



MIAMI BEACH

OFFICE OF THE CITY MANAGER
NO. LTC # 139-2010

RECEIVED
2010 MAY 10 PM 2:19
LETTER TO COMMISSION
CITY CLERK'S OFFICE

TO: Mayor Matti Herrera Bower and Members of the City Commission
FROM: Jorge M. Gonzalez, City Manager
DATE: May 4, 2010
SUBJECT: Parks & Recreation Summer Registration

The purpose of this LTC is to inform you of improvements to our summer camp registration procedures in order to address long lines experienced by our residents in prior years at certain facilities. When registration opens for summer programs, these new procedures are designed to make the registration process easier and more convenient for all residents.

Our Summer Day Camp begins Monday, June 14, and runs through Friday, August 6th. Summer Day camps are the typical camp program provided at five of our recreation facilities offering children from tots to teens with organized and supervised summer activities. Summer Day Camp hours are from 9:00 a.m. to 5:00 p.m. We also normally offer a "mini-camp," which this year will run from August 9 through August 20 (9:00 a.m. to 5:00 p.m.).

In addition, as we have traditionally done, we offer Specialty Camps for specific interests. These Specialty Camps include Fishing, Golf, Baseball, Dance, Video Production, Jr. Lifeguard and, new this year, Kayaking, just to name a few. Most of the Specialty camps are offered for one- or two-week periods, some are age-limited, and many of the more popular Specialty Camps often fill up quickly.

The following adjustments have been made in an effort to offer our great summer programs to as many children as possible, in as easy and convenient a manner as possible:

Day Camp registration:

Beginning Monday, May 3rd, children in our After School program, which generally comprise approximately 80% of our summer day campers, were permitted to "rollover" and begin their Summer Day Camp registration. Residents are given first priority for all Camps, with the first opportunity to access available spots.

Starting May 17th, all other residents may register for Day Camp at any of the following sites:

- 21st Street Recreation Center
- Flamingo Park
- Scott Rakow Youth Center
- Normandy Isle Park
- North Shore Park Youth Center

In prior years, campers were allowed to register only at the camp site they chose to attend. However, they can now go to any of these sites to register for any day camp program.

Specialty Camp and multiple camp registration: Starting May 17th-

Starting May 17th, residents may now register for Specialty camps or multiple camps at any of the following sites:

- 21st Street Recreation Center
 - Flamingo Park
 - Normandy Isle Park
- Campers will also be able to register at the site where the Specialty Camp will be held.

In prior years, only the 21st Street Recreation Center was available for multiple camp registrations.

The registration schedule for this year is as follows:

May 3rd – May 14th - Current After School program members- (Day Camps only)

May 17th – May 21st - City of Miami Beach Residents – (All Camps)

May 24th – May 28th - City of Miami Beach Residents and Employees- (All Camps)

June 1 - Non-Residents- (All Camps)

On-line registration:

On-line registration continues to be available as an option, although prior year's results have been limited with very few parents taking advantage of this opportunity. The Parks and Recreation Department is working with our IT Department to upgrade the current recreation software program to allow for more convenient on-line registration. While this will not be available for this summer, it is our intention to have this fully developed and implemented for next year. We are looking at making computer stations available at our facilities to provide access to online registration for those families that may not have internet service at home.

For more information on Summer Camp Registration, Specialty Camp prices or any of our offerings, please visit our website at www.miamibeachparks.com. A copy of the Recreation Review is attached for your information. This is also being directly distributed to approximately 8,700 Miami Beach households with children. . Additionally, all this information will also be advertised in the Miami Herald in the near future.

Should you have additional questions, please contact Kevin Smith at (305) 673-7730.

JMG/HMF/KS/JM/tb

c: Hilda M. Fernandez, Assistant City Manager
Kevin Smith, Parks & Recreation Director
Julio Magrisso, Assistant Parks & Recreation Director