PARTNERSHIPS

AREP Revamped and Placed in Best Practices

Alexandria, Louisiana—These policies are intended to re-enact and revise the rules governing all recreation policy and partnering in the City of Alexandria.

Immediate problems: athletics-specific coordinator:

The City of Alexandria's parks and recreation functions are divided between two separate City agencies: the Community Services Division and the Parks and Recreation Department, which is housed in the Public Works Division. The Parks and Recreation Department is overseen by a superintendent who reports to the Public Works Director. The Department is responsible for maintenance of park facilities, field rentals and tournament facilitation. The Community Services Division, which has a director who oversees daily operations, is responsible for recreation and community programming. The Alexandria Zoo, which is a major destination and recreation resource, is also housed in the Public Works Division. It is overseen by a Zoo Director, who reports to the Public Works Director. These functions in public works are recommended to fall under community services.

Current Parks and Recreation Department

The Parks and Recreation Department is responsible for the daily maintenance of park facilities, field rentals and tournament facilitation. The Parks and Recreation Superintendent oversees the day-to-day operations of this department and reports to the Public Works Division Director. The Superintendent is supported by an Administrative Secretary. Staff interviews indicate that there are 14 full-time employees and 11 part-time/seasonal



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employees who perform grounds maintenance for all parks, except Johnny Downs Sports Complex, Links on the Bayou and Bringham Golf Course.

Each maintenance crew is supervised by a Parks Maintenance Crew Leader. Below the Crew Leader is a mix of permanent and seasonal Equipment Operators and Maintenance Workers. Seasonal employees are hired in two cycles on a six-month basis. The crews are divided into three groups: Ball Parks, Park Building Maintenance and Mowing. The Ball Park Crew is responsible for all ball park maintenance, lining of fields, mowing of fields, trash collection, and other field preparation needed for league play and tournaments. The Park Building Maintenance Crew provides general maintenance (e.g., painting, trash collection, etc.) of park buildings such as restrooms and shelters. The Mowing Crew handles the mowing of all park properties except for the ball fields and the City's golf courses.

Athletics Supervisor/Recreation Director

Bachelor's degree from an accredited college or university with a concentration in parks and recreation management, physical education or related field, or related and clear experience in the absence of holding a degree in the same areas. Requires three to five years of progressive experience in professional parks and recreation programming, including experience in a supervisory capacity, finances and athletic programming planning, or any equivalent combination of training and experience that provides the required skills, knowledge and abilities. Must be, or agree to be within one year, a Certified Parks and Recreation Professional (CPRP) and must maintain certification throughout employment.

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The purpose of a Parks and Recreation Policy Plan is to assess the park and recreation needs of the Alexandria community, evaluate the City's current services, and provide clear and implementable recommendations to deliver the level of service needed to meet the community's needs. A comprehensive Parks and Recreation Policy Plan must place opportunity costs on a continuum and deliver the best results flowing from best practices. Alexandria must use its limited resources to provide exceptional parks, leisure services, programming, walking, jogging and biking trails, and recreation facilities and plans.

Finally, there is the need to augment and create new spaces and built environments, and to provide matching programming along the spheres of Charter-adopted activities: programs of athletics; recreational activities; cultural activities such as libraries, concerts, art museums and exhibits; parks and playgrounds; and other leisure time and cultural activities and functions of the City.

Long-term sustainability is dependent on prioritized decision-making, identification of core services, and maximized use of resources, as adopted in the Philosophy.

PHILOSOPHY:

Alexandria wishes to create a robust use of its public assets for recreational and cultural enjoyment, first and foremost, as a return on tax contribution to its citizens. In either case, Alexandria promotes (i) competitive sports and sportsmanship, (ii) passive enjoyment of tranquil park environments and active use of parks for recreational and health betterment, and (iii) marketing and economic development uses as may from time to time result from organized not-for-profit and for-profit facility and park use.

A well-rounded and diverse parks and recreation department provides many benefits to the community it serves. As discussed in the 1995 National Recreation and Park Association publication, "Park, Recreation, Open Space and Greenway Guidelines," the four categories of benefits are personal, economic, social and environmental. Each benefit is consequential to the community and has specific rewards.

- Personal benefits of a comprehensive delivery system include: a full and meaningful life, good health, stress management, self-esteem, positive self-image, a balanced life, achieving full potential, gaining life satisfaction, human development, positive lifestyle choices and improved quality of life.
- Economic benefits include: preventive health care, a productive work force, big economic returns on small investments, business relocation and expansion, reduction in high-cost

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vandalism and criminal activity, tourism growth and environmental investments that pay for themselves.

