

Strategic Plan 2022

Recreation and Events Committee



REC Strategic Planning



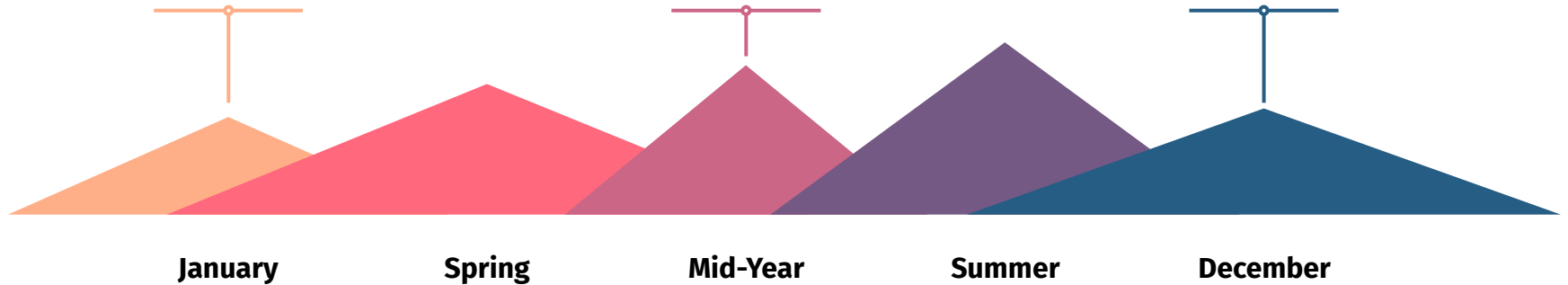
Plan for the year
and select REC
Chairwoman.



Review data
collected from
1st 6 months.



Final review of
data from the
year.

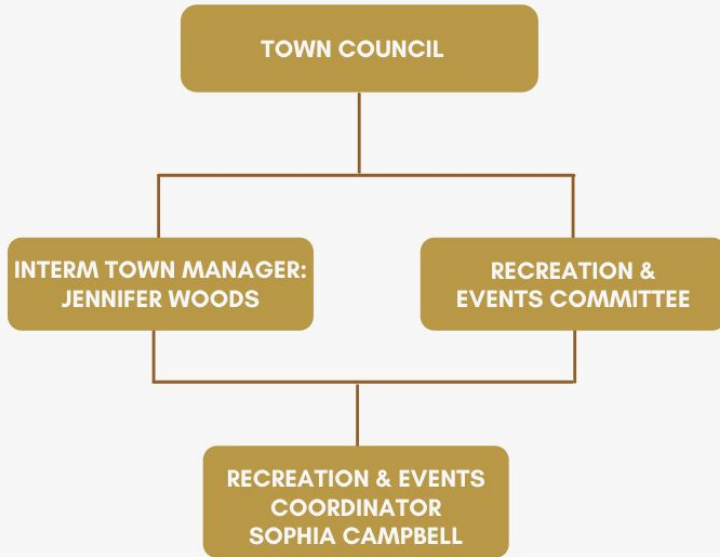


Regular REC meetings: 2nd Thursday of every month.

Organizational Chart

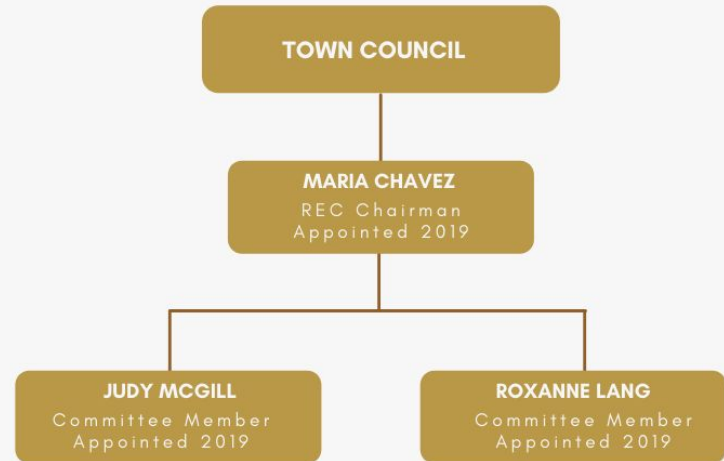
RECREATION & EVENTS

ORGANIZATIONAL CHART



RECREATION & EVENTS COMMITTEE

ORGANIZATIONAL CHART



Current REC positions open: 2 - one Town Council Member and one other member.

