



Greater Vallejo Recreation District

GVRD promotes wellness and healthy lifestyles
by providing safe parks and innovative and fun
recreation programs for all residents.

BOARD OF DIRECTORS

Rita Fryar
Thomas Judt
Nicole Person
Olivia Ruiz
Ward Stewart

**INTERIM
GENERAL MANAGER**
Pamela Sloan

Publicity, Program and Community Relations Committee Agenda

Directors: Person and Judt

Monday, June 22, 2026

Administrative Office-Board Room, 401 Amador Street, Vallejo, CA 94590

10:00 a.m.

This committee shall study and recommend all District recreational programs and policies regarding public affairs and community outreach to include co-sponsorship with other entities. This committee shall assure information regarding the affairs of the District is adequately communicated to its constituents and the public at large. This committee shall make presentations before groups and organizations upon request.

1. Public Comment

Members of the public may speak on any item within the jurisdiction of the committee. Each speaker is limited to 3 minutes and a spokesperson for an organization is limited to 5 minutes.

2. Presentation

2.1 Informational Marketing- Presentation, Presenter, Nicole Loufas, NIC Consulting, CEO

3. Upcoming Community Events

3.1 Bite Night Thursdays Food Truck Series (Times Herald 6/17)

3.2 Bands and Brews Summer Concert Series

4. Programs:

4.1 Summer Camps

5. Marketing Update

5.1 Marketing RFP



6. Discussion Items

6.1 Scholarship Program Snapshot

6.2 Measure P Presentation and Special Council Meeting 6/30, 6PM

7. Meeting Adjourn

NIC Consulting

Reclaiming the Digital Narrative

Transforming GVRD from a static bulletin board into a vibrant,
high-engagement community hub.

Presented to the GVRD Board of Directors

The "Local First" Strategic Advantage

Current: SoCal Remote Firm

- Generic scheduling with no live presence.
- Disconnected from Vallejo's unique pulse.
- Static content vs. Dynamic stories.
- Baseline Maintenance
- No Community engagement

Future: Local Partnership

- **Boots on the Ground** for major events.
- Authentic resident interviews
- High quality highlight reels.
- Strategic alignment with GVRD Master Plan.
- High community engagement.

01

The Digital Audit

The "Ghosted" Community

Invisible Tags

Residents are tagging GVRD in beautiful photos, but the account is "ghosting" them. By not approving tags or reposting stories, we are training Vallejo to stop sharing our success.

The 2017 Glitch

Cunningham Pool was remodeled in 2021, yet the top hashtags are from 2017. Without a "Local Pulse," our multimillion-dollar investments are invisible to new families.

Outdated Search Strategies



Legacy Metadata

Putting hashtags in comments is a 2018 tactic. In 2026, the algorithm prioritizes Caption SEO to help parents find "Swim Lessons" via search.



Response Lag

Remote agencies often take 24-48 hours to reply. Our strategy implements a **4-hour guarantee** to capture interest while it's hot.



Zero "Collabs"

Failing to accept collaboration invites from local partners is leaving thousands of free impressions on the table every single month.



Strategic Landscape

Benchmarking Vallejo against neighboring park agencies.

Neighboring Community Comparison

Municipality	Digital Strategy	Event Presence	Community Reach
Napa Parks & Rec	Video-First Storytelling	Constant Live Coverage	32% Pop. Engagement
Benicia Recreation	Two-Way Dialogue focus	Active Staff Spotlights	37% Pop. Engagement
American Canyon	Instagram Reels Focus	"In-the-Now" Stories	36% Pop. Engagement
Vallejo (GVRD)	Static / Outsourced	Minimal / Post-Event	8% Pop. Engagement

Vallejo is currently "punching below its weight class." Our goal is to triple these metrics by the end of Summer 2026.

The Power of Physical Presence

The "Invisible Journalist" Model

We don't just post; we curate. Being physically present at Dan Foley Park and Blue Rock Springs allows us to:

- Capture **raw community emotion** at Bands & Brews.
- Document the success of **Mobile Recess** in neighborhoods.
- Humanize the District through interviews with Staff & Board.
- Respond to community questions in real time..