- Social benefits include: building strong communities; reducing alienation, loneliness and anti-social behavior; promoting ethnic and cultural harmony; building strong families; increasing opportunity for community involvement, shared management and ownership of resources; and providing a foundation for community pride.
- Environmental benefits include: environmental health, environmental protection and rehabilitation, environmental education, environmental investment, increasing property values and insurance for a continuing healthy environmental future.

COMMISSION:

The AREP commission shall address on behalf of the mayor: (i) Recommendations regarding capital improvements; (ii) Program establishment or enhancement; (iii) Policy establishment or modifications; and (iv) Refereeing community disputes over policymaking.

POLICY:

1. City-sponsored programs are given the highest priority.
2. Recreational youth programs are given priority over all other non-City sponsored programs.
 - a. Not-for-Profit Youth Leagues and other organized league play adhering to the established Youth Policy Code are given priority as provided in the YPC.
 - b. Not-for-Profit Youth Leagues and other organized league play not adhering to the YPC are given priority over for profit activity.
 - c. City-sponsored or partnering events for regional or tourney play may be given priority as provided in paragraph 1.
3. Recreational adult programs are given priority over any competitive programs.
4. Competitive youth programs are given priority over competitive adult programs.
5. Generally speaking and when policies conflict, programs sponsored by non-commercial groups are given priority over programs sponsored by commercial or for-profit groups.
6. Games have priority over any practice.

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7. Governmental partnering events, such as sanctioned school league play or school-board sponsored events may be allowed for no charges or fees other than clean up, security, and other needs as determined by valid cooperative endeavor/intergovernmental agreement.
8. New customers will be placed in one of the existing priorities. Seniority may be used as a factor when determining priority when the customers in conflict cannot resolve facility usage.
9. If the priority for a new customer is higher, seniority will not be a factor.
10. Other miscellaneous services requested and/or deemed necessary by the administration; vandalism; excessive set up/cleanup or other items out of the normal scope of service shall be at rates guided by actual cost and set by the mayor.
11. All city owned facilities within the city shall utilize security by the police department with criteria and charges for required police security for facilities established by administrative policy set by the mayor.
12. Alexandria retains the right at all times to make individual decisions regarding the use of all public facilities.
13. All persons or groups desiring to reserve a public facility for their own exclusive use for special events (including, but not limited to, weddings, banquets, company outings, family reunions, birthday parties and similar celebrations) are required to have a permit from the Director of Community Services or buildings lease coordinator.
 - a. Permits from the Director or designee shall be required for any gathering, entertainment, game, tournament, exhibition or similar use.
 - b. The Director or designee may require the applicant to provide proof of insurance in such form and in such amounts as the Director or designee deems reasonable. Permission for the above listed uses must comply with the large outdoor event and the use of facilities policies.
 - c. No permit is required for group picnics, unless the group seeks to reserve specific park areas or facilities for its own use at the exclusion of others, or intends to provide its own facilities not already present in the park, for food preparation and service (such as tents, tables, chairs, central cooking facilities and serving stations).
 - d. Permits for public facility use may be obtained from the Director or designee and should be requested at least four (4) weeks in advance and in some sports event cases much more in advance.

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14. Use of public facilities for any organization are scheduled on a first-come, first-served basis subject to considerations given to Paragraphs 1-9 and the Recreation Department's annual uses and annual repeat applicants' uses. Once an application is approved, a permit is issued, and rental obligations are met, the date and facility are considered secure.
15. The fee for such permit shall be as specified in the Schedule established by ordinance, mayoral schedule, or as provided by Paragraph 10.
16. All fees must be paid 7-14 days in advance. It shall be unlawful for any person to use, without payment, any facility or area for which a permit fee is required or user fee charged, unless payment has been waived.
17. In addition to the application and permit fees, the Recreation Division may require the applicant to pay additional costs as needed for the event, including, but not limited to, the cost of providing police protection, the cost of providing restroom facilities and a maintenance service charge.
18. A person seeking a permit to use a public facility for a group function or event shall file an application with Alexandria on any standardized form, providing:
 - a. The name and address of the applicant;
 - b. The name and address of the person, corporation or association sponsoring and/or conducting the activity;
 - c. The day and hours for which the permit is desired;
 - d. The public facility or portion thereof for which such a permit is desired;
 - e. An estimate of the anticipated attendance or patronage;
 - f. A statement that the applicant agrees to be responsible for any damage or loss to the public facility occurring during or resulting from the applicant's event or activity and that the applicant agrees to abide by all requirements of this Policy; and
 - g. Any other information, which the Director shall find reasonably necessary to make a fair determination as to approval of the application, including use of the Community Partnership Request, Form A or any other similar assessment form.
19. For some events at the time of filing the application, the applicant shall make a cash deposit for the repair of damages to the public facility and for its restoration, and sufficient to pay the expense, as estimated by the Director, for any employee required to supervise, inspect, setup and cleanup related to the conduct of the event or activity.
20. The applicant shall be responsible for designating a person who shall be in charge of the conduct of the event or activity and who shall be on the public facility grounds while the event or activity is being conducted.