Contents

01

Mission and Vision

02

Demographic Groups

03

Goals for Demographic Groups

04

Annual Events

05

New Programs

06

Budget Plan

07

Marketing Strategy

08

Progress Tracking

01: Mission and Vision

“The Town of Hudson Recreation and Events committee seeks to inspire engagement in residents, promote a healthier community, and connect neighbors to each other and to Hudson by offering events, programs, and recreational options.”



02: Demographic Groups

Seniors

01

Focus on offering services, volunteer programs, and more options for socialization and engagement.

02

Focus on offering options for growth and development, education, and healthy use of free time.

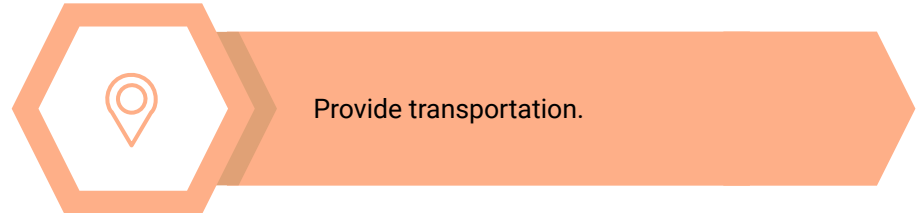
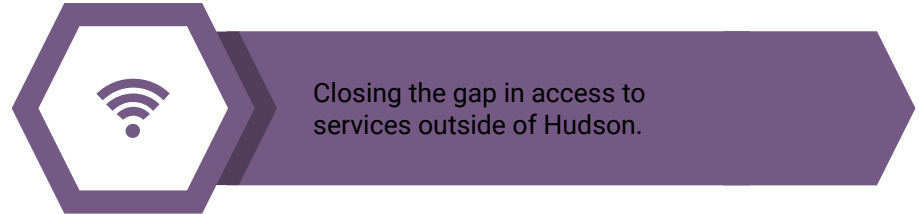
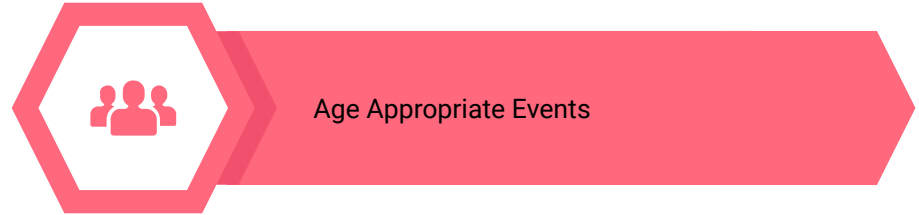
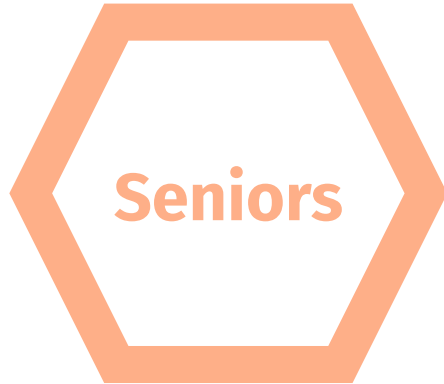
Youth

Families

03

Focus on whole family engagement, local partnerships, and seasonal activities.

03 - 1: Goals for Demographic Groups



Events

Short Term: REC will kick start socialization by hosting an annual Senior Brunch every September, starting this year, 2022. This will give seniors the opportunity to connect with each other, learn about programs that REC will have brochures for, and give REC direct feedback on their interests and needs.

Short Term: Without the availability of a town vehicle, REC will schedule 3 field trips per year using a coach rental. These 3 field trips will be spread out to maximise options and provide seniors with seasonal engagement that is focused on their needs and interests.