Summer 2026 Roadmap

A full-takeover schedule covering signature Vallejo events.

2026 Signature Event Coverage



Bands & Brews

Full-spectrum Reels for **June 26 (Hey Jude)**, **July 10 (Good Time Collective)**, **July 24 (Groove Ride)**, and **August 7 (Viva Santana)** at Blue Rock Springs.



Bite Night

Highlighting food vendors and family vibes at Children's Wonderland on **June 18** and throughout July.



Mobile Recess

Documenting youth empowerment and play at neighborhood parks through candid storytelling and staff interviews.

Investment Analysis: Value vs. Cost



Our **Elite Retainer** provides a 40% cost saving over an internal hire while delivering **3x the content volume** of a remote firm.

Measuring Success: Summer KPIs



Engagement Rate

Measuring likes, shares, and saves to drive "digital word-of-mouth" for GVRD events.



Program Conversion

Tracking click-throughs from social media links to registration revenue.



Response Speed

Reducing comment/DM response time to under **4 hours**, improving community sentiment.

Proposed Partnership Tiers

Service Tier	Monthly Retainer	On-Site Events	Key Deliverables
Baseline Strategy	\$2,500	1 Event / Month	Daily engagement, story management, professional mix of reels and static graphics, one video recap of the attended event.
Growth Partner	\$4,500	2 Events / Month	Everything in Baseline + Curated Marketing Plan
Elite Takeover	\$7,500	Unlimited Scheduled Coverage	Everything above + Staff Interviews/Highlights + Pro Editing + Strategic Metadata Cleanup

Questions?

Building a Greater Vallejo, one story at a time.

NIC Consulting

Vallejo, California | 2026

BITE NIGHT THURSDAY EVENT SCHEDULE



FREE EVENT!

FOOD TRUCKS | FRIENDS | FUN | SUMMERTIME!

Parks
Make
Life
Better!

CHILDREN'S WONDERLAND



VISIT WWW.GVRD.ORG FOR EVENT INFO & FOOD TRUCK LINE UP!

**JUNE,
18**

COLOR CRAZE CARNIVAL

5:00-8:00PM

Kick off Bite Night Thursdays with a burst of color and carnival-style fun! Kids can enjoy face painting and an exciting obstacle course while families grab delicious bites from food trucks and enjoy great music from our live DJ spinning upbeat summer hits.

STARS, STRIPES & SPLASH

5:00-8:00PM

Celebrate summer with a patriotic twist at Stars, Stripes & Splash! Cool off with wacky water games, bounce into fun on trampolines, enjoy tasty food truck favorites, and dance along to festive tunes from our live DJ.

**JULY,
2**

**JULY,
16**

ROCK THE WALL

5:00-8:00PM

Get ready to climb, conquer, and celebrate at Rock the Wall Night! Test your skills on the rock wall, get creative with face painting, enjoy great food trucks, and keep the energy high with music from our live DJ.

CONTROLLERS & KARAOKE

5:00-8:00PM

Level up your evening at Controllers & Karaoke! Jump into the video game truck for friendly competition, grab the mic for karaoke, enjoy delicious food trucks, and keep the party going with our live DJ spinning crowd favorites.

**JULY,
30**



YOUTH SCHOLARSHIP APPLICATION

2026-2027 FISCAL YEAR



Applications will only be processed at the District's Main Office, 395 Amador Street, Vallejo. Application approval may take up to 72 hours for processing.

The Financial Assistance program is available to families residing within the GVRD boundaries who wish to participate in District recreation programs, and who qualify based on established District criteria. The assistance program will cover 50% of the total cost in the form of a discount. The applicant is responsible for 50% of the fees due at the time of registration.

PARENT / GUARDIAN INFORMATION

Name of parent/guardian _____

Cell Phone _____ Email _____

Address _____

City _____ State _____ Zip Code _____

PARTICIPANT INFORMATION (Participant must be 17 years of age or younger.)

NAME OF PARTICIPANT	AGE	PROGRAM
1.		
2.		
3.		

