



Come Play Outside 2021



Background

- Response to the long-term COVID-19 pandemic
- Temporary closures
 - Parks, schools, recreational amenities, programs, and aquatic facilities in the City of San Diego
- Decreased physical and social activity
 - Families remaining indoors at their homes
- Mayor Todd Gloria created the “Summer for All of Us” initiative, which included Come Play Outside and Back to Work SD



Funding and Partnerships

- \$400,000 from FY22 budget for Come Play Outside
- \$250,000 from FY22 budget for Back to Work SD
 - Youth employment, internship, and mentorship program
- \$750,000 from County of San Diego Health and Human Services Agency (HHSA)
- Price Philanthropies Foundation
- San Diego Parks Foundation



Programming

- 21 recreation centers and aquatic centers in San Diego's most underserved communities
 - Located in Council Districts 3, 4, 7, 8, and 9
- Equitable programs and events May – December 2021
 - Swim and Lifeguard Classes
 - Adventure Camps
 - Recreational Classes and Camps
 - Teen Nite
 - Fern Street Circus
 - Movies in the Park
 - Maraya Performances
 - Seasonal Events



Goals and Outcomes

Program	# of Participating Sites	Target Attendance	Actual Attendance
Outdoor Adventure Camp	16 Recreation Centers	320	314
Teen Nite	15 Recreation Centers	6,747	6,394
Learn to Swim	5 Pools	500	602
Junior Pool Guard	5 Pools	48	559
Fern Street Circus	7 Community Parks	2,100	1,445
Movies in the Park	21 Parks & Pools (30 movies)	2,100	4,900
Flexible Programs	16 Recreation Centers	3,185	2,646
Seasonal Community Events	17 Community Parks	8,500	11,900
	Totals	23,500	28,760

Challenges

- Department had never shut down recreation centers and pools for the length of time
- Come Play Outside, Summer for All of Us funding was the first of its kind
- Staffing levels were at an all-time low
- Two months to plan and prepare
- Public was still wary about COVID-19



Future Come Play Outside

- Fiscal Year 2023 program and event wish list
- Advance notice of funded programs and events
- Time to plan, promote and secure services, supplies, and equipment
- Fill Department vacancies
- Contractor recruitment fairs
- Marketing plan





Questions