

Organization

The Parks and Recreation Department consists of 12 divisions and directs the City's overall recreation, parks, golf and grounds maintenance functions.

The primary goal of the Parks and Recreation Department is to deliver a parks and recreation system that is efficient to maintain and operate, provides a high level of user comfort, safety and aesthetic quality, and protects capital investments. Healthy, safe communities have thriving parks that contribute to public health and well-being, create a sense of place and community, improve the environment, and boost the economy. We provide a highly rated golf course, an accessible well-maintained tennis facility, trained and highly skilled ocean rescue staff, and high-level investments and maintenance to our park system.

Throughout the year, Parks and Recreation coordinates and oversees many special events to instill connectivity and entertainment within our community. Such events include Sea and Sky Show, 4th of July Celebration, Moonlight Movies, Springing the Blues, a Country Music Festival and the Beaches Opening Parade and Sandcastle Contest.

Key to success is the Department's ability to cooperate internally. Parks and Recreation divisions work well together while the Department enjoys good relationships and cooperation with other City departments. Employees have a very good level of competency and have good internal support to deliver quality services.

Department Mission Statement

Create a sense of community and enhance the quality of life by providing safe, well-maintained parks that offer recreational activities for citizens of all ages.

Goals for FY2026

The City Council is tasked with setting the Priorities, Goals and Objectives (PGOs) of the Strategic Plan (Plan). The specific departmental goals are to be implemented by the Department Directors.

- Ensure high levels of public satisfaction through accessible, safe, and well-maintained facilities.
- Optimize use of departmental budget through cost-effective operations.
- Increase community engagement through inclusive programming and outreach.
- Promote staff development and safety through regular training and certifications.

Strategic Plan Priority, Goal, and Objectives

- P2.G2.O2-02 – Implement and promote the urban trails master plan.
- P4.G2.O2-01 – Improve and expand nature preserves and water access.
- P4.G2.O2-02 – Implement the park study results.
- P4.G2.O2-01 – Inventory and expand the City's tree canopy.

Recent Accomplishments/Highlights

- ✓ Completed the renovation of Gonzales Park.
- ✓ Awarded \$200,000 in grant funds for the proposed walking trail around the lagoon at Fountain View Park.
- ✓ Awarded \$200,000 grant funds for the Urban Trail Project.
- ✓ Installed new LED lights at the Tennis Center.
- ✓ Revised the Special Events Policy.
- ✓ Produced the Country Music Festival.
- ✓ Offset the cost of City-produced events through sponsorships and vendor fees.
- ✓ Coordinated Beaches Opening Day Parade, Easter Egg Hunt, Sand Castle Contest and 4th of July celebration.
- ✓ Added recurring City-produced events with Seawalk Sessions, Car Cruise and Yoga at the Pavilion.
- ✓ Celebrated the 20th Anniversary of Paws Park.
- ✓ Replanted the medians on A1A and to the east of A1A on Beach Boulevard.
- ✓ Landscaped the entrance to City Hall and the public art display at 2nd Street North and Beach Boulevard.
- ✓ Coordinated community meetings at Fountain View Park and the Carver Center to encourage public engagement and input on improvements to the parks.
- ✓ Developed a city-wide survey to analyze public sentiment on the Urban Trails Project.
- ✓ Coordinated youth sports programs in conjunction with parent organizations: Little League; Babe Ruth; North Florida Girls Softball; Pop Warner and Pop Warner Cheerleaders.
- ✓ The Ocean Rescue competition team's inaugural participation in the South Atlantic Lifesaving Competition yielded third place out of 16 competing agencies.
- ✓ Provided quality sports fields to accommodate flag football, softball, baseball, and lacrosse programs, utilizing effective turf management programs.
- ✓ Submitted a successful application to Tree City USA to achieve 37 consecutive years recognition as a Tree City.

Recreation Administration Division

The Recreation Administration Division is responsible for fiscal and personnel management, clerical support services, and staff support of all recreation activities throughout the City, including: the Golf Course, Ocean Rescue, Park maintenance, Tennis Center, Carver Center, Lee Kirkland & H. Warren Smith Cemeteries, Oceanfront Restrooms, and Community Center and Exhibit Hall.

Staff manages all adult softball and football leagues and coordinates youth sports for Babe Ruth Baseball, Little League Baseball, Girls Softball, Pop Warner Football, Pop Warner Cheerleading and Lacrosse. This division also administers the Community Development Block Grant (CDBG), which provides funding for the Carver Center. Other administrative responsibilities include dog park memberships, cemetery sales, and burial coordination with funeral homes.