- ★ To qualify, please provide required documentation (see reverse side for criteria).
- ★ Each participant may use up to \$250 of Financial Assistance funds, per fiscal year (July 1–June 30).
- ★ Financial Assistance program may end at any time based on availability of funds.
- ★ Financial Assistance funding is not transferable.
- ★ If Financial Assistance is used, no other discounts may be applied.
- ★ Participant may be disqualified and removed from the program for misbehavior, and possibly from other programs.



The undersigned, agrees that all information provided in this application is true and correct, and participants are currently residents of City of Vallejo, which includes unincorporated areas within City boundaries.

Parent/Guardian Signature _____ Date _____



The total annual amount allocated for this program may vary, and program may end if all funds are expended. The Financial Assistance Application is to be completed, and proof of eligibility provided at the time the applicant is signing up for the District program. This application shall be valid for one fiscal year, July 1–June 30. A new application with qualifying documents must be completed each fiscal year.



IN ORDER TO QUALIFY FOR FINANCIAL ASSISTANCE, THE FOLLOWING CRITERIA MUST BE SATISFIED:

- ✓ The GVRD Financial Assistance Application must be completed by the parent or legal guardian.
- ✓ Show a photo identification
- ✓ Show proof of Vallejo residency (PG&E or water bill)
- ✓ The applicant must also provide documentation of one of the following:
 - ✓ Partnership Health Plan of CA coverage
 - ✓ MediCal
 - ✓ CalFresh/Golden State Advantage EBT card
 - ✓ CalWORKs Documentation
 - ✓ VCUSD Free or Reduced School Lunch Letter
 - ✓ Foster Care verification letter
 - ✓ Medicaid
 - ✓ Subsidized housing



PROGRAMS ELIGIBLE FOR FINANCIAL ASSISTANCE FUNDS:

- Summer, Break and Aquatic Camps
- Sports Programs
- Swim Lessons
- Contract Classes (martial arts, dance, etc.)



FOR OFFICE USE ONLY

Date received ____ / ____ / ____ Fiscal year ____
7/1/20 ____ – 6/30/20 ____

Received by _____

Requirements: Proof of residency Copy of documentation
 Civic Rec Waiver set-up

Follow up: Left voicemail Completed registration

Processed by _____

Additional notes:



Questions? Please contact (707) 648-4600 or email recreation@gvrd.org for assistance with this application process.



SOLICITUD DE BECA JUVENIL

AÑO FISCAL 2026-2027



Las solicitudes solo se procesarán en la Oficina Principal del Distrito, 395 Amador Street, Vallejo. La aprobación de la solicitud puede tardar hasta 72 horas para procesarse.

El programa de Asistencia Financiera está disponible para familias que residen dentro de los límites del GVRD y que desean participar en los programas recreativos del Distrito, y que califican según los criterios establecidos por el Distrito. El programa de asistencia cubrirá el 50% del costo total en forma de descuento. El solicitante es responsable del 50% de las tarifas al momento de la inscripción.

INFORMACIÓN DEL PADRE/MADRE/TUTOR

Nombre del padre/madre/tutor _____
Teléfono celular _____ Correo electrónico _____
Dirección _____
Ciudad _____ Estado _____ Código postal _____

INFORMACIÓN DEL PARTICIPANTE (El participante debe tener 17 años de edad o menos.)

NOMBRE DEL PARTICIPANTE	EDAD	PROGRAMA
1.		
2.		
3.		

- ★ Para calificar, proporcione la documentación requerida (consulte el reverso para conocer los criterios).
- ★ Cada participante puede usar hasta \$250 de fondos de Asistencia Financiera, por año fiscal (1 de julio - 30 de junio).
- ★ El programa de Asistencia Financiera puede finalizar en cualquier momento según la disponibilidad de fondos.
- ★ Los fondos de Asistencia Financiera no son transferibles.
- ★ Si se utiliza la Asistencia Financiera, no se pueden aplicar otros descuentos.
- ★ El participante puede ser descalificado y retirado del programa por mal comportamiento, y posiblemente de otros programas.



El abajo firmante, acepta que toda la información proporcionada en esta solicitud es verdadera y correcta, y que los participantes son actualmente residentes de la Ciudad de Vallejo, que incluye las áreas no incorporadas dentro de los límites de la ciudad.