Access

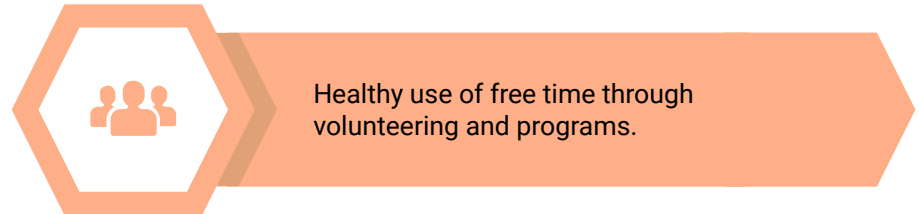
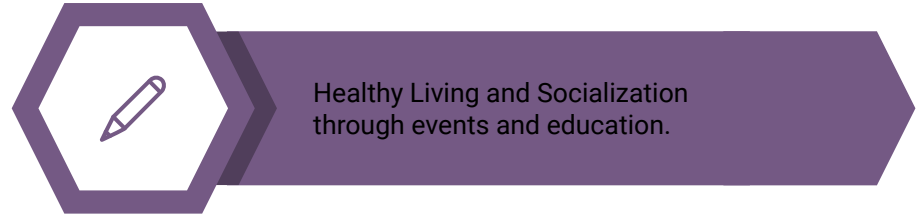
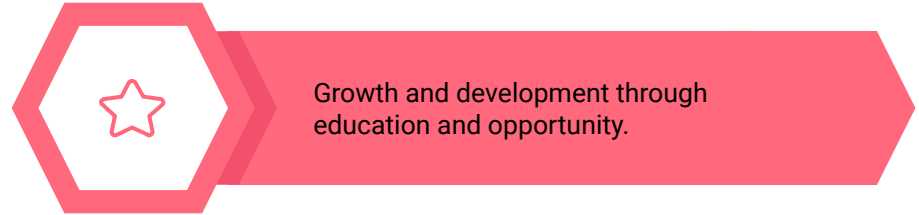
Short Term: Closing the gap in access to services without transportation is currently a major issue in Hudson. Programs with funding won't come out to Hudson and the ones that are offered through Weld County lack volunteers. The REC will close this gap by organizing workshops in Hudson. This will be done by hosting currently available workshops through Weld County and alternative workshops based on feedback from seniors at Town Hall.

Long Term: REC will also pursue a volunteer chore program by connecting Hudson youth to Hudson Seniors in an official capacity. *See youth section for more details.

Transportation

Long Term: Providing transportation is a goal that can only be accomplished in the most minimal sense without a vehicle. REC will continue to pursue grants and other funding to secure a vehicle and tackle this issue fully. Once an appropriate town vehicle is secured, REC will focus on providing regular transportation for doctor's appointments and events, as other needs like pharmacy and grocery, can be met through delivery to Hudson.

03 - 2: Goals for Demographic Groups



Growth/Education

Short Term: REC will host and provide workshops that focus on skills and education not currently taught in schools. These workshops will be based on feedback from students on what they would like to learn. *Example: Financial Readiness Workshop for teens.

Short Term: REC will provide volunteer opportunities for youth through events and market these opportunities through RE-3J for teens to meet graduation requirements.

Long Term: REC will seek out partnerships with well established, local institutions that currently provide educational events for youth.

Health/Events

Short Term: REC will host and provide workshops that focus on issues like mental health.

Short Term: Without the availability of a town vehicle, REC will schedule 3 field trips per year using a coach rental. These 3 field trips will be spread out to maximise options and provide youth with seasonal engagement that is focused on providing opportunities to learn and explore, while also socializing outside of school.

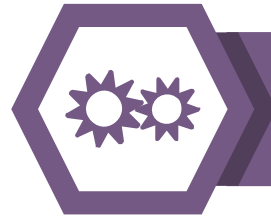
Short/Long Term: REC will continue to offer youth focused events that meet goals of education and engagement like the annual Fishing Derby.

Free Time

Long Term: REC will pursue a volunteer chore program by connecting Hudson youth to Hudson Seniors in an official capacity. Teens need to meet a certain number of hours of community service for graduation. By partnering with RE-3J school district to meet requirements and market the program, we will establish seasonal and year round options for teens to volunteer.

Long Term: With the procurement of a town vehicle, REC will offer trips to the Fort Lupton Recreation Center so that our young residents may have the opportunity to expel energy and socialize outside of school.

03 - 3: Goals for Demographic Groups



Establish and improve local partnerships.



Seasonal events and activities for whole family engagement.

Events & Engagement

Short/Long Term: REC will continue to host seasonal events that invite whole families to participate like Trunk or Treat.

Short Term: REC will look into more direct engagement options for currently established events. The goal here will be to diversify the engagement options for those who already attend events and incentivise new engagement from those who currently do not participate.