Division Objectives

- Offer a diverse range of sports programs and activities for all ages and skill levels.
- Coordinate youth sports programs in conjunction with parent organizations: Little League; Babe Ruth; Girls Softball; Pop Warner and Pop Warner Cheerleading
- Maintain and improve our facilities eligible for reservation with the goal of improving the quality of life for our citizens.
- Provide quality sports fields to accommodate football, softball, baseball, and lacrosse programs utilizing effective turf management programs.
- Provide adult softball leagues in the spring and fall and flag football leagues in the fall.
- Ensure all league games have certified officials and meet safety protocols.
- Maintain a team retention rate of 85%+ from season to season.

Recreation Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
Adult Softball Teams	P1.G1	Annually	64	53	23	45
Adult Flag Football Teams	P1.G1	Annually	29	29	29	25
Youth Girls Softball Teams	P1.G1	Annually	10	15	22	19
Youth Baseball Teams	P1.G1	Annually	42	45	48	41
Babe Ruth Baseball Teams	P1.G1	Annually	2	2	2	2
Pop Warner Football Teams	P1.G1	Annually	5	5	5	4
Pop Warner Cheerleader Teams	P1.G1	Annually	6	6	6	5
Adult Softball Revenue	P1.G1	Annually	\$16,270	\$12,190	\$5,300	\$10K or >
Flag Football Revenue	P1.G1	Annually	\$10,730	\$10,730	\$7,830	\$8K or >
Field Rentals	P1.G1	Annually	\$25,330	\$22,165	\$11,490	\$15K or >

Recreation Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
South Beach Park Cabana Reservations	P1.G1	Annually	N/A	1,860	881	1,500
Memorial Tree and Bench Revenue	N/A	Annually	\$7,000	\$6,300	\$7,050	\$3K or >
Memorial Tree and Bench Adoptions	N/A	Annually	8	11	8	2 or >
Exhibit Hall & Conference Rentals	P1.G1	Annually	151	175	83	100 or >
Exhibit Hall & Conference Revenue	P1.G1	Annually	\$38,456	\$55,855	\$25,917	\$28K or >

Ocean Rescue Division

Ocean Rescue strives to maintain the highest quality public safety services for our citizens and visitors through prevention, rescue, and education. The Division is responsible for supervising approximately 4.1 miles of municipal beach, and can respond to other water-related incidents within the Intercostal Waterway and St. Johns River.

Lifeguards must complete an extensive training period (accredited by U.S. Lifesaving Association), have advanced knowledge of ocean tides and currents, and be able to operate a variety of specialized equipment and watercraft to carry out their duties. The Volunteer Lifesaving Corps provides supplementary lifesaving services on Sundays and public holidays.

Recent Accomplishments/Highlights	2023	2024
Preventative Actions	21,854	26,612
Total Water Rescues	460	354
EMS Care	350	483
Missing Persons Reunited	70	74
After-Hours Response	11	8
Mutual Aid Response	12	7
Vessel Rescues	2	1
Non-Emergency Response	804	4,965
Animal Control Incident	12	3

- **Preventative Actions:** Verbal warnings to beach goers whose safety may be compromised.
- **Water Rescues:** Persons judged to be in imminent danger and brought to safety by a lifeguard.
- **EMS Care:** First Aid or medical attention, serious enough to warrant a written report.
- **Mutual Aid Response:** Assisting neighboring jurisdictions with emergency services.
- **Vessel Rescues:** Response to a vessel in danger of sinking or damage, or where the safety of passengers or others may be compromised.

- **Non-Emergency Response:** vessel patrols, citizen assists, beach assists, etc.
- **Animal Control Incident:** A call involving an animal or marine creature, typically referred to JBPD Animal Control, FWC, or a FWC affiliated entity such as a Bird Sanctuary or Sea Turtle Patrol.

Division Objectives

- **Maintain Comprehensive Beach Coverage**
Ensure full lifeguard presence along the entire 4.1-mile oceanfront during all operational hours, providing consistent surveillance and rapid-response capability.
- **Optimize Emergency Response Times**
Achieve and sustain an average in-water rescue response time of under two minutes, with continual evaluation and adjustment of staffing and positioning to improve outcomes.
- **Advance Lifeguard Training and Professional Development**
Implement a robust training schedule that includes monthly in-service sessions on water rescue, medical response, and emergency communication protocols to enhance skills and readiness.
- **Promote Public Education and Preventative Safety**
Expand public outreach by offering regular beach safety talks, distributing educational materials, and using visual communication (e.g., signage and flag systems) to increase visitor awareness of ocean hazards.
- **Enhance Incident Documentation and Data Analysis**
Utilize a centralized reporting system to log rescues, medical incidents, and preventative actions, using data analytics to inform operational decisions and risk mitigation strategies.
- **Ensure Equipment Readiness and Reliability**
Establish weekly inspection and maintenance protocols for all rescue and communication equipment, ensuring functionality during emergency operations.
- **Strengthen Operational Staffing and Flexibility**
Develop staffing models that align personnel deployment with peak visitation times, seasonal patterns, and weather conditions, ensuring efficient use of resources without compromising safety.
- **Foster Interagency Collaboration and Joint Response Capacity**
Build and maintain strong partnerships with local fire/rescue, EMS, and law enforcement through joint training exercises and shared communication protocols to streamline multi-agency emergency responses.

