APPENDIX - SWOT ANALYSIS

RECREATION SWOT ANALYSIS 2014
The following analysis summarizes overall city parks and recreation Strengths, Weaknesses, Opportunities and Threats (SWOT). Created with Parks and Recreation, Community Development, Promise SSL:

STRENGTHS

• Extensive system of community centers with a variety of offerings
• Have our own library, senior center (county-operated)
• Youth sports programs are high-quality, affordable, and have high participation rates
• Excellent after-school programming
• Successful Community Service program provides extensive free labor
• Partnerships with Jazz, SL Bees, Chill
• Programs target the city population well.
• New programs for adults in response to requests – Jazzercise, yoga, pickleball, adult volleyball.
• Special events are popular and are an excellent outreach tool.
• City is skilled at getting grant funding for programs that target their lower-income residents.
• High utilization of parks
• Value/cost of programs is high
• Customized, localized amenities
• Strong volunteers keep the rec programs going
• City has very good open space and recreation along Mill Creek and Jordan River.
• Expanding trail system to serve pedestrians and bicyclists.
• Majority of city residents have good access to parks and recreation facilities (city-owned or otherwise), measured by number of residents within walking distance (1/4 mile) of a park, open space or school.

WEAKNESSES:

• Have no adopted Parks and Recreation Master Plan
• Have no dedicated capital funding or impact fees.
• Have no master plans for several parks and facilities.
• Lack of coordinated Capital Improvements Plan or Facility Management expertise.
• Facility management funds have not grown to meet expanded property inventory.
• Outdated equipment and deferred maintenance (example – no automated irrigation at several sites).
• Feel the need for a “first class” recreation center.
• Still feeling loss of community rooms for rent after leasing Columbus Center to Alianza Academy.
• Some popular programs were lost/dropped in the last few years (WOW, adult softball, Movies in the Park, First tee)
• Limited adult recreation offerings and difficulty increasing participation in fitness classes.
• Limited summer recreation programs for youth and adults.
• County recreation is open to South Salt Lake residents, but many can’t afford it.
• Relatively low level of service for recreation, measured by park acreage per capita.
• No field or gym space available to expand sports programs.
• Several facilities used for city programs are rented from school district or county. This poses uncertainty for their future availability and for future costs to use.
• Community Service program needs a permanent home and an internet connection.
• Columbus Center is harder to care for without Community Service housed there.
• Recreation scholarship program was not offered last year by grant funders and may not be offered this year
• Lack of expertise and funding to maintain Jordan River Parkway, highway interchanges, other non-park spaces
• No outdoor recreation programs
• No urban forestry master plan or coordinated city policy
• Parks maintenance yard and storage needs improvement – indoor space for equipment, more secured...
storage areas.

- Lacking equipment – balls, workout room, etc. Would like some of this equipment in every building.
- Need a place for Hser Ner Moo kids to play soccer – currently going to WVC
- No funding for adult fitness + limited program funding
- Demand exceeds supply now – will get worse with time
- Need a membership gym in the city – public or private
- Need bicycle routes and urban trails
- No parks in the northeast corner of the city (Except St. Ann’s – maybe we can discuss with the diocese)
- Hser Ner Moo is not big enough community center for the demand

OPPORTUNITIES

- Tell people about recreation in new resident packet
- Opportunity for responsive programming and communication Guerrilla fitness- recreation anytime, anyplace Improve communication between departments and externally
- Central Park is close enough to access from the S-Line and could attract people with the right programming and wayfinding
- Scott School is underutilized for recreation
- Better job recruiting – can do with PSSL
- More collaboration with SL County Rec is possible
- Adult recreation programs get local businesses involved in the community.
- Potential new park and/or open space in the Riverfront-Carlisle neighborhood.
- Potential to acquire the green space, gymnasium building and/or Industrial Arts shop at Granite High.
- Potential to make Central Park the city's premier park and recreation and fitness center.
- Potential to move senior center to new location (Creekside Building) to open up space at Columbus for community use and/or school.
- Potential to acquire the Todd property to expand Columbus Center green space or building.
- Build parks and public spaces within Downtown South Salt Lake.
- Build the greenway public park along the S-Line/Parley’s Trail.
- Acquire open space/parks along Millcreek trail corridors. Develop the city property on the west side of Fitts Park into trail corridor.
- Rent available gymnasium space in the city as temporary solution.
- Work with Salt Lake County Cultural Facilities Program to improve Historic Scott School a community arts center.
- Work with Salt Lake County to identify potential ZAP funded projects for if bond renewal passes in 2014.
- Potential to acquire additional property on Oakland Ave. to expand Public Works complex to include parks.
- Apply for grants to fund tree plantings on city property, native plant restorations along Jordan River.
- Potential for boating on the Jordan River through South Salt Lake and beyond.
- Remove/replace playground equipment at Fitts Park with equipment for a wider range of ages and interests.
- Create fitness circuit at Fitts Park with new sidewalk and fitness equipment.
- Create more recreation opportunities within developments, such as fitness centers, pools and rooftop gardens inside apartment complexes and PUDs.