Firma del padre/madre/tutor _____ Fecha _____



¿Preguntas? Comuníquese al (707) 648-4600 o envíe un correo electrónico a recreation@gvr.org para obtener ayuda con este proceso de solicitud.



La cantidad total anual asignada para este programa puede variar, y el programa puede finalizar si se agotan todos los fondos. La Solicitud de Asistencia Financiera debe completarse y se debe proporcionar prueba de elegibilidad al momento de inscribirse en el programa del Distrito. Esta solicitud será válida por un año fiscal, del 1 de julio al 30 de junio. Se debe completar una nueva solicitud con los documentos que califiquen cada año fiscal.



PARA CALIFICAR PARA ASISTENCIA FINANCIERA, SE DEBEN CUMPLIR LOS SIGUIENTES CRITERIOS:

- ✓ La Solicitud de Asistencia Financiera del GVRD debe ser completada por el padre/madre o tutor legal.
- ✓ Mostrar una identificación con foto
- ✓ Mostrar prueba de residencia en Vallejo (factura de PG&E o de agua)
- ✓ El solicitante también debe proporcionar documentación de uno de los siguientes:
 - ✓ Cobertura de Partnership Health Plan of CA
 - ✓ MediCal
 - ✓ Tarjeta EBT de CalFresh/Golden State Advantage
 - ✓ Documentación de CalWORKs
 - ✓ Carta de almuerzo escolar gratis o reducido del VCUSD
 - ✓ Carta de verificación de cuidado de crianza (foster care)
 - ✓ Medicaid
 - ✓ Vivienda subsidiada



PROGRAMAS ELEGIBLES PARA FONDOS DE ASISTENCIA FINANCIERA:

- Campamentos de verano, vacaciones y acuáticos
- Programas deportivos
- Clases de natación
- Clases contratadas (artes marciales, baile, etc.)



FOR OFFICE USE ONLY

Date received ____ / ____ / ____ Fiscal year ____
7/1/20____ - 6/30/20____

Received by _____

Requirements: Proof of residency Copy of documentation
 Civic Rec Waiver set-up

Follow up: Left voicemail Completed registration

Processed by _____

Additional notes:

Youth Scholarship Program Snapshot

GVRD's Youth Scholarship Program is designed to reduce financial barriers and increase access to recreation opportunities for Vallejo youth. The application process is intentionally straightforward, accessible, and available in both English and Spanish to ensure families can easily apply for assistance. Copies of both applications are included in the Board packet for review.

Key features of the program include:

- Scholarship applications are available in both English and Spanish.
- Applications can be downloaded online, submitted online, or completed through the District's Main Office
- Eligible families receive a 50% discount on qualifying recreation programs, camps, classes, and activities.
- The application requires only basic residency verification, photo identification, and proof of participation in an existing assistance program (such as Medi-Cal, CalFresh, WIC, subsidized housing, free/reduced school meals, or similar programs).
- Applications are valid for the District's fiscal year and may be used up to three times per participant, subject to available funding.

The scholarship process is intended to verify eligibility while avoiding unnecessary administrative burdens on families. By utilizing documentation that many qualifying households already possess, GVRD seeks to provide a fair, efficient, and accessible pathway for youth to participate in recreation programs that support health, learning, social development, and overall well-being.