Ocean Rescue Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
New Hires - part-time seasonal	P2.G1	Annually	16	24	1	12 or >
Emergency Activation Hours	P2.G1	Annually	68	228	109	N/A
Public Education Events	P2.G1	Annually	49	67	47	48 or >
Beach Wheel Chairs provided	P2.G1	Annually	112	151	40	N/A
Junior Lifeguard Campers	P1.G1	Annually	155	135	112	120 or >
Junior Lifeguard Camp - Revenue	P1.G1	Annually	\$31,000	\$27,000	\$22,400	\$24K or >

- **Emergency Activation Hours:** Hours worked during an officially declared emergency.
- **Beach Wheelchairs:** Beach wheelchairs are available at the Lifesaving Station at no charge to the public.
- **Junior Lifeguard Camp:** The mission of the Junior Lifeguard Program is to educate children between the ages of 9 and 14 on beach and ocean safety, physical conditioning, basic first aid, and environmental awareness while allowing participants to have fun and be comfortable within the beach and ocean setting.
- Ocean Rescue offers six Junior Lifeguard camps each year beginning in June and ending mid-July. Each camp is one week in duration, from Monday through Friday from 9 AM to 3 PM. By the end of the week, Junior Lifeguards will have learned about the following:
 - Entering and exiting the water safely
 - Ocean swimming
 - Negotiating the surf and shore break
 - Paddleboarding (with a long board and surf rescue board)
 - Understanding coastal weather
 - Coastal and marine life in the area
 - Body surfing
 - Bodyboarding
 - Beach running
 - Identifying and swimming out of a rip current
 - Ocean Rescue Lifeguard safety and skills
 - Basic first aid and personal safety
 - Team building
 - Overall beach and ocean safety information on how to stay safe while at the beach

Parks Maintenance Division

The Parks Maintenance Division is responsible for the maintenance and upkeep of the sports fields, parks, cemeteries, and common areas throughout the City. In addition, the division assists with construction projects and special events as needed. Facilities and grounds are maintained with the use of a small staff and contracted maintenance.

Parks are inspected bi-weekly by the Facilities Maintenance Manager, to ensure grounds are mowed and trimmed, the park is free of litter, debris and hazards, restrooms and parking lots are clean, and playground and park equipment are intact and meet safety standards.

Facilities Maintained	Description
Wingate Park	2 football, 4 baseball, 4 softball fields; dugouts; scoreboards; 3 restrooms; 3 concession stands; lights; fences; parking lots
South Beach Park	Exhibit Hall; Sunshine Playground; Skate Park; multi-purpose field; tennis court; volleyball courts; basketball court; pickleball courts; fitness stations; splash pads and walking trail
Gonzales Park	Restrooms; pickleball courts; basketball court; playground; multi-purpose field; walking trail
Other City Parks	Oceanfront Park; Cradle Creek; Tall Pines Park; Carver Center; Fountain View Park; Rotary Park; Paws Park; Seabreeze Field; Penman Park; 12 th Avenue South Park
Cemeteries	Lee Kirkland and H. Warren Smith
Downtown	Latham Plaza & parking lot; Seawalk; Pier Parking lot; islands & medians on Beach Blvd and A1A (2 nd Ave S to 6 th Ave N); landscaping on Right of Way throughout Downtown; 4th Avenue S; 2 nd Street and 3 rd Ave N Parking lot
Grounds at City Facilities	Community Services Center; O&M Facility; Police Department; Fire Stations
Streets	15 th Ave N; 10 th St N cul-de-sacs; Mills Lane; end of America at Butler; 10 th Place & 5 th Ave grass circle; 18 th & Eastern; Coral Way; Tanglewood & Tallwood Roads
Medians	A1A medians from Fletcher Middle School to JTB; South Beach Parkway & Jacksonville Drive; Beach Blvd from 3 rd St to End Zone. A1A Medians are currently under redesign
Other	Welcome signs (Beach & Penman; A1A & PV Blvd); Signs at City facilities

