



2020

# Annual Report



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# MESSAGE FROM THE EXECUTIVE DIRECTOR

## *Let's Play!*



2020 was a year of challenges--a pandemic, economic hardship for our community, and a need for emergency childcare. Our staff rose to the occasion to meet each obstacle, implementing protocol to protect the health and safety of our staff and patrons, striving to keep our services open, and providing much needed support for our patrons through childcare with our Youth Programs and meals for seniors through our Meals on Wheels Program. We saw an increase in the use of our Beach Wheelchair Program as well. We partnered with Seaside Kids Inc. to build the Herche Family Indoor Hitting Facility and with the Helping Hands Outreach Recovery Center to provide meals for those in need.

This report contains a summary of the year. We are committed to providing excellent programming to patrons of all ages, and if there's anything we can do to improve your recreation experience, please let us know. If you've not yet subscribed to our newsletter, you can sign up at [sunsetempire.com](https://www.sunsetempire.com). It's a great way to stay connected with us. We're excited about serving you in 2021, and we appreciate your support and patronage!



Herche Family Indoor Hitting Facility

*Skyler Archibald*  
[sarchibald@sunsetempire.com](mailto:sarchibald@sunsetempire.com)



# SEPRD FACTS & INFO

**We invite and inspire our entire community to engage in P.L.A.Y.! (Positive Life Activities for You!)**

**What is SEPRD:** We are a special district formed in 1969 to provide services to the community. The district is a stand-alone government agency led by an elected Board of Directors.

**District Vision:** We lead our community toward a healthy, active lifestyle and foster a sense of community through inclusive, sustainable, educational, and recreational programs.

**District Employees & Volunteers:** SEPRD employs eight full-time individuals, approximately 80 part-time employees, and we have many amazing volunteers.

**District Facilities:** We manage the Sunset Pool & Fitness Room, Seaside Youth Center, Bob Chisholm Community Center, Mary Blake Playhouse, Broadway Field, Kennedy Park, and Community Gardens.

**Funding:** Program fees, timber taxes, donations, grants, and from the assessed permanent tax rate of .92 cents per \$1,000 assessed value. Our goal is to balance economic sustainability with maintaining programs and services to benefit our entire community.

**District Board:** The Board is elected by the residents of the District and meets on the 2nd Tuesday of each month at 5:15pm at the Bob Chisholm Community Center. Current Board Members are Katharine Parker (President), Michael Hinton (Vice-President and Secretary), Su Coddington, Celeste Bodner, and Erika Marshall. For more information, visit: [www.sunsetempire.com/board](http://www.sunsetempire.com/board)





# 2020 PROGRAM STATISTICS

**We love serving our community, and  
we've got something for everyone!**

## Aquatics

The Sunset Pool is the heart of our community. Although our programs were affected by Covid-19, in 2020, we served:

- 9,270 individual swimmers for lap swim
- 1,828 individual swimmers for open swim (before closure in March due to Covid-19)
- 4,468 Fitness Class participants
- 324 participants out of 347 available slots in Swim Lessons (only 4 sessions offered this year due to Covid-19)
- 236 participants on Seaside Swim Team

We worked with Living Fit to offer Zoom Yoga classes for the community and Otago (an in-home exercise program to help older adults with balance and walking). This program is run in partnership with NWSDS and has continued through the pandemic. Sadly, we had to postpone school lessons, surf camp, canoe trips, Aquatic Adventure Camp, and SUP trips due to the pandemic.

## Youth Programs

We love working with youth! It's been our honor to serve families in our community.

January-March (Before Covid-19):

- 42 preschool children enrolled (full-time and part-time)
- 31 After School Zone kids (full-time and daily drop in)

After April 6, 2020:

- During the first wave of Covid-19 closures, we provided care for 12 first responder, hospital, and essential worker families.

June-September:

- We served 22 families during 9 weeks of Summer Camp.

September-December:

- We supported distance learning for 45 working families in our community.
- This included 19 preschool, 8 Kindergarten, and 18 1st-5th grade children.





# 2020 PROGRAM STATISTICS

Meeting critical community needs  
and increasing accessibility.

"I love SEPRD!! And so do my boys.  
We are so fortunate to have such an amazing  
place and great programs here in our  
community!" - Mallory Litehiser

## Meals Program

Providing meals to seniors and other members of our community meets an essential need.

- This year, we served 14,143 home delivered meals and 6,332 curbside for a total of 20,475 meals. We have surpassed our previous high of 18,168 in 2018.
- We have distributed more than 3,750 pounds of fresh produce from the Regional Food Bank this year.
- We utilize 15 volunteers a month.
- Thanksgiving Day Meal: We partnered with the Helping Hands Outreach Reentry Center to provide 150 meals free to the public.



## Bob Chisholm Community Center

- BCCC Programs served 6,649 patrons this year.
- \$13,236 in scholarships assisted 29 patrons.

## Beach Wheelchair Program

Accessibility is important to us. We strive to serve our entire community. We had 227 rentals between June and December.

"For my son to be able to push Dad in the wheelchair on the beach was incredible," Susan Cohn said. "Dad cried. He never thought he'd get to touch the sand again." While the family played on the beach, Howard Cohn sat comfortably in the wheelchair and read a book, and then Susan and her dad enjoyed the sunset together. "Thank you for your beach wheelchair program," she said. "Thank you for caring."



# 2020 HIGHLIGHTS

**A year like no other,  
with successes in spite of challenges!**

## Special Events

- Seaside Farmers Market: 30+ Vendors, average of 652 patrons served weekly. Our busiest day included 943 patrons and 44 dogs!
- Break the Chain 5K: 60 runners, \$1750 raised to stop human trafficking.
- Fall Fun Fest: 300 patrons, 500 pounds of pumpkins, and lots of fun and prizes.
- Turkey Trot: 50 runners, completing the race virtually.
- New Event: Kiss 2020 Goodbye 5K on New Year's Day, kicking off a year-long celebration of the Prom Centennial.



Due to Covid-19, many of our events had to be adjusted to meet guidelines with the Oregon Health Authority and protect the health and safety of our patrons.

## Other Highlights

- Community Gardens: took over management in January 2020, all 53 plots rented.
- Basketball Court Lighting Project: \$9,000 grant from Rotary.
- Foundation: our annual Golf Tournament raised \$4,265 for scholarships.
- Grants acquired: we have received \$290,000 in grants for the District and \$65,000 in grants for the Foundation this year.



"Thank you so much for taking great care of our kiddos. Jack always asks to go to school and Alex always comes home smiling and happy. I also appreciate all the extra support you have given us, Shelly. It really means a lot to have someone genuinely care about our family and well-being. Again, thank you to everyone. We will miss you all and look forward to when the kids are able to return!" – Kat, David, Jack, and Alex