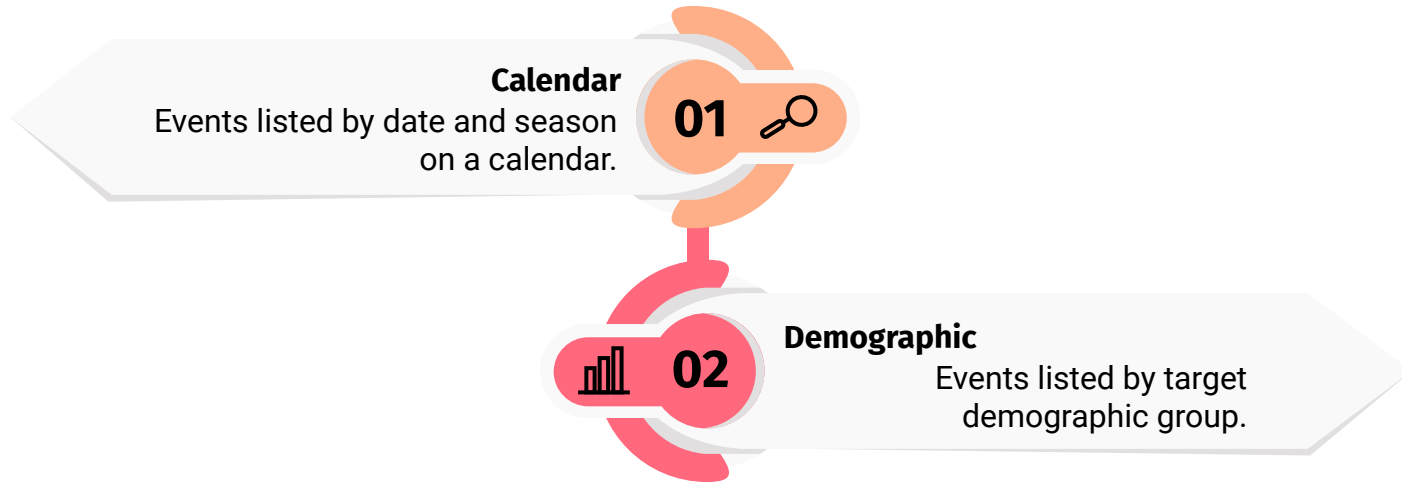
*Example: contests with prizes.

Local Partnerships

Short Term: REC will continue to invite and pursue local partnerships for established Hudson events. *Example: Motherlode Co-Packing judges Hudson Founder's Day Chili Cook-Off.

Long Term: REC will offer support to currently established programs and seek out events that invite sponsorship to build partner relationships and engage more citizens through other organizations. *RE-3J School District, Police Department, Fire Department, Library, etc.

04: Annual Events



Public Calendar of Events 2022

Recreation & Events Committee Calendar 2022



APRIL



S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY



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29	30	31				

JUNE



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26	27	28	29	30		

JULY



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24	25	26	27	28	29	30
31						

AUGUST



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28	29	30	31			

SEPTEMBER



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OCTOBER



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23	24	25	26	27	28	29
30	31					

NOVEMBER



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19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER



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18	19	20	21	22	23	24
25	26	27	28	29	30	31

Key

- Town Council Meeting
- Planning Commission Meeting
- Recreation & Events Committee Meeting
- Pre-Scheduled Town Event
- See Hudson website for details: www.hudsoncolorado.org/Calendar.aspx
- Town Hall Closed

Events

- **April**
 - Founder's Day (4/2/22)
 - Easter Egg Hunt (4/9/22)
 - Animal Clinic (4/23/22)
- **May**
 - Fishing Derby (5/14/22)
 - Clean Up Days (TBD)
- **June, July & August**
 - Yard of the Month
 - Movie Nights
 - (6/15/22)
 - (7/16/22)
 - (8/20/22)
- **September**
 - Senior Brunch (9/17/22)
 - Shred Day (TBD)
 - Clean Up Days (TBD)
- **October**
 - Pumpkin Carving & Home Decorating Contests (10/29/22)
 - Trunk or Treat (10/31/22)
- **November**
 - Veteran's Ceremony (11/5/22)
- **December**
 - Holiday Parade & Town Hall Lighting (12/2/22)
 - Home Decorating Contest (12/17/22)