Division Objectives

- Maintain High Standards of Landscape Quality**
 Ensure that all 14 parks receive routine mowing, trimming, and landscaping services on a consistent rotation to preserve a clean, welcoming appearance year-round.
- Maintain a Proactive Maintenance Schedule**
 Follow the proactive maintenance calendar for turf care, irrigation, pest control, fertilization, and seasonal planting to enhance park aesthetics and functionality.
- Prioritize Safety and Accessibility**
 Inspect and maintain walkways, seating areas, lighting, and playground surfacing regularly to provide safe, accessible, and user-friendly environments for all park visitors.
- Enhance Responsiveness to Service Requests**
 Promptly address citizen-reported maintenance issues within 24 hours, improving responsiveness and community satisfaction.
- Invest in Equipment Maintenance and Upgrades**
 Maintain all grounds equipment through scheduled inspections and repairs, and replace outdated machinery to improve operational efficiency and reduce downtime.
- Support Special Events and Seasonal Needs**
 Coordinate with other divisions to prepare parks for special events, seasonal décor, or high-traffic periods, ensuring parks are clean and event-ready.

Parks Maintenance Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
Number of Parks Maintained	P4.G2	Annually	14	14	14	14
Number of Park Inspections	P4.G2	Annually	308	308	308	308
Acres Maintained	P4.G2	Annually	95.49	95.49	95.49	95.49
Operating Expenditures	P4.G2	Annually	\$1,307,221	\$1,387,586	\$664,889	\$1,551,429
Maintenance Cost per Acre	P4.G2	Annually	\$13,690	\$14,531	\$13,926	\$16,247

Cemetery Division

The Parks and Recreation Department maintains the H. Warren Smith Memorial Cemetery and Lee Kirkland Cemetery.

The purchase of a burial lot requires a Purchase Agreement between the City and the Purchaser. Upon full payment, the City issues a Document of Perpetual Easement to the Purchaser. The easement of a lot conveys only the right to burial therein.

The Purchaser has the right to designate who may be interred in the lot, rather than purchasing the easement itself, which remains the property of the City. Burial rights may be assigned by the Purchaser to lineal descendants only and require the approval of the City in advance of assignment. The City retains ownership, control, and maintenance of all lots.

Currently, there are no burial lots available at either cemetery. Occasionally, lots become available when the holder of a Perpetual Easement wishes to sell back to the City the burial rights to a lot. Burial rights can only be re-sold back to the City. The purchase price to the City is \$1,000 or the original purchase price, whichever is greater. Perpetual Easements to burial lots are sold by the City for \$3,000 per burial lot. The City sells a single Cremation Space for \$1,500.

Division Objectives

- **Maintain Dignified and Respectful Grounds**
Ensure both cemeteries are maintained to the highest standards, with regularly scheduled mowing, trimming, and debris removal to provide a peaceful and respectful environment for visitors.
- **Enhance Customer Service and Responsiveness**
Provide timely, compassionate service for all burial arrangements and inquiries, with a target of responding to requests and scheduling interments within 24-48 hours.
- **Ensure Accurate and Accessible Records**
Maintain detailed, up-to-date burial records and maps in both digital and physical formats, ensuring accuracy, accessibility, and compliance with legal standards.
- **Upgrade Infrastructure and Accessibility**
Assess and improve roadways, signage, and pathways within the cemeteries to ensure safe, accessible conditions for all visitors.
- **Implement Preventative Maintenance Schedules**
Establish routine inspections of fencing, irrigation systems, and structures (e.g., gates, benches, signage) to address issues proactively and avoid costly repairs.

Cemeteries Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
Acreage Maintained	P4.G2	Annually	7.47	7.47	7.47	7.47
Operating Costs	P4.G2	Annually	\$83,610	\$79,677	\$45,387	\$81K or <
Maintenance Cost Per Acre	P4.G2	Annually	\$11,193	\$10,666	\$12,152	\$11.5K or <

Dog Park Division

Paws Park is located within Wingate Park and is bordered on the west by 15th Street South. It recently celebrated 20 years since opening in April 2005.

There are two (2) separate parks for large or small dogs as measured by weight limit. The cut off for small dogs is 30 pounds. The annual membership for access to the parks is \$55 for the small dog park and \$85 for the large dog park. For additional dogs, the additional fee is \$27 per dog.

Division Objectives

- **Ensure a Clean and Safe Environment**
Maintain the dog park daily to ensure cleanliness, safety, and compliance with posted rules, including routine waste removal and surface inspections.
- **Promote Responsible Pet Ownership**
Provide clear signage, waste stations, and educational materials that encourage proper behavior and pet care among users.
- **Enhance Park Amenities and Accessibility**
Assess and upgrade park amenities such as fencing, seating, water fountains, and shaded areas to ensure a comfortable and accessible experience for pets and owners.
- **Foster Community Engagement**
Host seasonal dog-friendly events, training demonstrations, or "yappy hours" to build a sense of community and promote positive park use.
- **Ensure Responsive Maintenance and Repair**
Implement a system for staff to respond to damage reports or maintenance issues within 24-48 hours, ensuring a well-maintained and safe facility.
- **Monitor Usage and Satisfaction**
Track attendance trends and gather user feedback regularly to guide improvements and identify potential issues before they escalate.
- **Support Environmental Sustainability**
Use eco-friendly landscaping, recycled materials for waste stations, and water-saving fixtures to minimize environmental impact.