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21. The applicant shall be responsible for keeping the public facility clean and free from debris.
22. For some events, the applicant shall provide a bond in the form of cash, certified check or surety bond from a surety company qualified to do business in Louisiana in an amount to guarantee cleanup of the area and which shall be applied against claims for damage to real or personal property in the public facility; or alternatively, the applicant shall procure and furnish evidence of public liability insurance in amounts as per person, for bodily injury, death, and property damage, protecting the applicant and Alexandria from such claims.
23. The applicant shall comply with any and all other Ordinances, Rules and or Policies, and the Director shall issue a permit only upon finding that:
 - a. The proposed event or activity shall not endanger the health and safety of persons who visit the public facility;
 - b. Adequate parking facilities exist and are available to accommodate the proposed event or activity in the public facility;
 - c. Adequate sanitary facilities exist and are available to accommodate the proposed event;
 - d. The event or activity shall not cause damage from destruction or overuse of the grounds, equipment, vegetation, buildings, fences or other amenities in the public facility;
 - e. The proposed event or activity would not unreasonably disturb persons who own and/or occupy land which is adjacent to such public facility;
 - f. The public facility or portion thereof desired has not been reserved for other use at the day and hour required in the application; and
 - g. The applicant shall demonstrate the ability and intent to provide adequate supervision of the activity and understanding of the applicable rules and regulations.
24. The Director, for cause, may withdraw his/her approval for use of any public facility by giving the applicant reasonable notice (presumptively reasonable if given 48 hours) in advance of the scheduled event or gathering. In such event, the applicant shall be entitled to full reimbursement of the deposit paid, unless the withdrawal was due to the fault of the applicant.
25. *Indemnification.* The applicant agrees to save, indemnify and hold harmless Alexandria and all its employees, from and against, any and all liabilities, actions, courses of action and damages arising out of any negligent or tortious acts on the part of the applicant, its employees or agents, and from any and all fines, suits, claims, demands and actions of any kind or nature of any and all persons by virtue of or arising from the use of said facilities, equipment, or activity participation. The foregoing entities shall also be held harmless from and against all claims, damages losses and expenses, just or unjust, including but not limited

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to costs of defense, including attorney's fees arising out of or resulting from personal injury, sickness, disease or death.

26. *Solicitations and concessions.* It shall be unlawful for any person to:
- a. Solicit, sell or otherwise peddle any goods, wares, merchandise, services, liquids or edibles in a public facility except by authorized concession or written permission granted by the Director or designee, and adherence to the following:
 - i. A special vending permit shall be applied for and received before vending may take place, in any form, on public property. Typically, vending proceeds for events should accompany a specific cooperative endeavor; provided, however, in the case of some regularly scheduled sporting and recreation events, particularly but not limited to not for profit events, a schedule may be published by the Director and form executed by the applicant acknowledging said form shall suffice.
 - ii. Other permits and licenses may be required before engaging in the foregoing activities, particularly if the person or organization is fundraising on public property or charging a "gate" fee.
 - b. Expose, distribute or place any commercial sign, advertisement, notice, poster or display in a park without authorization from the Director or designee. This prohibition shall not apply to signs erected in connection with recognition of sponsorship by a business or individual of non-profit events and athletic teams, provided that the sign has been authorized by the Director or designee.
 - c. Bring in, set up, construct, manage or operate any amusement or entertainment device without a permit.

(Code 1956, § 2-20; Ord. No. 158-1980, § 1, 9-16-1980; Ord. No. 79-1986, § 1, 5-6-1986; Ord. No. 79-1987, § 1, 4-21-1987; Ord. No. 207-1987, § 1, 10-6-1987; Ord. No. 103-1988, § 1, 6-3-1988; Ord. No. 81-1991, § 18, 4-26-1991; Ord. No. 233-1992, § 2, 10-13-1992; Ord. No. 196-2003, § I, 6-24-2003; Ord. No. 61-2004, § I, 2-17-2004; Ord. No. 265-2009, § II, 9-8-2009; Ord. No. 69-2011, § VII, 5-31-2011)