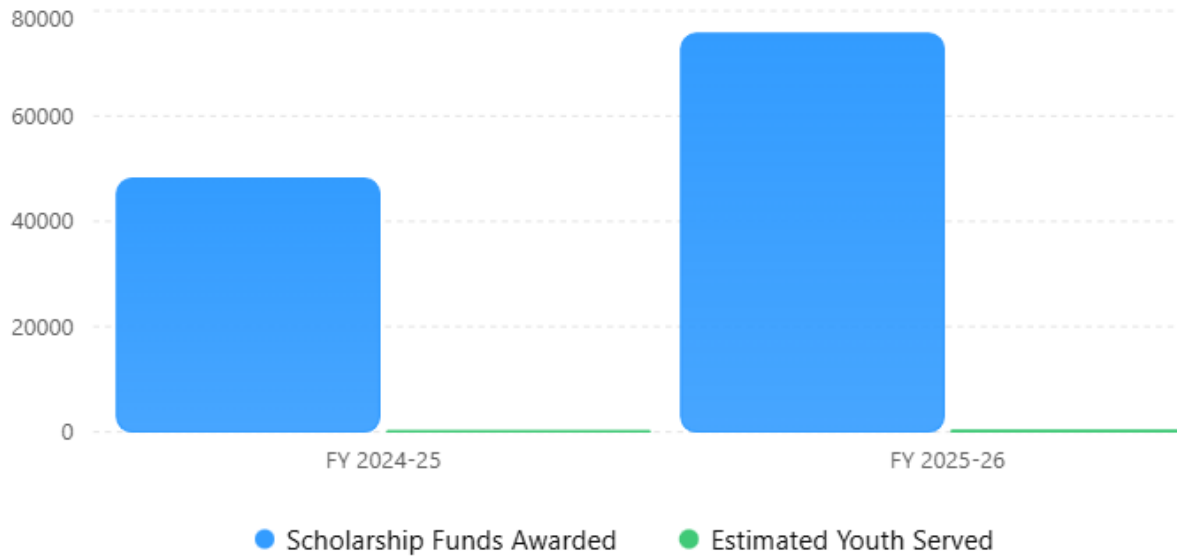
GVRD Youth Scholarship Program Impact Snapshot | FY 2025-26

Key Performance Indicators

Youth Scholarship Funds Awarded	\$75,715
Estimated Youth Served	303 Youth
Maximum Scholarship Award	\$250 Per Youth
Application Languages	English & Spanish
Year-over-Year Growth	57.2% Increase

Youth Scholarship Program Impact

Comparison of scholarship funds awarded and estimated youth served by fiscal year. FY 2025-26 reflects year-end totals.



Fiscal Year	Scholarship Funds	Estimated Youth Served
FY 2024-25	\$48,165	193
FY 2025-26	\$75,715	303
Difference	+\$27,550	+110 Youth

Key Metrics

Metric	FY 2024-25	FY 2025-26
Scholarship Funds Awarded	\$48,165	\$75,715
Estimated Youth Served	193	303
Maximum Award Per Youth	\$250	\$250

Year-Over-Year Growth

Impact Measure	Increase
Scholarship Dollars Awarded	+57.2%
Estimated Youth Served	+57.0%
Additional Youth Reached	+110 Youth
Additional Scholarship Investment	+\$27,550

Why It Matters

- Removes financial barriers to recreation
- Supports equitable access for Vallejo youth
- Available in both English and Spanish
- Provides access to camps, sports, aquatics, and recreation programs
- Funding and utilization tracked through Civic Rec
- Supports healthy lifestyles, social connection, and youth development

Executive Summary

During FY 2025-26, GVRD awarded \$75,715 in youth scholarship assistance, representing a 57.2% increase over FY 2024-25. Based on the maximum annual scholarship allocation of \$250 per participant, the program supported an estimated 303 youth, an increase of approximately 110 youth from the previous fiscal year. The continued growth of the program demonstrates GVRD's commitment to reducing barriers and expanding access to recreation opportunities for Vallejo families.

Committee Takeaway

Over the past two fiscal years, GVRD and City of Vallejo (FY 25-26) have invested \$123,880 in youth scholarships, helping an estimated 496 youth access recreation opportunities regardless of financial circumstances.



Greater Vallejo Recreation District Public Safety Grant

Measure P- Youth Priorities

June 9, 2026



GVRD's Measure P Youth Recreation Survey

- Council provided recommendations to help mitigate community violence and address public safety in summer 2025
 - **Council Direction:** Funding for up to \$300,000 to subsidizing program costs (from zero up to 80% on a needs basis) for children to participate in GVRD year-round programs
- Staff presented the proposal to the Measure P Oversight Committee in August 2025 and received approval to recommend funding through Measure P. Council approved an amendment to the FY 25/26 budget using Measure P funds and provided direction to staff on the presented grant scope in December 2025
- Staff presented the grant scope to GVRD board in February 2026 for feedback
- City and GVRD Staff worked collaboratively to incorporate Council and GVRD feedback and presented the grant to Council in May 2026
- Council did not approve the grant agreement and directed staff to provide more information. In June of 2026, Council voted to reconsider the item.