Dog Park Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
Annual Memberships	P2.G2	Annually	321	211	259	300 or >
Revenue	P2.G2	Annually	\$19,430	* \$12,926	\$16,642	\$22,500 or >

*In FY 2024 City Council approved a one-time exception on membership fees due to the Cyber event that disabled the secure entry to the park. The exception was made available only to members in good standing during the time that secure access was disabled.

Tennis Center Division

We provide first rate, accessible and affordable year-round tennis opportunities for our members and visitors. Staff at the Jax Beach Tennis Club are responsible for managing adult men and women's tennis leagues, including junior programs. The Division also provides free clinics for children and adults of all skill levels throughout the year.

There are seven tennis courts at the Tennis Center and the center is open seven days per week from 7 AM to 9 PM on weekdays and from 9 AM to 5 PM on weekends. On weekdays, between 12 PM and 3 PM, the courts are available to the public at no charge.

Division Objectives

- **Provide High-Quality Facilities**
Maintain all courts, lighting, and amenities to a high standard through regular inspections, resurfacing schedules, and daily cleanliness checks.
- **Offer Inclusive and Engaging Programming**
Deliver a variety of instructional, recreational, and competitive programs for all ages and skill levels, including clinics, leagues, and camps.
- **Promote Community Access and Participation**
Ensure fair court availability and pricing to encourage broad community use.
- **Enhance Customer Experience**
Provide excellent customer service, online registration, and real-time court reservation tools to improve the overall user experience.
- **Embrace Sustainability and Efficiency**
Use energy-efficient lighting and eco-friendly court materials, to reduce environmental impact.

Tennis Center Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
Annual Memberships	P1.G1	Annually	382	324	141	250 or >
Member Fees	P1.G1	Annually	\$30,724	\$26,673	\$11,421	\$28,000 or >
Roster Fees	P1.G1	Annually	\$5,150	\$4,695	\$2,045	\$5,000 or >
Court Fees	P1.G1	Annually	\$6,443	\$6,665	\$2,811	\$6,000 or >
Pro Lessons	P1.G1	Annually	\$31,710	\$19,793	\$8,530	\$30,000 or >

Carver Center Division

The Carver Center, located in the heart of the historical Pablo Beach South Community, provides numerous programs and activities in recreation, arts, education, and wellness for all ages.

The Center serves as a recreation hub for after-school and summer activities for the children of the neighborhood and provides a center for community activities. After-school and summer programs provide a safe environment with supervised programs that include art, dance, sports, tutoring, and field trips that help kids develop skills that build self-confidence, healthy habits, and goals for the future.

The Carver Center contains two large open areas: one for recreational activities and one for art and dance programs plus classroom activities. It also includes a computer lab, a large commercial kitchen, offices, restrooms, storage areas, porches, and a secure playground. Its entrance hall functions as a gallery to display children's artwork.

The City participates with the City of Jacksonville, along with the other Beach cities, in sharing a per capita portion of the Entitlement Funding our region receives from Federal **Community Development Block Grants (CDBG)**. **CDBG** funding must be expended to improve the quality of life for low and moderate income families.

We are requesting full funding in our application, to cover the salaries and benefits for two staff members, the Recreation Supervisor and Recreation Leader at the Carver Center, in addition to funding to cover the Community Assisted Policing Effort (CAPE) Program.

For FY2026 the funding request for the Carver Center is **\$200,344** and the funding request for the CAPE Program is **\$106,093**. Historically, the City's CDBG funding award is less than the request. The General Fund makes up any funding shortfalls.

Division Objectives

- **Provide High-Quality Facilities**
Ensure a high standard of maintenance through regular inspections and prompt response to repair and maintenance needs.
- **Offer Inclusive and Engaging Programming**
Offer a variety of instructional and recreational programs for all ages.
- **Promote Community Access and Participation**
Encourage broad community use through consistent, proactive community outreach.
- **Provide Excellent Customer Service**

The performance measures below indicate the number of participants per activity. Current activities are voluntary and occur weekly throughout the year.