Events by Demographic Group



Families

- Founder's Day
- Easter Egg Hunt
- Animal Clinic
- Yard of the Month
- Movie Nights
- Trunk or Treat
- Veteran's Day
- Holiday Parade
- Town Hall Lighting



Youth

- Easter Egg Hunt
- Fishing Derby
- Movie Nights
- Trunk or Treat
- Holiday Parade
- Town Hall Lighting



Seniors

- Yard of the Month
- Senior Brunch
- Veteran's Day

05: New Programs

01

Senior Programs: Hosted by REC

02

Youth Programs: Hosted by
and/or Partnered with REC

03

Family Programs: Partnered with
REC

Programs for 2022

Seniors - REC Hosts

- 3 Field Trips (TBD)
- 1 Weld County Workshop
- 1 Smartphone Workshop

Families - REC Partners

- Contact to support current initiatives
- RE-3J, Library, Keenesburg, & Lochbuie

Youth - REC Hosts

- 3 Field Trips (TBD)
- Mental Health Workshop
- Financial Readiness Workshop

Other - REC Partners

- Volunteer Opportunities for all with focus on youth
 - RE-3J and Library
- Train Safety Workshop (BNSF)

06: Budget Plan

\$25,000



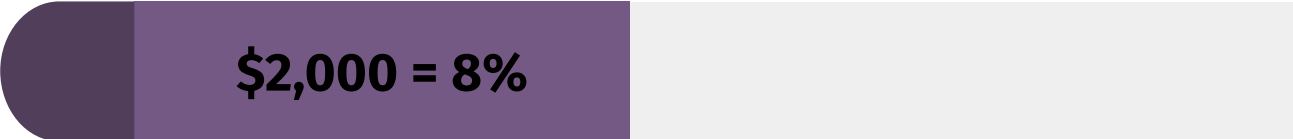
Events
Base budget for events.



Go Bigger
To increase event participation.



Programs
Base budget for programs.



Safety Net
For unanticipated expenses.