Goal and Objectives

Goal: Improve public safety and reduce violence by subsidizing costs to increase participation in recreational activities and access to safe spaces for Vallejo youth

Activity:	Funding
Youth Scholarships	\$50,000
Youth Programs/Events	\$55,000
Teen Programs/Events	\$85,000
Targeted Programming	\$35,000
Free Days	\$75,000
TOTAL	\$300,000

- **Objective #1:** Reduce financial barriers to participation through scholarships for Vallejo youth and families
- **Objective #2:** Increase access to subsidized youth activities and programs, with an emphasis on teen opportunities
- **Objective #3:** Provide increased subsidized programming in districts identified by the City Council. Programming opportunities shall be thoughtfully designed and equitably distributed to ensure access for all participants residing within the City of Vallejo
- **Objective #4:** Increase community access to safe spaces and events



GVRD Measure P Grant (125K) Data and Impacts

- **212 youth and 3 team scholarships** awarded and used for activities such as:
 - Vallejo Little League, STEM, cooking, arts and dance programs; Recreational camps at Cunningham and community centers during summer and school breaks
- **Youth Camps** used minimal funds as they are already free, however **5 programs (~ 100 participants)** were funded including seasonal break camps and sports camps
- **~3-6 Subsidized programs were funded each quarter** at Dan Foley Turf Field, Callen Field, Children's Wonderland, Cunningham Aquatics Center, which **served approx. 3,800+ individuals**
 - Mobile Recreation Program, cooking camp for teens, seniors and teens art programs, seasonal/ holiday events: Nightmare on Glenn Street, Snow Many Toys Giveaway, Tree Lighting
- **10 Youth Events** were sponsored with approximately **1,070+ participants**
 - Bite Night Teen Activations, Teddy Bear Picnic, Glow in the Dark Dodgeball, Breakfast w/ Santa, Grinch Breakfast, Youth Round-Table, Easter Egg Hunt
- **Marketing** of programs through outreach events, banners, flyers, postcards, Activity Guides, and Social media campaigns helped strengthen awareness and drive increased participation
- **Grant term ends July 30, 2026.** As of their last grant report (FY 25/26 Q3) they have \$31,328 left



GVRD's Measure P Youth Recreation Survey

1. Respondents noted that the top Measure P fund spending categories that would be most beneficial to Vallejo youth and families were **Free Day activities, Scholarships, and Youth Programming**
2. When asked which age groups should be prioritized to address public safety, the top 2 answers were **High School Teens (14-17) and Middle School Youth (11-13)**
3. Respondents' top programs and activities that they would like to see offered were **Sports leagues/Camps, Family/Community Events, and Leadership/Job Readiness Programs.**
4. The top 3 free community events that respondents said they and their families would attend were **Family Fun Days, Food Truck events, and concerts/ music events**
5. When asked what barriers prevent youth and families from participating in recreation programs, the top 3 answers were **Lack of Awareness/ Information, Cost, and Limited Local Opportunities**
6. The top 3 areas that respondents identified as where they would most like to see programming and events offered were **Parks/ Open Spaces, Community Centers and Downtown Vallejo**





GVRD's Measure P Youth Recreation Survey

7. Respondents were asked if there was a specific GVRD park or facility near them that they would like to see activated with more recreation. Residents expressed the strongest interest in expanding recreation opportunities at **Dan Foley Park, Blue Rock Springs Park, Cunningham Aquatic Complex, Children's Wonderland, and North Vallejo Community Center**. Other mentioned sites included **Wilson Park, Regents/Highland Park, Franklin, Richardson Park, Hiddenbrooke Park, Wardlaw Park, Glen Cove Park, Hillcrest Park, South Vallejo Community Center and Lake Dalwigk Park**
8. When asked what positive impacts they believe expanded recreation opportunities can have in Vallejo, the top responses were **strengthening community connections, improving public safety and access to safe spaces, increase physical activity and positive health outcomes, and provide relationship and skill-building opportunities**
9. 42.5% of respondents were from zip code 94591, 31.5% of respondents were from zip code 94590, and 22% of respondents were from zip code 94589
10. 55% of respondents self-identified as parents/guardians, 30.6 % were youth/teen/young adults, 22% were community members, and 16.5% identified as educators/partner organization