Carver Center Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
After School Snack	P1.G1	Weekly	-	30	40	24 or >
Mahjong	P1.G1	Weekly	19	21	24	17 or >
Chair Yoga	P1.G1	Weekly	-	24	24	19 or >
Gentle Yoga	P1.G1	Weekly	8	14	16	11 or >
Pablo Art	P1.G1	Weekly	13	10	13	8 or >
Pilates	P1.G1	Weekly	12	18	18	14 or >
Table Tennis	P1.G1	Weekly	8	12	8	10 or >
Tai Chi	P1.G1	Weekly	9	18	10	14 or >
Urban Line Dance	P1.G1	Weekly	22	80	100	64 or >
Zumba	P1.G1	Weekly	9	15	15	12 or >

Oceanfront Facilities Division

This division provides public restroom facilities at 2nd Avenue North, 5th Avenue North, and Oceanfront Park. These facilities are cleaned hourly each day during hours of operation, throughout the year. The facilities at 2nd Avenue North and 5th Avenue North include outdoor showers. Portable restrooms and shower facilities are located at 19th Avenue North and outdoor shower facilities are provided at 7th Avenue South and at the Lifesaving Station.

Hours of Operation:	Mar-Sep:	9 AM to 7 PM	(7 days per week)
	Oct-Feb:	9 AM to 6 PM	(7 days per week)

Division Objectives

- Ensure Consistent Cleanliness and Hygiene**
 Maintain consistent cleaning frequency and implement a checklist for staff to track cleaning progress and supplies. Staff inspect facilities every morning to make sure the contractor's cleaning meets City standards before opening the facilities for the day.
- Enhance Accessibility and Inclusivity**
 Ensure that 100% of restrooms are fully accessible to people with disabilities, meeting ADA (Americans with Disabilities Act) standards. Regular inspection and update of restroom facilities to ensure they meet ADA requirements, including ramps, accessible stalls, and proper signage.
- Improve Restroom Facilities and Amenities**
 Periodically budget and plan for replacement and/or facility upgrades.
- Maintain User Satisfaction**
 Continue the usage of QR codes and signage that encourage users to report issues promptly. Collect user feedback through QR Codes and use this data to identify and address recurring issues.

- **Ensure Continuous Maintenance and Repairs**
Implement a preventative maintenance schedule, conduct regular inspections, and establish a quick-response system for emergency repairs to minimize disruptions.
- **Maintain Adequate Supplies and Inventory**
Maintain adequate stock level for essential restroom supplies (e.g., toilet paper, soap, paper towels, hand sanitizer). Restrooms are inspected daily for cleanliness and to monitor stock levels.

Oceanfront Restrooms Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
Number of Restrooms	P1.G1	Annually	16	16	16	16
Number of Operating Hours	P1.G1	Annually	3,796	3,796	3,796	3,796
Operating Costs	P1.G1	Annually	\$175,492	\$165,742	\$85,963	\$175,000
Operating Cost per Restroom	P1.G1	Annually	\$10,968	\$10,359	\$10,745	\$11K or <
Operating Cost Per Hour	P1.G1	Hourly	\$46.23	\$43.66	\$45.29	\$46 or <

Special Events Division

The Special Events budget includes City-produced events such as the Moonlight Movies, the Opening of the Beaches Parade, Easter egg hunt and the July 4th fireworks. Most recent additions included Seawalk Sessions and the Country Music Festival. Seawalk Sessions generally occur on the first Wednesday of the month and provide opportunity to showcase up and coming local music artists.

A City-sponsored event is defined as an event that is planned and conducted by an outside non-profit organization with the assistance of City staff time, equipment, public safety services, and/or the use of facilities. The City does not provide monetary funds for these co-sponsored events, but does provide in-kind services and/or reduced fees.

City-sponsored events include Deck the Chairs, Farmer's Market, and the Sea and Sky Airshow.

This division also is responsible for permitting public events held on City property and ensuring that all events comply with the City's Special Events policy. Popular annual events include: Springing the Blues, Oktoberfest, Fin Festival, Donna Marathon, Super Girl Pro, Buddy Walk, Easter Sunrise Service, Pop-up Markets, and several beach runs and surf contests.

The Special Events division is also responsible for the coordination and communication of beach clean-ups and film requests within the City limits. One full-time position coordinates and manages all functions within the division.

Funding Sources

General Fund charges for event permit and admin fees, facility rental and banner fees contribute to offset the Event Coordinator personnel costs.

Convention Development funds are used to pay for the costs of City produced events, as well as maintenance of the Seawalk amphitheater and grounds.

The Special Events division provides logistical support and oversight for many other non-profit fundraising and awareness events that take place in Jacksonville Beach to ensure compliance with City ordinances and policies.