THREATS

- Columbus Center does not feel like a community center anymore to some residents.
- Limited rooms/spaces available for rental by residents. Columbus spaces not replaced as promised.
- Questionable budget support for recreation programs, and potential further cuts in 2016.
- Salt Lake County interested in running more recreation programs within city, which may not suit resident needs and budgets as well as city programs.
- Losing public green space, tennis courts and track at Granite High.
- Losing location for Freedom Festival at Granite High.
- Possibility of additional loss of park space if Granite School District closes Granite Park Junior High School.
- Costs to rent/lease park and recreation facilities is increasing every year, at a rate faster than inflation as more agencies try to make facilities pay for themselves.
- City population is increasing through redevelopment, but land for park space is severely limited, further reducing level of service.
APPENDIX - PROGRAMS

RECREATION PROGRAMS

Over 550 youth participate in SSL Recreation programs, and hundreds of adults do as well. In addition, city events attract over 14,000 participants a year. Programs for include:

- Junior Jazz
- Youth open play basketball
- P.A.L. Bosing program
- Indoor Soccer
- Outdoor soccer
- Baseball
- Tee Ball
- Golf camp
- Basketball camp
- Volleyball camp
- Hiking group
- Community events, including:
  - Daddy Daughter Dance
  - Easter Egg Hunt
  - Senior Ball
  - Get into the River Festival
  - Mother and Son Fun
  - Huck Finn and Watermelon Drop
  - Freedom Festival
  - Halloween Spooktacular
  - Chess Tournament
  - Breakfast with Santa

Programs provided by others include:

- Jazzercise
- Zumba
- Active adult programs
- Snowboarding (Chill program)

PROMISE SOUTH SALT LAKE PROGRAMS

In 2014, 2,400 out of 6,000 youth—nearly half the kids in South Salt Lake—participated in a Promise South Salt Lake program. This includes fun, educational, and family-supporting activities for youth from kindergarten through 12th grade at our 10 community centers. The city’s budget is leveraged into over $2 million dollars in services a year. In addition, the program works with community partners to support programs, including: preschool, English language and citizenship classes, the Write Here writing center, community gardens, job skills classes, the Venture course for college credit, scholarships for youth, arts programming, STEM programs, and much more. These programs are largely at no cost to participants or to the city.
APPENDIX - FACILITY PLANS

FACILITY PLANNING

Several community facilities have current, complete master plans. Many more do not. These basic facility plans show the current amenities. In cases where there is a future master plan, proposed improvements are also mentioned. Master Plans should be prepared for all community facilities and updated on a regular basis. Facilities with current master plans or recent improvements plan that have guided improvements include:

- Central Park Community Center
- Central Park
- Historic Scott School
- Gateway Garden
- McCall Park
- Lincoln Park
- Millcreek Trailhead Park

Existing Facilities without future master plans include:

- Fitts Park
- Lions Park
- Columbus Community Center
- Historic Scott School

COMPREHENSIVE COMMUNITY FACILITIES PLANNING

Master plans need to address city-wide goals for community facilities. A comprehensive facilities plan is the best foundation for setting goals for each individual facility to help support. This plan should include the type of activities (program), management goals (shared use, etc.) and recommended capital improvements.

The maps on the follow pages show the current conditions of existing community parks and community centers.
COLUMBUS CENTER GREEN SPACE

LEGEND

- green space

QUICK FACTS

RETENTION BASIN

OWNER: City of South Salt Lake
ADDRESS: 2531 South 400 East
TOTAL ACREAGE: 0.6 acre
AMENITIES:
- turf and irrigation
- stormwater retention

TODD PROPERTY

OWNER: Todd Family, leased by City of South Salt Lake
ADDRESS: 2508 South 500 East
TOTAL ACREAGE: 0.5 acre
AMENITIES:
- turf and irrigation
- fence
CENTRAL PARK

LEGEND
- community garden (future)
- pavilion (future)
- active recreation area
- playground
- playground (future)

QUICK FACTS

OWNER: South Salt Lake City
ADDRESS: 2797 S. 200 East
TOTAL ACREAGE: 6.5 acres (plus 1 acre building)

AMENITIES:
- soccer field
- baseball field
- 2 playgrounds
- event lawn
- parking
- adjacent recreation center
- adjacent Head Start preschool and kitchen
HISTORIC SCOTT SCHOOL GREEN SPACE

LEGEND
- green space
- courtyard
- community garden

QUICK FACTS

OWNER: City of South Salt Lake
ADDRESS: 3238 South 500 East
TOTAL ACREAGE: 0.6 acre

AMENITIES:
- Great Lawn for events
- turf
- irrigation
- arboretum
- courtyard
- community garden
FITTS COMMUNITY PARK

LEGEND
- Yellow: memorial
- Purple: pavilion
- Pink: picnic area
- Green: playground
- Blue: restrooms
- Orange: maintenance facility
- Blue line: river/stream

QUICK FACTS

OWNER: South Salt Lake City
ADDRESS: 3010 South 500 East
TOTAL ACREAGE: 7.84 acres