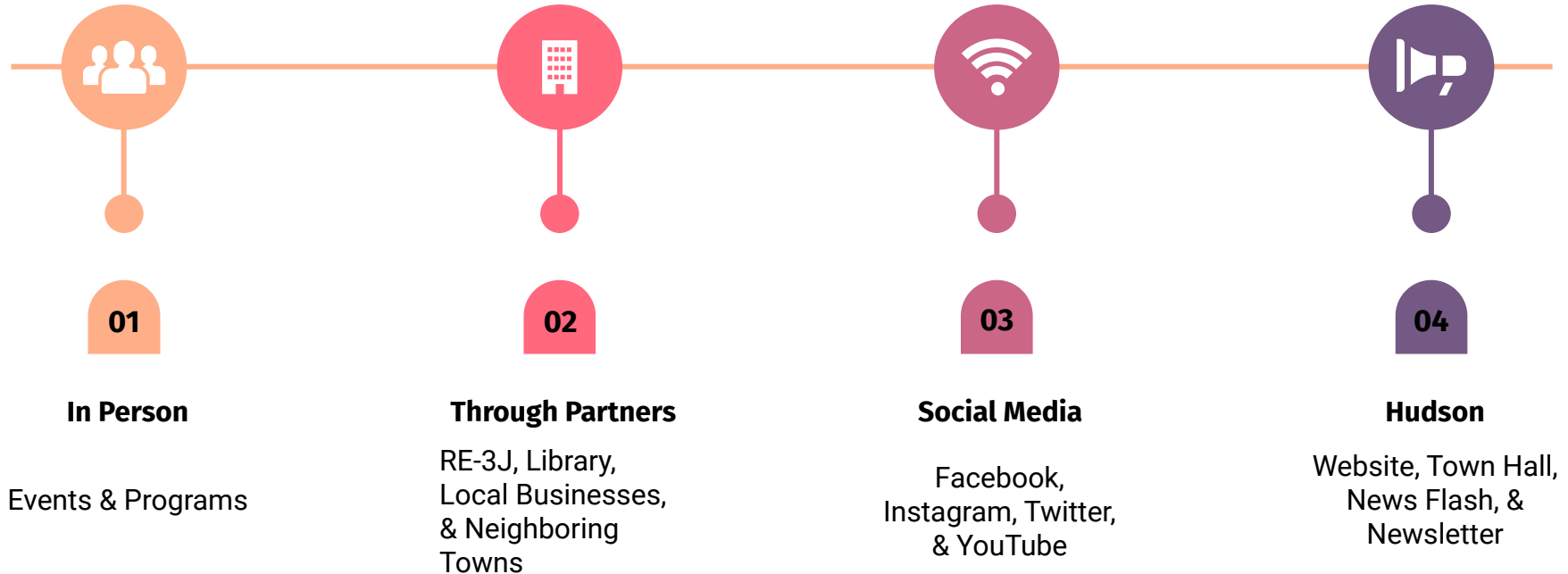
2022 Budget Breakdown: Events

Event	Amount
Founder's Day	\$500
Easter Egg Hunt	\$1,000
Animal Clinic	\$0
Fishing Derby	\$150
Yard of the Month	\$300
Movie Nights	\$300
Senior Brunch	\$500
Trunk or Treat & Halloween House Decorating Contest	\$500
Veterans Day Ceremony	\$300
Holiday Parade, Town Hall Lighting, & Holiday House Decorating Contest	\$1,000
Go Bigger: to be distributed as we go	\$6,050

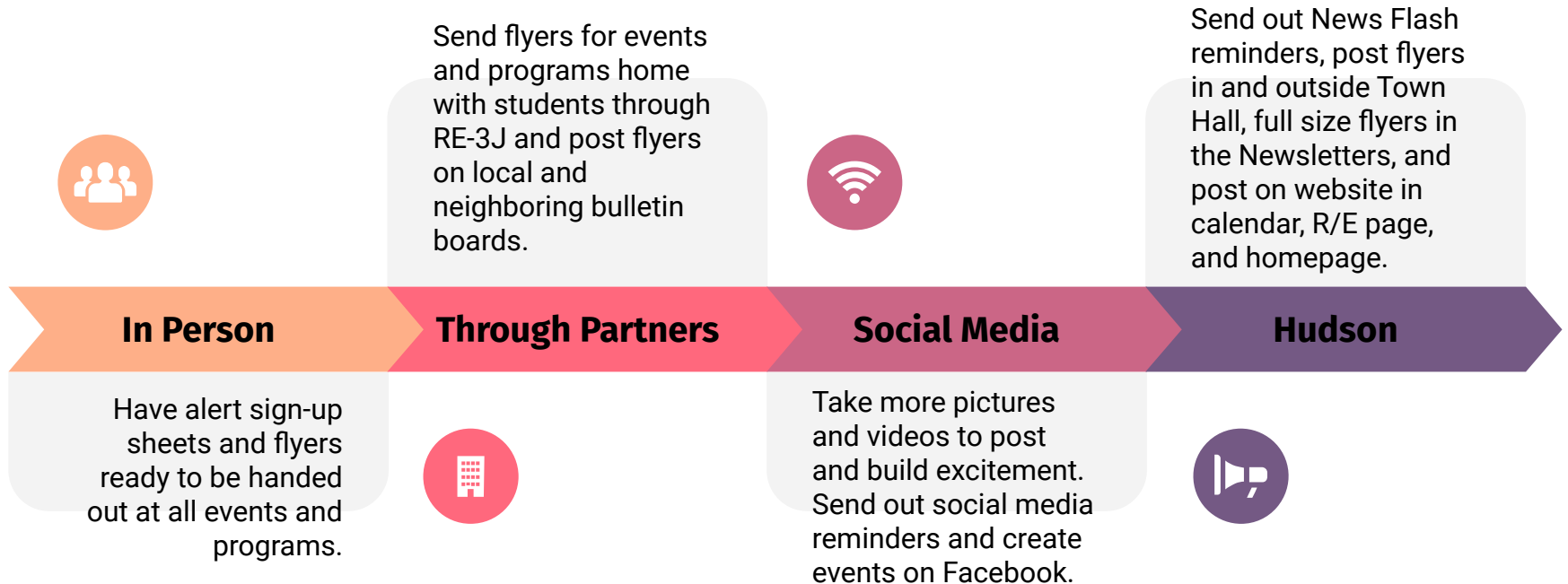
2022 Budget Breakdown: Programs

Event	Amount
3 Senior Field Trips	\$4,500
3 Youth Field Trips	\$4,500
Weld County Workshop	\$500
Smartphone Workshop	\$500
Mental Health Workshop	\$750
Financial Readiness Workshop	\$350
Sponsorship of Partner Initiatives	\$700
Train Safety Workshop	\$100
Safety Net	\$2,000