Division Objectives

- **Deliver a Diverse and Inclusive Event Calendar**
Plan and execute a variety of special events throughout the year that appeal to all ages, cultures, and interests, including festivals, concerts, holiday celebrations, and wellness activities.
- **Ensure High Standards of Event Quality and Safety**
Develop and implement standardized planning and safety protocols, including event layout, crowd control, emergency procedures, and vendor compliance.
- **Promote Strong Community Participation**
Increase attendance and engagement through strategic outreach, partnerships with local organizations, and effective use of social media and traditional marketing.
- **Support Economic and Cultural Development**
Design events that highlight local businesses, arts, and culture, contributing to a thriving community identity and economic boost.
- **Strengthen Interdepartmental and Vendor Collaboration**
Coordinate smoothly with internal departments (police, fire, maintenance) and third-party vendors to ensure well-organized, efficient event execution.
- **Maximize Budget Efficiency and Sponsorship Opportunities**
Effectively manage event budgets while pursuing sponsorships, grants, and in-kind donations to expand event offerings and reduce public cost.
- **Track Performance and Community Impact**
Develop a system to evaluate event success through attendance tracking, budget analysis, and post-event surveys to continuously improve offerings.

Special Events Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
Beach Events	P1.G1	Annually	49	43	16	N/A
City Produced Events	P1.G1	Annually	8	26	10	24
Co-Sponsored Events	P1.G1	Annually	8	6	2	8
Festivals	P1.G1	Annually	6	7	4	10 or <
Other Special Events	P1.G1	Annually	46	41	19	N/A
Total Events			117	123	51	

Golf Course

115 beautiful recreational acres with proximity to the ocean offers a unique golf experience. We provide a top quality golf experience through superb customer service and course conditions, at a competitive price to ensure an attractive, viable, and sustainable enterprise.

Jacksonville Beach Golf Club is also the home of First Tee of North Florida, a youth development organization that integrates the game of golf with life skills to create active learning experiences that build inner strength, self-confidence, and resilience that kids can carry to everything they do.

Jacksonville Beach Golf Club is also home to Fletcher High School golf team. The golf course supports various leagues and programs including Seniors, Ladies, and Juniors.

Division Objectives

- Provide a golfing experience to our customers to ensure we continue to receive a ranking as one of the **Top 30 Best Places to play in Florida**.
- Maintain a self-sustaining enterprise based on conservative management of finances while preserving a competitive value proposition. Rounds are conservatively budgeted to allow for unforeseen closure due to inclement weather events.
- Preserve the condition of the golf course in a manner superior or equal to our competitors and commit the financial resources necessary to maintain the course, driving range and practice facility at an exceptional level.
- Maintain and enhance operational efficiency and customer service.
- Maintain the Capital Reserve Policy.

Golf Course Performance Measures	Priority Goal Objective	Frequency	FY2023 Actual	FY2024 Actual	FY2025 as of 3/31	FY2026 Target
Rounds Played	P1.G1	Annually	64,336	63,337	28,769	50,000 or >
Greens Fees	P1.G1	Annually	\$2,376,227	\$2,427,387	\$1,137,182	\$1.975K or >
Driving Range Revenue	P1.G1	Annually	\$593,739	\$647,504	\$303,453	\$600K or >
Memberships	P1.G1	Annually	\$104,530	\$109,980	\$56,930	\$100k or >
Concession Rental	P1.G1	Annually	\$37,482	\$37,548	\$18,774	\$37.5K or >
Merchandise Sales	P1.G1	Annually	\$216,455	\$220,779	\$87,155	\$200k or >
Other Revenue	P1.G1	Annually	\$40,417	\$19,821	\$26,935	N/A
Total Operating Revenue	P1.G1	Annually	\$3,368,850	\$3,463,019	\$1,630,429	\$2.9M or >
Rate Per Round	P1.G1	Annually	\$36.93	\$38.32	\$39.53	\$39.50 or >
Acres Maintained	P1.G1	Annually	115	115	115	115
Maintenance Costs	P1.G1	Annually	\$991,404	\$1,161,460	\$599,571	\$1.3M or <
Maintenance Cost Per Acre	P1.G1	Annually	\$8,621	\$10,100	\$10,427	\$11K or <

Parks & Recreation Department



Financial Summaries by Resource Allocation, Division, and Fund

Resource Allocation	Actual 2024	Original Budget 2025	Budget 2026	Increase- Decrease	% Change
Personal Services	3,914,944	4,257,492	4,754,073	496,581	11.7%
Operating-All Other	3,242,213	3,377,117	3,742,660	365,543	10.8%
Capital Outlay	413,937	1,040,000	851,000	(189,000)	-18.2%
Transfers	140,852	142,000	142,000	-	0.0%
Total	7,711,946	8,816,609	9,489,733	673,124	7.6%

