




City of Tracy  
333 Civic Center Plaza  
Tracy, CA 95376

CITY MANAGER'S OFFICE

MAIN 209.831.6000  
FAX 209.831.6120  
[www.cityoftracy.org](http://www.cityoftracy.org)

# Memorandum

Date: January 31, 2023  
To: Mayor and Council Members  
From: Michael Rogers, City Manager   
Via: Brian MacDonald, Director of Parks & Recreation  
CC: Jolene Jauregui, Recreation Services Manager  
Amalia Cunningham, Interim Economic Development Manager  
Subject: Youth/Teen Recreation Coordinator

---

An inquiry came from Councilmember Mateo Bedolla at the December 6, 2022, City Council meeting regarding the new Youth/Teen Recreation Coordinator and teen opportunities in Tracy through the Economic Development Department.

## **Parks & Recreation**

The Recreation Coordinator for youth and teens was approved by City Council on December 7, 2021, and the position was filled on June 21, 2022. This position was created to develop and implement new activities, events, and other recreational opportunities for the youth throughout Tracy to enhance, support and play a vital role within their personal growth. They will also assist in connecting youth/teens to community agencies and individuals that can best meet their needs.

The Recreation Coordinator will utilize various resources such as benchmarking other cities, attend trainings to stay in tuned with current trends and outreaching to youth to have a better understanding of their concerns and needs in Tracy. One of the missions at the forefront of this position is to create working relationships with teachers and administrators at our local schools, with a direct effort being made to bridge the gap between the City and middle/high school students. Our current Recreation Coordinator was an activities director and teacher at a local high school and has a great work relationship with many school administrators in addition to having access to various resources to strengthen the youth and teen program. Staff will work diligently with all school administrators from local middle/high schools and alternative high schools by scheduling meetings and onsite visits, as we hope to reach out to new populations of students ranging from leadership and AVID classes to FFA and sports groups by having a direct presence in schools and school related events.

Some new opportunities currently being offered and upcoming include:

- Leaders in Training (LIT) Summer Program – Giving youth the opportunity to develop important job and life skills through training and hands-on experience at various summer recreation programs. (athletics, summer camps, seniors, etc.)

January 31, 2023

Page 2 of 2

- Ski and Snow Teen Trip to Dodge Ridge (First time offered since 2009)
- Summer Teen Only Pool Nights (H2GLOW, Dive-in Movie, Retro Night)
- Spring Break Camp Expansion of all day Summer Adventure Camp
- New and improved Teen Summer Camp offerings
- Expand intergenerational opportunities with the senior community
- Expand community service opportunities

In addition, the Youth Advisory Commission will be utilized as a group who can be a tool in reaching out to our local schools and help establish events and activities that youth want to see. Using the Commissioners to reach out to students, in partnership with the Recreation Coordinator, will be an integral part of addressing the wants and needs of our younger population.

Lastly, the new Multi-Generational Recreation Center is a highly desired facility in our community, and it will play an essential role in enhancing the city's youth and teen programming. There will be many recreational opportunities to offer ranging from open gym to play various indoor sports, makerspace and tech area for hands-on learning, teen lounge, kitchen, outdoor recreation spaces for programming and events, and multi-purpose rooms to offer educational, fitness and life-skill classes.

### **Economic Development**

The City Council's strategic priority for Economic Development identifies a goal of attracting businesses and jobs that meet the needs of the community, and entertainment or activity uses that have a customer base of youth and families fit the bill. This type of specialty retail has long been a target of economic development staff outreach at retail conventions, and the City regularly gets inquiries from known brands in this category looking for a Tracy location. Like conventional retailers, experiential retail/food chains use proprietary criteria to determine location viability but rising household incomes will continue to attract more fun businesses wanting to tap the Tracy market. Sales tax consultant HdL forecasts statewide growth in this sector at 8.6% for 2022-23. In the meantime, economic development staff can emphasize the desire for more youth-oriented/leisure uses to the Economic Development Strategic Plan consultant to incorporate as feedback for the plan in the works, amplifying the feedback that has already come in along these lines. The draft plan will be coming to the Council sometime this spring, bringing another opportunity to discuss community priorities for business attraction and expansion.