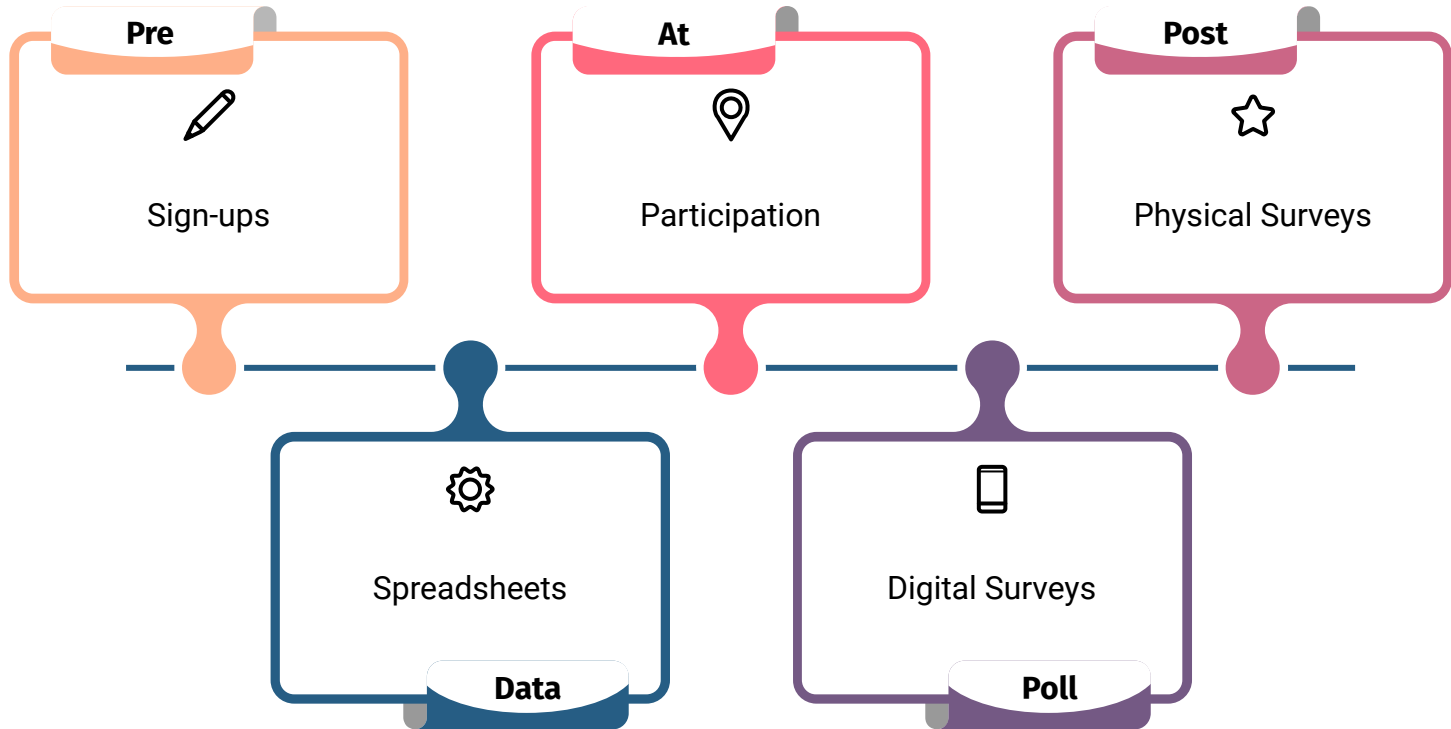
07: Marketing Strategy



Marketing Tools



08: Progress Tracking



Tracking Tools

Sign-ups

Track participation in contests, programs, and events that require sign-ups.



Participation

Track participation in numbers and age range.



Physical Surveys

Track demographic data of participants through surveys.



Digital Surveys

Track demographic data of engaged citizens through polls.