Division	Actual 2024	Original Budget 2025	Budget 2026	Increase- Decrease	% Change
0104-Grants	140,852	142,000	142,000	-	0.0%
0404-Convention Development Tax	220,101	667,173	693,316	26,143	3.9%
0601-Recreation	675,972	739,413	764,076	24,663	3.3%
0602-Ocean Rescue	1,512,430	1,514,855	1,696,530	181,675	12.0%
0603-Parks Maintenance	1,475,707	1,473,538	1,709,447	235,909	16.0%
0604-Cemetery Maintenance	79,677	82,771	86,106	3,335	4.0%
0605-Dog Park	21,838	27,000	33,000	6,000	22.2%
0606-Tennis	207,495	257,648	229,222	(28,426)	-11.0%
0607-Ocean Front Facilities	165,742	164,300	175,000	10,700	6.5%
0609-Carver Center	183,108	225,834	264,557	38,723	17.1%
0610-South Beach Park Exh. Hall	27,213	23,700	25,700	2,000	8.4%
0611-Special Events	100,823	93,886	103,632	9,746	10.4%
1401-Golf Course Administration	1,599,320	1,737,970	1,737,763	(207)	0.0%
1402-Golf Course Maintenance	1,301,667	1,666,521	1,829,384	162,863	9.8%
Total	7,711,946	8,816,609	9,489,733	673,124	7.6%

Fund	Actual 2024	Original Budget 2025	Budget 2026	Increase- Decrease	% Change
001-General Fund	4,449,993	4,596,545	5,084,070	487,525	10.6%
130-Convention Development	220,101	667,173	693,316	26,143	3.9%
160-Community Dev. Blk Grt (CDBG)	140,852	142,000	142,000	-	0.0%
195-Tree Protection	13	6,400	3,200	(3,200)	-50.0%
440-Golf Course	2,900,987	3,404,491	3,567,147	162,656	4.8%
Total	7,711,946	8,816,609	9,489,733	673,124	7.6%

The Golf Course is intended to be self-sustaining and operates under an Enterprise Fund.

Special Events are funded by the Convention Development Fund. However, payroll related costs for Special Events are funded by the General Fund.

All other Divisions are funded by the General Fund. A Community Development Block Grant provides additional funding for the Carver Center.

Parks & Recreation Department



Authorized Positions

Administration	FY2024	FY2025	FY2026
Director of Parks & Recreation	1	1	1
Chief of Parks Development & Maintenance	1	1	1
Operations Administrator	1	1	1
Operations Specialist I, II	1	1	1
Division Total	4	4	4
Ocean Rescue	FY2024	FY2025	FY2026
Ocean Rescue Supervisor	1	1	1
Assistant Ocean Rescue Supervisor	1	1	1
Ocean Rescue Lieutenant	3	3	3
Ocean Rescue Lieutenant (part-time)	3	3	3
Ocean Rescue Lifeguard/Lifeguard EMT (full-time)*	0	0	1
Ocean Rescue Lifeguard/Lifeguard EMT (part-time)*	80	80	79
Operations Specialist I, II (part-time)	1	1	1
Division Total	89	89	89
Parks Maintenance	FY2024	FY2025	FY2026
Facilities Maintenance Manager	1	1	1
Grounds Maintenance Supervisor	1	1	1
Grounds Crew Leader	2	2	2
Grounds Maintenance Mechanic I, II	1	1	1
Grounds Maintenance Worker I, II, III	4	4	4
Division Total	9	9	9
Tennis Center	FY2024	FY2025	FY2026
Recreation Supervisor	1	1	1
Tennis Court Attendant (part-time)	4	4	4
Division Total	5	5	5
Carver Center	FY2024	FY2025	FY2026
Recreation Supervisor	1	1	1
Recreation Leader	1	1	1
Recreation Leader (part-time)	1	1	1
Division Total	3	3	3
Special Events	FY2024	FY2025	FY2026
Events Coordinator	1	1	1
Division Total	1	1	1

Authorized Positions (continued)

Golf Course	FY2024	FY2025	FY2026
Head Golf Professional	1	1	1
Senior Assistant Golf Professional	1	1	1
Golf Accounting Technician (part-time)	1	1	1
Pro Shop Lead	3	3	3
Shop Attendant (part-time)	3	3	3
Cart/Range Attendant (part-time)	9	9	9
Starter (part-time)	5	5	5
Golf Course Superintendent	1	1	1
Assistant Golf Course Superintendent	1	1	1
Grounds Crew Leader	1	1	1
Grounds Maintenance Worker I, II, III	4	4	4
Maintenance Workers (seasonal March-September)	2	2	2
Division Total	32	32	32
Department Total	143	143	143

**Reclass one part-time Ocean Rescue Lifeguard/Lifeguard EMT to one full-time position to reduce overtime hours.*