GVRD's Measure P Youth Recreation Survey

11. Additional comments and input:

- More **accessible, affordable, and consistent recreation opportunities** for youth and families throughout Vallejo.
- **Expanded programming for teens (ages 13–18)**, including sports, leadership opportunities, job readiness training, life-skills classes, mentorship, and safe spaces to gather after school and on weekends
- **Increasing programs for young children (ages 0–5)**, including arts, music, nature-based activities, and family-oriented events.
- Keeping recreation opportunities **low-cost or free** addressing barriers such as transportation and lack of awareness about available programs.
- Maintaining safe and well-maintained parks and facilities, keeping **Cunningham Pool open year-round**,
- Expanding **arts and cultural programming**
- **Improving communication and outreach** to ensure residents are aware of available activities.



GVRD Sites by District

District	<u>Council Member Matias</u>	
1	Blue Rock Springs	Community Park
1	Hanns Memorial	Community Park
1	McIntyre Ranch	Special Purpose Park
1	Northgate Park	Neighborhood Park
	Orchards Park-	
1	Hiddenbrooke	Neighborhood Park
	Wardlaw BMX/Skate	
1	Park & Dog Park	Special Purpose Park

District	<u>Council Member Matulac</u>	
2	Borges Park	Neighborhood Park
2	Crest Ranch Park	Neighborhood Park
2	Henry Ranch Park	Neighborhood Park
	North Vallejo	
2	Community Center	Community Center
	North Vallejo	
2	Community Park	Neighborhood Park
2	Setterquist Park	Neighborhood Park

District	<u>Council Member Lediju</u>	
3	Glen Cove Park (School) Neighborhood Park	
	Glen Cove Waterfront	
3	Park-Sacred Burial Site	Special Purpose Park
3	Highlands Park	Neighborhood Park

District	<u>Council Member Palmares</u>	
4	City Park	Neighborhood Park
4	Crescent Park	Neighborhood Park
	Dan Foley Cultural	
4	Center	Community Center
4	Dan Foley Park	Community Park
4	Delta Meadows Park	Neighborhood Park
4	Independence Park	Community Park
4	Richardson Park	Neighborhood Park
4	River Park	Special Purpose Park
4	Sheveland Park	Neighborhood Park
4	Terrace Park	Neighborhood Park



GVRD Sites by District cont.

District	<u>Council Member Bregenzer</u>	
5	Amador Park	Community Park
5	Children's Wonderland	Special Purpose Park
5	Fairmont Park	Neighborhood Park
5	Grant Mahony	Neighborhood Park
5	GVRD Sports Gym	Gymnasium
5	Vallejo Community Center	Community Center
5	Washington Park	Neighborhood Park

District	<u>Council Member Gordon</u>	
6	Beverly Hills Park	Neighborhood Park
6	Carquinez Park	Neighborhood Park
6	Castlewood Park	Neighborhood Park
6	Cunningham Aquatic Center	Aquatic Complex
6	Lake Dalwigk Park	Neighborhood Park
6	Norman King South Vallejo Community Center	Community Center
6	Wilson Park	Neighborhood Park



