



REQUEST FOR ACTION

Community Based Partnerships: Sports and Recreation Programs

MEETING DATE:

October 6, 2025

ORIGINATING DEPT:

Parks & Recreation

AGENDA SECTION:

Reports and Recommendations

PRESENTER:

Paul Widman, Jenna Bowman, Ben Boldt

Action Requested:

Approving up to \$55,000 for communications and marketing investment from 2025 contingency funds.

Report Narrative:

During the August 25 and September 3 study sessions, the Mayor and City Council requested details regarding community sports and recreation programs delivered through collaborations across the park system. This request parallels ongoing discussions with the Park Board and provides an opportunity for additional feedback, as well as an initial request to fund enhanced communications and marketing investment.

The review of community sports and recreation partnerships will focus on:

Community Engagement to Identify Program Gaps and Barriers: The Park Board has been reviewing program partnerships and their effectiveness in delivering quality activities to the community. Although work is already underway, as part of this effort, Parks and Recreation supervisors, together with the Communications team, will conduct community engagement activities as the next critical step. If significant program gaps or participation barriers are identified, this work may lead to a request for additional contingency funding.

Centralized Program Communication: The board and council have provided recommendations that are underway, including the development of a centralized City website landing page to connect residents with community sports and recreation organizations.

Marketing and Outreach: Developing communications strategies to promote City-led and partner programs.

Program Expansion: Expand existing partnerships to increase drop-in and structured activities at both City and non-City facilities.

Priorities & Foundational Principles:

Inclusive Decision-Making

Social Equity

Policy Considerations & DEI Impact:

The City Council and Park Board's review of community partnerships advances Rochester's DEI commitment by ensuring equitable access to recreation and fostering a community where all residents feel welcome.

Prior Legislative Actions & Community Engagement:

A desire for the Park Board to look into this was raised at the August 25 Study Session. Follow-up was provided at the September 3 study session, referencing a report back to the Park Board in the fall, with the need for intentional evaluation of gaps and viable solutions.

Fiscal & Resource Impact:

This request of \$55,000 is to come from Contingency Funds. The Contingency Fund balance is \$627,606.69 as of September 3, 2025.

Alternative Action(s):

The City Council may choose to delay action on allocating up to \$55,000 of Contingency Funds or approve a lesser amount.

Prepared By:

Paul Widman

Attachments:

[Presentation - Rochester Parks and Recreation - Partnerships and Communications](#)