

CITY OF MEDFORD  
**STATEMENT OF GENERAL RESPONSIBILITIES**

Employee's Name: <b>Rich Rosenthal</b>	Department: <b>Parks &amp; Recreation</b>	Classification: <b>Interim Parks &amp; Recreation Director</b>
Assignment: N/A	Review Date: Click here to enter a date.	Probation: N/A
Supervisor's Name: Brian Sjothun	Department: Parks & Recreation	Title: Parks and Recreation Director

VISION

*We envision Medford as an outstanding community - a vibrant place for people to live, work, and play.*

MISSION

*Continuous Improvement ~ Customer Service*

**CLASSIFICATION JOB DESCRIPTION**

The Recreation Superintendent is the second level in a two-level recreation series. Incumbent is responsible for managing and supervising recreation operations. The Recreation Superintendent is distinguished from the Recreation Supervisor by its managerial responsibilities.

**ASSIGNMENT SPECIFIC JOB DESCRIPTION**

- Supervises staff to include: prioritizing and assigning work; conducting performance evaluations; ensuring staff are trained; and making hiring, termination and disciplinary recommendations.
- Manages, schedules, organizes and administers large-scale adult athletic programs.
- Assists the public with inquiries and requests for information regarding programs and operations.
- **Serves as the Department's Public Information Officer for media and community relations.**
- Manages, develops, organizes, administers and oversees a variety of special events and/or activities.
- Manages, schedules, coordinates and administers public concerts.
- Assists in planning, developing, and implementing the departmental master plan and other related Council goals and tasks.
- Coordinates athletic field usage with community organizations and/or agencies.
- Coordinates and supervises tennis lessons for youth and adults.
- Prepares a variety of reports, studies, program updates and other related documentation.
- Serves as a liaison with public agencies, school districts, service clubs and non-profit providers.
- Prepares and administers assigned budgets.
- Performs other duties of a similar nature or level.
- Regular, reliable and punctual attendance.

Supervisor's Signature:	Date:	Employee's Signature:	Date:
		This plan has been discussed with me. <input type="checkbox"/> Yes <input type="checkbox"/> No	

**PERSONAL GOALS, TASKS, AND EXPECTATIONS**

**OVERALL GOAL**

Strive to improve the quality of life through people, parks and programs. Administer safe, high-quality programs and affordable recreational services and activities that meet and adapt to the ever-changing needs of the community (Strategic Plan (SP) Goal 8; Leisure Services Plan (LSP) 5.2 1-C; CAPRA 6.1).

**Goal #1:** Provide a wide variety of quality and affordable recreational opportunities for all ages based on community needs (SP 8.2a; LSP 5.1) and provide/coordinate adequate opportunities for public input (SP 14.5a; CAPRA 6.1.1).

**Outcomes:**

The Recreation Division coordinates over 300 recreation classes, programs, leagues, tournaments and special events annually, relying heavily on part-time and seasonal employees. Approximately two-thirds of enrichment programs are offered for less than \$30, with numerous activities provided at no charge. Participants are provided an opportunity to evaluate and comment on the quality and effectiveness of recreation programs and services via questionnaires. Evaluations revealed a 98 percent overall customer satisfaction rate of "satisfactory" or better.

It is probable FY14-15 will replicate or surpass these desired outcomes and exceed a 70 percent "Good" or "Great" level. A priority for the calendar year is to complete a recreation needs assessment and to evaluate existing programs and services based on findings.

**Goal #2:** Maximize programming of U.S. Cellular Community Park and recreational facilities for community benefit, efficiency, economic impact and/or revenue generation (LSP 6.5).

**Outcomes:**

In 2013, 41 tournaments and special events at U.S. Cellular Community Park generated economic impact in excess of \$9.3 million – the second-highest output in the park's six-year history. Based at USCCP, the Santo Community Center Gym and private high-school gyms, the Division administers the region's largest and broadest selection of adult sports leagues, including the state's biggest municipal softball league. The community center gym is programmed with youth and adult activities essentially daily, year-round. Overall, athletics revenue for FY13-14 was the Division's second-highest total ever.

USCCP Phase 4 creates opportunities for recreation program and tournament expansion. The Recreation Division will create and promote new sports league programs geared toward teens, including slowpitch softball, kickball and small-sided indoor/outdoor soccer. The Hawthorne Park remodel will augment existing soccer leagues, and recreation management will attempt to forge a relationship with the Medford School District in hopes of obtaining access to recreational venues. Overall, if full-time Recreation Division staffing remains stable, FY14-15 revenues and economic impact should surpass last year's output.

**Goal #3:** Cultivate sponsors to help underwrite the costs of providing subsidized youth programs, services and special events (LSP 6.5).

**Outcomes:**

Division staff, with the assistance of the Director, generated over \$230,000 in cash and in-kind sponsorships and donations in FY13-14. Notable annual partners, sponsors, advertisers and underwriters of recreation programs and services are:

- Lithia
- State Farm
- Rogue Credit Union
- Wild River Pizza
- Real Deal Café
- Providence

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**Statement of General Responsibilities (continued)**

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- Kiwanis Club

If the full-time resource development position is fully staffed for the entire year, it is reasonable to expect the FY14-15 output will surpass \$250,000 as a result of expansion of existing deals or cultivation of new signage, sponsorship and naming-rights opportunities. Deliverables include a quarterly update on outcomes and an annual review of pricing for approval by the Parks and Recreation Commission.