Recreation Services Department –Cost Recovery Matrix

Program Type	Community Benefit Level	Estimated Cost Recovery Goal	Estimated Subsidy Level	Funding Sources	Examples
Revenue Generating Programs	Moderate	100%–120%	0%–20%	Registration Fees	Adult Fitness Classes, Specialty Sports Clinics
Standard Recreation Programs	High	70%–90%	10%–30%	Fees + District Support	Youth Sports Leagues, Summer Camps
Youth & Teen Development Programs	Very High	40%–70%	30%–60%	Measure P, Grants, Sponsorships	Teen Summit, Mobile REcess, CIT Program
Adaptive Recreation Programs	Essential Community Service	20%–50%	50%–80%	Grants, Donations, District Support	Adaptive Recreation Events & Programs
Senior Programs & Socials	High Community Benefit	30%–60%	40%–70%	Sponsorships, Donations, District Support	Senior Social, Senior Prom
Community Outreach Programs	Essential Community Service	0%–40%	60%–100%	Measure P, Sponsorships, Grants	Outreach Events, Free Sports Camps
Signature Community Events	Community Identity & Engagement	20%–60%	40%–80%	Sponsorships, Vendors, District Support	Rec Expo, Winter at Wonderland
Scholarship Programs	Equity & Access Focused	0%–20%	80%–100%	Grants, Donations, Measure P	Camp Scholarships, Making Waves Scholarship



Pilot Summer/Fall Program Roll Out 2026



PILOT SUMMER/FALL PROGRAM ROLL OUT 2026

Measure P Investment in Vallejo Youth & Teens



	PROGRAM	DESCRIPTION	INVESTMENT
1	 TEEN WELLNESS PROGRAM (NVCC, 4 WEEKS)	Wellness workshops, activities, and resources supporting youth mental health and wellness.	\$5,000
2	 COUNSELORS IN TRAINING / WORKFORCE PROGRAM (2, 4-WEEK SESSIONS)	Leadership, resume building, interview skills, First Aid & CPR certification.	\$10,000
3	 SOCCER CAMP – DAN FOLEY PARK (4 WEEKS, 75 YOUTH)	Free four-week soccer camp serving up to 75 youth participants.	\$20,000
4	 TEEN SUMMIT EVENT (FALL 2026)	Youth leadership summit focused on workforce readiness, wellness, civic engagement, and youth voice.	\$10,000
5	 TWO FREE WEEKS OF FUN-GINEERING CAMP (50 CAMPERS TOTAL)	STEM enrichment and hands-on learning opportunities.	\$10,000
6	 SIX FLAGS YOUTH TICKET PROGRAM (300 YOUTH) OR TEEN ROLLER SKATE NIGHT	Free recreational experiences promoting positive youth engagement and fun.	\$10,000
7	 FREE PARK DAYS (BLUE ROCK SPRINGS & DAN FOLEY PARK)	Free admission and family activities at Blue Rock Springs and Dan Foley Parks.	\$20,000
8	 FREE DAYS: CHILDREN'S WONDERLAND, CUNNINGHAM AQUATIC COMPLEX & SPORTS GYM	Access to District facilities for free to promote active, healthy lifestyles.	\$5,000
9	 MOBILE RECESS PROGRAM (SUPPLIES, SPORTS, GAMES, & ACTIVITIES IN LOCAL NEIGHBORHOODS)	Bringing fun, games, sports, and activities directly to neighborhoods.	\$10,000



OUR COMMITMENT

Providing safe, affordable, and accessible recreation opportunities that support youth development, wellness, leadership, and community connection.



WHO BENEFITS

- Vallejo Youth & Teens (Ages 5–19)
- Underserved Communities
- Working Families
- Future Community Leaders








MEASURE P IMPACT

-  Youth Safety
-  Mental Health & Wellness
-  Workforce Development
-  Leadership Opportunities
-  Access to Recreation



EXPECTED OUTCOMES

-  500+ Youth Served
-  Free & Reduced-Cost Programs
-  Workforce Readiness Training
-  Increased Teen Engagement
-  Healthier & More Connected Communities

500+
YOUTH
EXPECTED TO
BENEFIT!



MEASURE P INVESTING IN VALLEJO'S FUTURE

Supporting Youth • Strengthening Families • Building Community

TOTAL COMMUNITY INVESTMENT

\$100,000



Programs funded through the City of Vallejo's Measure P Youth Recreation Initiative in partnership with GVRD.



GVRD's Summer Activity Guide is available now at:
<https://www.gvrd.org/activity-guide>



THANK YOU



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MEASURE P
CITY OF VALLEJO & GREATER VALLEJO
RECREATION DISTRICT



Free Recreation for Vallejo Youth

COMMUNITY SAFETY AND CRIME PREVENTION