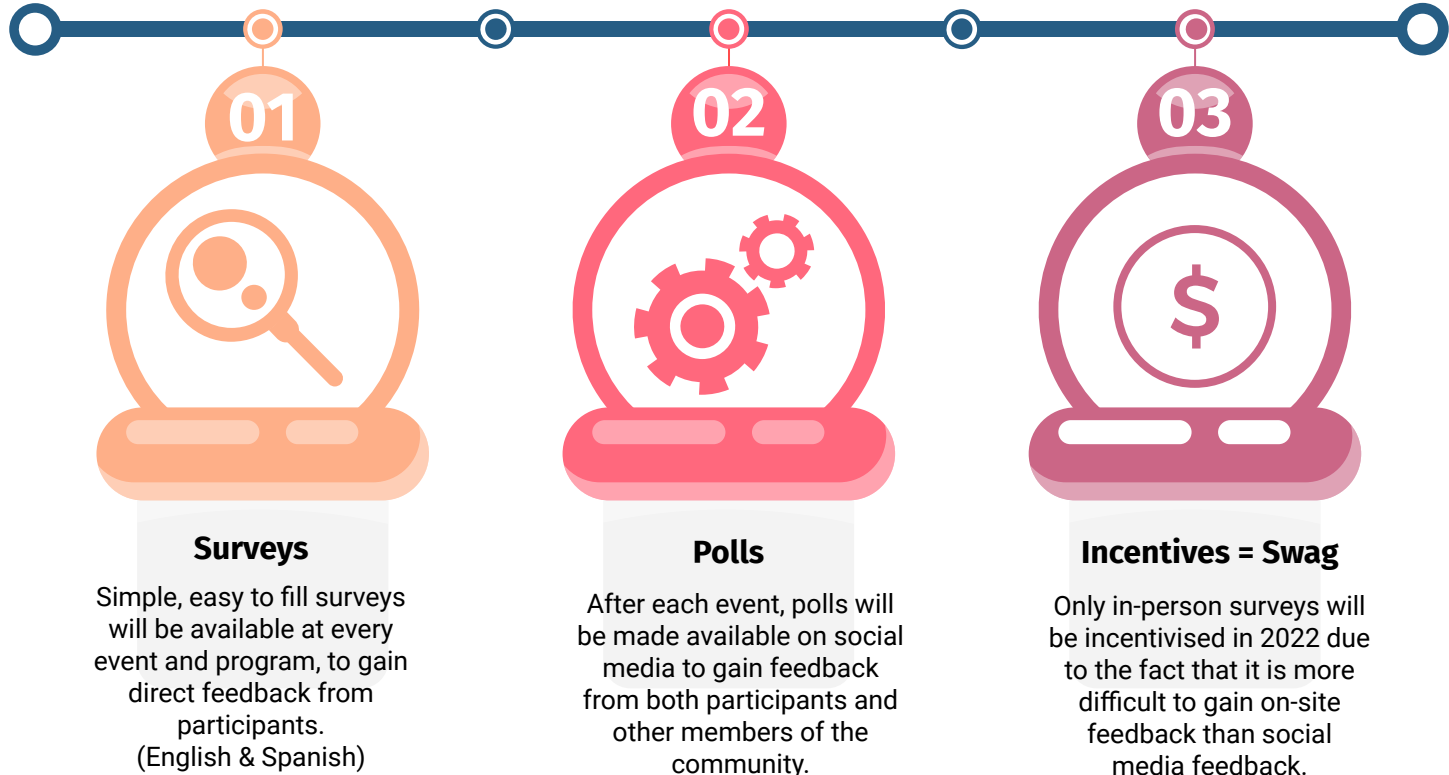


Spreadsheets

Compile all data into a single spreadsheet for each event and program.



Citizen Feedback



Marketing Goals

Hudson Alerts

Increased sign-ups for all Hudson Alerts to improve overall town communication.



Data

A trackable body of data for insights into resident needs and motivators.



Social Media

Increased followers on OFFICIAL town social media and more demographic data.



Contact The Recreation and Events Committee

- Hudson Events Webpage: <https://www.hudsoncolorado.org/155/Recreation-Events>
- Hudson Events Facebook: <https://www.facebook.com/HudsonEvents>
- YouTube:
https://www.youtube.com/playlist?list=PLI07ZJ3eXi2WPKT6_eNVnMUIEJGccweSe
- Sophia Campbell
 - Recreation & Events Coordinator (Part-Time Employee)
 - Regular office day (in Town Hall) Tuesdays.
 - Changes to that schedule communicated to Town Manager and REC.
 - Email checked Monday-Friday, unless sick or on vacation which is communicated to Town Manager and REC.
 - scampbell@hudsoncolorado.org
 - (303) 536-9311
- Town Hall
 - 50 S Beech St, Hudson, CO 80642
 - info@hudsoncolorado.org
 - (303) 536-9311
 - Hudsoncolorado.org