AMENITIES:
- 7 playgrounds
- 4 pavilions (Xango, Swire, Wandamere, Lions Pride)
- Veterans memorial
- restrooms and concession stand
- turf
- irrigation
- Millcreek, Spring Creek and Welby Ditch
- Millcreek Trail
- Parks Department maintenance yard
LIONS PARK

LEGEND
- purple: pavilion
- green: active recreation area
- yellow: playground
- blue: restrooms

QUICK FACTS

OWNER: City of South Salt Lake (0.16 acres), UDOT (0.86 acre)
ADDRESS: 311 East Robert Ave
TOTAL ACREAGE: 1 acre
AMENITIES:
- swings
- dog park
- restroom
- 2 pavilions
- turf
- irrigation
- lighting
McCALL PARK

LEGEND
- picnic area
- playground

QUICK FACTS

OWNER: City of South Salt Lake
ADDRESS: 3702 South McCall Street
TOTAL ACREAGE: 0.5 acre

AMENITIES:
- turf
- irrigation
- playground
- picnic table
- stormwater detention basin
LINCOLN PARK

OWNER: City of South Salt Lake
ADDRESS: 3680 South Lincoln Park Dr.
TOTAL ACREAGE: 0.34 acre
AMENITIES:
- turf
- irrigation
- trees

LEGEND
- green space
GATEWAY GARDEN

OWNER: City of South Salt Lake
ADDRESS: 2230 South 500 East
TOTAL ACREAGE: 0.2 acre
AMENITIES:
• community garden
• Parley’s Trail
• S-Line streetcar
• trees
• patio area with seating
• Gateway sign for South Salt Lake
MILLCREEK TRAILHEAD PARK

LEGEND
- native plant demonstration garden
- river/stream
- trail

QUICK FACTS

OWNER: City of South Salt Lake, conservation easement by Salt Lake County
ADDRESS: 3116 South 500 East
TOTAL ACREAGE: 0.43 acre
AMENITIES:
- natural open space
- native plan demonstration garden
- Mill Creek
- Millcreek trail connection
- concrete walkway
- benches
JAMES MADISON PARK

OWNER: Salt Lake County
ADDRESS: 1111 West 3300 South
TOTAL ACREAGE: 3.8 acres
AMENITIES:
- restrooms
- turf
- irrigation
- Jordan River Parkway trailhead

QUICK FACTS
HARMONY PARK

LEGEND
- Purple: pavilion
- Green: active recreation area
- Blue: restrooms
- Brown: community garden
- Pink: picnic area
- Yellow: playground

QUICK FACTS

OWNER: Salt Lake County
ADDRESS: 3760 South Main Street
TOTAL ACREAGE: 10.6 acres

AMENITIES:
- playground
- restrooms
- pavilions
- 2 baseball fields
- 2 tennis courts
- horseshoe area
- community garden
- turf
- irrigation
GENERAL HOLM PARK

LEGEND
- world war two memorial
- picnic area
- restrooms
- pavilion
- playground
- river/stream
- trail
- trail access

QUICK FACTS

OWNER: Salt Lake County

ADDRESS: 1021 West Carlisle Park Lane

TOTAL ACREAGE: 3.4 acres

AMENITIES:
- playground
- pavilion
- restroom
- turf
- irrigation
- World War II memorial
- pedestrian bridge over 3900 South
- Jordan River Parkway Trail and trailhead
COLUMBUS CENTER

QUICK FACTS

OWNER: City of South Salt Lake
ADDRESS: 2531 South 400 East
BUILDING AREA: 43,291 sf
PROPERTY AREA: 227,993 sf (5.2 acres)  
  Additional property - Todd property, leased by City (0.6 acres)

AMENITIES:
  • SL County Library
  • SL County Senior Center
  • Alianza Academy
  • Recreation Offices
  • Gymnasium
  • Auditorium

BUDGET 2014-15
  • Maintenance/Supplies $79,000
  • Utilities $60,000
  • Program Staff

BUILDING NOTES
  • 1999 Building remodel and opening
  • 2010 Tower Remodel
  • 2012 School wing remodel
OWNER: City of South Salt Lake
ADDRESS: 2797 S 300 East
BUILDING AREA: 16,092 sf
PROPERTY AREA: 150,473 sf (3.5 acres)
   Additional property - Central Park (4 acres)
AMENITIES:
- Gymnasium
- Boxing Gym
- Classrooms
- Recreation Storage room
- Kitchen

BUDGET 2014-15
- Maintenance/Supplies $15,000
- Utilities $20,000
- Program Staff

BUILDING NOTES
- 2009 Acquisition
- 2013 Demolition, remodel and sale of property to Head Start
QUICK FACTS

OWNER: City of South Salt Lake

ADDRESS: 3300 South 500 East

BUILDING AREA: 15,866 sf

PROPERTY AREA: 43,559 sf (1 acre)
  Additional property - Todd property, leased by City

AMENITIES:
- Historic Scott School building
- Community and Arts Center
- Pioneer Craft House - Flute, Pottery, Weaving, Jewelry Studio

BUDGET 2014-15
- Maintenance/Supplies $16,000
- Utilities $28,000
- Program Staff

BUILDING NOTES
- 2007 purchase
- 2013 site remodel