



CITY OF WILDOMAR
CITY COUNCIL REGULAR MEETING
GENERAL BUSINESS
Agenda Staff Report # 3.5
Meeting Date: July 8, 2026

SUBJECT:

Discussion Regarding Recreation Programming Opportunities and Potential Future Recreation Service Models

SUBMITTED BY:

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PREPARED BY:

Cory Gorham, Assistant to the City Manager

ACTION:

Discuss the information contained in this report and provide policy direction, if any, regarding the City's interest in exploring recreation programming opportunities, community partnerships, and potential future recreation service models.

SUMMARY:

Wildomar has developed a strong foundation of community engagement through City-sponsored events, neighborhood programming, and partnerships with local organizations. While the City has historically been limited by staffing, facilities, and the absence of a recreation management platform, the implementation of CivicRec removes a significant administrative barrier to managing recreational programming.

This discussion provides the City Council an opportunity to consider whether there is interest in exploring recreation service models that leverage partnerships, existing community assets, and new administrative capabilities rather than immediately expanding City-owned facilities or staffing.

Staff seeks policy direction from the City Council regarding whether any of the concepts presented warrant additional research and future consideration.

BACKGROUND:

Councilmember Ashlee DePhillippo requested that this item be placed on a City Council agenda to facilitate a policy discussion regarding recreational programming opportunities available to Wildomar residents and to gauge the interest of the full City Council in exploring additional recreational opportunities within the community.

The purpose of this discussion item is not to establish a recreation department, approve new programs, or allocate funding. Rather, the intent is to provide an overview of the City's current recreation efforts, discuss opportunities and constraints, and identify high-level concepts that the City Council may wish staff to evaluate further.

DISCUSSION:

Although the City does not operate a traditional Parks and Recreation Department, recreation and community engagement remain an important component of the services currently provided by the City. The Community Engagement Division currently consists of two full-time employees responsible for organizing community events, managing community outreach, overseeing public communications, and supporting a variety of community engagement initiatives. Each year, the City organizes five signature community events:

- Eggstravaganza
- Teen Egg Hunt
- City Birthday Celebration
- Mariachi Night
- Breakfast with Santa

The City also partners with community organizations to support several annual events, including:

- Earth Day (Wildomar Community and Parks Foundation)
- Memorial Day Ceremony (Veterans of Foreign Wars / American Legion)
- Kids Ride Into Nature Car Show (The Nature Education Foundation)
- National Night Out (in partnership with the Cities of Lake Elsinore and Canyon Lake)
- Fall Family Fun Fair (Southwest Healthcare)

In addition, the City collaborates with homeowner associations and partners, including Riverside Sheriff's Office, Briarwood, The Farm, Windstone Ranch, and Tres Lagos, to host neighborhood "Pop-Up" events such as movie nights, ice cream socials, water balloon activities, and other family-oriented events that bring recreation directly into neighborhoods.

Current Limitations

Historically, the City's ability to expand recreation programming has been influenced by three primary factors:

Facilities

The City's primary recreation facility is Marna O'Brien Park, which includes three baseball/softball fields, a playground, sports courts, picnic areas, and open space. Unlike neighboring communities, Wildomar does not currently own or operate:

- Community centers
- Recreation centers
- Senior centers
- Aquatics facilities
- Gymnasiums
- Teen centers
- Dedicated indoor recreation facilities

These limitations reduce the City's ability to independently provide year-round recreation programming.

Staffing

While staff successfully delivers numerous community events throughout the year, existing staffing levels have limited the City's ability to develop, administer, and oversee an expanded recreation program without additional resources or partnerships.

Administrative Systems

In addition to staffing and facility limitations, the City has historically lacked the technology infrastructure necessary to efficiently administer recreation programming. Unlike many agencies that operate recreation departments, the City did not have a recreation management software platform capable of:

- Online registration
- Program scheduling
- Facility reservations
- Participant management
- Electronic waivers
- Payment processing
- Class administration
- Reporting and financial reconciliation

As a result, even relatively small recreation programs would have required significant manual administrative effort. The City is currently implementing the CivicRec Recreation Management Platform. Once fully operational, CivicRec will provide the administrative tools necessary to support recreation programming, including online registration, payment processing, facility scheduling, participant management, reporting, and other recreation management functions. While CivicRec does not eliminate staffing or facility limitations, it does remove one of the operational barriers that previously limited the City's ability to consider expanded recreation programming and partnerships.

Existing Community Recreation Opportunities

Wildomar residents currently enjoy a wide variety of recreation opportunities offered by organizations throughout the community, including:

- Wildomar Library
- Lake Elsinore Unified School District
- Adult and youth sports organizations
- Private fitness providers
- Dance studios
- Martial arts schools
- Churches and faith-based organizations
- Homeowner associations
- Nonprofit organizations

Collectively, these organizations provide recreational opportunities for children, teens, adults, and seniors throughout the community.

Potential Opportunities

Previous discussions centered on expanding community programming by leveraging existing parks, facilities, partnerships, and underutilized spaces rather than constructing new recreation facilities. The concept emphasized a scalable recreation model built around partnerships, contractors, existing community resources, and strategic activation of public spaces. Concepts previously discussed include:

Public-Private Partnerships

Partnering with private businesses, nonprofit organizations, youth sports organizations, educational institutions, faith-based organizations, and recreation providers to offer programs such as:

- Youth sports leagues
- Sports clinics
- Dance and performing arts
- Martial arts
- Fitness classes
- STEM programs
- Arts and crafts
- Summer camps
- Senior wellness programs
- Adaptive recreation

The City's role could vary from facility provider and program promoter to contract administrator or scholarship provider depending on the type of partnership.

City Parks

Utilizing Marna O'Brien Park to host City-branded recreation programming while contracting with qualified organizations for league administration, coaching, officiating, registration, scheduling, and program management. Examples include youth sports leagues, sports clinics, fitness classes, pickleball programs, and family recreation activities.

Meeting Rooms and City Facilities

Utilizing available meeting rooms during business hours for low-cost educational and recreational programming such as:

- Mommy and Me classes
- Storytime
- Arts and crafts
- Preschool enrichment
- Wellness seminars
- Chair yoga
- Music and movement
- Early childhood development programs

Joint-Use Agreements

Exploring partnerships with schools, homeowner associations, neighboring agencies, and private facilities to increase recreational opportunities. Examples include utilizing school gymnasiums, athletic fields, classrooms, HOA facilities, or community pools.

Pop-Up Recreation Programs

Expanding neighborhood-based programming through mobile recreation activities delivered at:

- HOA parks
- Neighborhood parks
- School campuses
- Library facilities
- Community meeting rooms
- After-school locations

Recreation Scholarships

Exploring scholarship or fee assistance programs that help residents participate in existing recreation programs operated by partner organizations.

Community Recreation Survey

Developing a community needs assessment to better understand resident priorities, identify recreation gaps, and assist the City Council in determining future recreation service priorities.

ATTACHMENTS:

[Recreational Programming Presentation.pdf](#)