**Goal #4:** Implement regular strategic planning for the recreation division (SP 8.3a).

**Outcomes:**

The Division's CAPRA-mandated community relations, public information, marketing and cost recovery plans were revised and reapproved. The recreation superintendent was heavily involved in assisting the University of Oregon's Sustainable Cities Program analysis of the Recreation Division's cost recovery, marketing and Latino outreach efforts.

In addition to updates to CAPRA-required plans, projected FY14-15 strategic planning efforts include implementation of U of O recommendations, where feasible, and development of a valid community interest and opinion survey to help dictate future program development considerations.

**Goal #5:** Increase recreational participation at Prescott Park Challenge Course (SP 6.4)

**Outcomes:**

Led by the recreation superintendent, the Department vastly increased participation and raised the facility's profile as a result of:

- Hiring an experienced course facilitator to design and lead City-sponsored enrichment programs.
- Producing and distributing a professionally designed facility brochure.
- Identifying and mitigating specific facility problems such as red ants and poison oak.

For FY14-15, the next management steps are to revamp the facility's web presence, improve distribution of the informational brochure, train an additional facilitator and to negotiate a potential extension of the management contract with Synergo.

**Goal #6:** Utilize and enhance communication tools such as the department program guide, web sites, blast emails, and information technology to increase awareness of programs and services (CAPRA 3.4.3).

**Outcomes:**

The Department's tri-annual programs and services guide and several related informational brochures received a complete re-design as a result of a new services contract with a talented and intuitive local graphic designer. Additionally, recreation staff maximized use of built-in communication tools in TeamSideline (youth tournaments and adult sports leagues) and Sports Signup (Jr. Giants) to improve customer communication. Using tips gleaned at the NRPA Congress, the recreation superintendent implemented a text-messaging system for customers and employees.

FY14-15 will feature the hiring of a part-time employee to assist full-time staff in implementing recommendations of the U of O Sustainable Cities initiative as well as items contained in the recently approved City of Medford Communications Plan. Specific areas of emphasis are promotions via social media platforms, more regular revisions/updates to specific web pages and more frequent press releases or timely announcements about programs and services.

**Goal #7:** Serve as staff liaison to the Medford Arts Commission.

**Outcomes:**

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Employee's Initials

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Rater's Initials

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**Statement of General Responsibilities (continued)**

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In addition to standard clerk chores, the recreation superintendent assisted the Commission by helping revise strategic goal and biannual grant-application documents.

In FY14-15, the liaison will assist the Commission with implementation of the Hawthorne Park viaduct pillar art project and develop the FY15-17 budget request.

**Goal #8:** Provide quality, free-of-charge programs and wholesome family entertainment to enhance understanding and appreciation of arts, music and culture (Strategic Plan (SP) Goal 8; Leisure Services Plan (LSP) 6.5; CAPRA 6.1).

**Outcomes:**

Recreation Division staff managed and coordinated sponsorship of the annual summer concert and movie series and the mobile recreation programs (in each of the City's four wards). The division identified funding sources and cost-savings methods to offer more free concerts and movies than ever before. The division implemented several events at the new Pear Blossom Park amenities.

FY14-15 efforts will focus on improving the customer experience and event atmosphere at Pear Blossom Park and Bear Creek Park. A priority for the evening concert series is identifying a suitable back-up indoor venue in order to mitigate the impact of inclement weather. Resource development efforts will focus on new or enhanced levels of sponsorship.

**Goal #9:** Attract future sporting events and tournaments to U.S. Cellular Community Park through state, regional and national associations.

**Outcomes:**

In Jan. 2014, Medford and USCCP obtained the 2016 ASA 10B Western National Tournament through a competitive bidding process at the ASA regional meeting in Spokane, Wash. The tournament is the eighth ASA national event awarded to Medford over the past seven years. Staff also worked with Oregon ASA, Southern Oregon University, Special Olympics Oregon, Rogue Valley Senior Softball Association, the Rogue Valley Timbers and local slowpitch softball tournament directors to host events at USCCP.

In Jan. 2015, the Department will bid on the 2017 ASA U14A and U16B/18B Western National Tournaments in hopes of landing one of the two. The year will also feature the City's takeover of coordination of the annual Spring Break prep fastpitch tournament from North Medford High. The opening of USCCP Phase 4 will also feature a new Spring Break baseball tournament in cooperation with Cascade Christian High. In 2015, for the first time ever Medford hosts two ASA Western National Tournaments within a one-month timeframe: the 12B (late July/early August) and Men's D/E (Labor Day weekend). The Division strives to receive the ASA James Farrell Tournament Hosting Award for both tournaments. A deliverable is the annual USCCP Economic Impact report.

**Miscellaneous Goals:** Prepare FY15-17 budgets for 5202, 5203, 5205 (Arts), 5209 and 5210 divisions. Provide training opportunities for Division staff, including:

- Customer service
- First Aid/CPR
- Illness and Injury Prevention
- Vehicle safety
- Bloodborne pathogens
- AED
- Emergency Action Plan

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Employee's Initials

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Rater's Initials

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- Accident reporting
- Specialized training based on primary tasks (marketing, promotions, sales techniques, organizational aids, etc.)

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Employee's Initials

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Rater's Initials