



Brochure Presentation

Status: Past | Current | Future

HISTORY:

- PRG Department has been providing activity guides to residents for years.
- Guide has continuously been revamped throughout the years to increase its effectiveness in achieving its intended purpose.
- It is a staple of the department's brand identity.
- It is a valuable communication tool from the department to the community.



THE WHY | GOAL OF THE GUIDE

- Inform, Highlight & Promote Various:
 - Programs
 - Events
 - Activities
 - Resources
 - Social Engagement
- Comprehensive Resource
 - Easily Access Information
 - Encourage Participation
- Increase Visibility of the Department
 - Dedicated to Enhancing the Quality of Life of it's Residents



CURRENT STATUS:

- 3 Prints Annually
 - Winter/Spring Guide:
 - Registration Date: 1st Tuesday in December
 - Summer Guide
 - Registration Date: 1st Tuesday in April
 - Fall Guide
 - Registration Date: 1st Tuesday in August
- The guide is posted online & mailed out to residents one to two weeks before the registration date.



CURRENT STATUS:

- Quantity Printed:
 - 26,000
- Page Count:
 - 96 page plus 4-page cover
- Availability:
 - At all city facilities
 - Mailed to all residents
 - Mailed to interested non-residents
 - Posted online via the city and PRG website
- Language:
 - English & Spanish



Activity Guide Revamp Project | 2023



Revamp Recap

- Project Goal
 - Project Team & Communication Agency
 - PRG & City Department Engagement
 - Marketing and Branding
 - Design Considerations
 - Text Reduction & Layout Consistency
 - Final Product
 - Next Steps
 - Questions



PROJECT GOAL:

- Improve User Experience
- Modernization
- Content Organization
- Continued Mobile Optimization
- Marketing and Branding
- Page Reduction
- Competitive Edge
- Continued English & Spanish Versions



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PROJECT TEAM:

- Community Relations Department
- PRG Staff
 - Program Coordinators
 - Supervisors
 - Superintendents
 - Leadership Team



COMMUNICATION AGENCY:

- Slate Communications



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PRG & CITY DEPARTMENT ENGAGEMENT:

- Internal Brainstorming Meetings
- City Staff & Agency Design Meetings



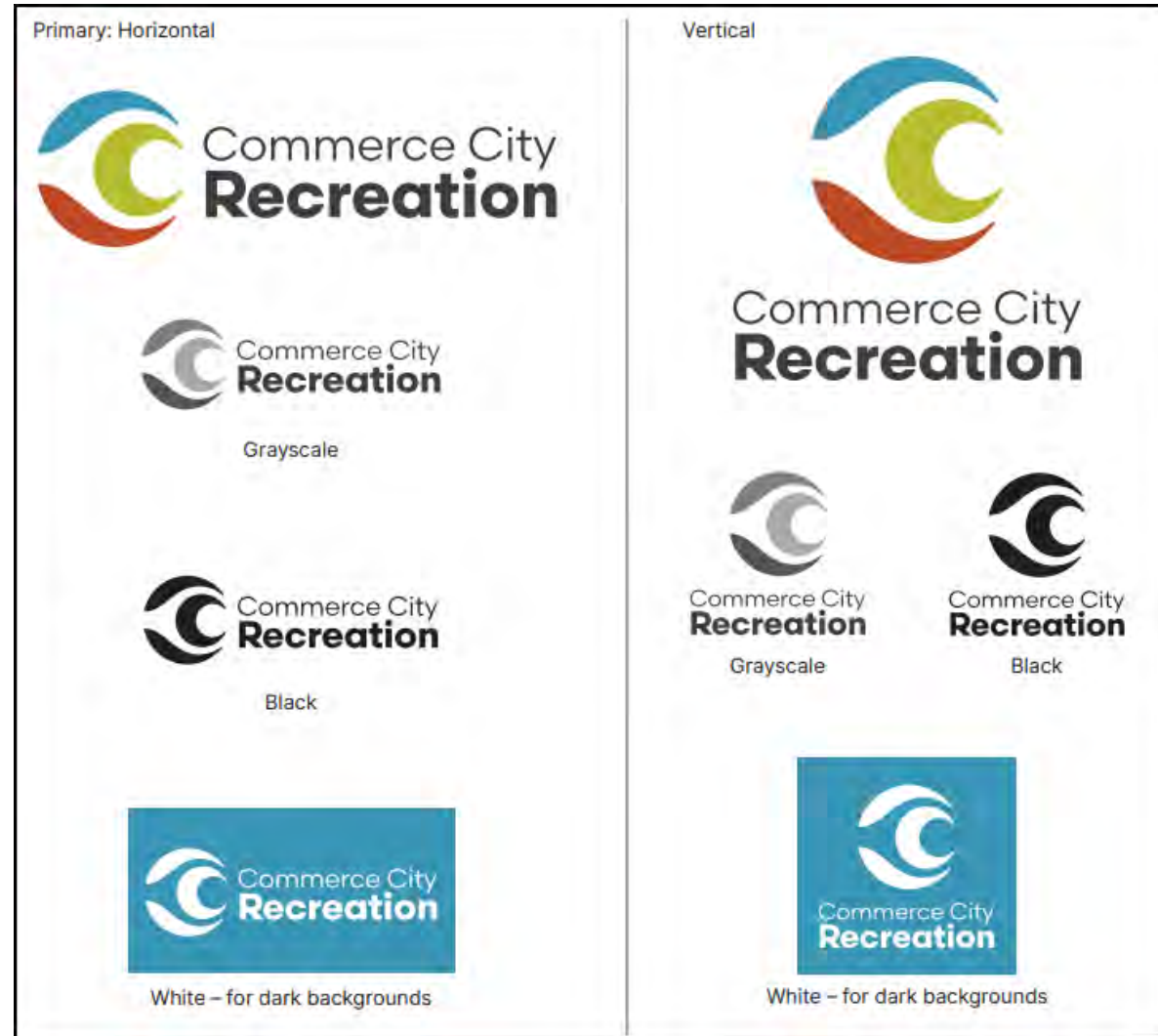
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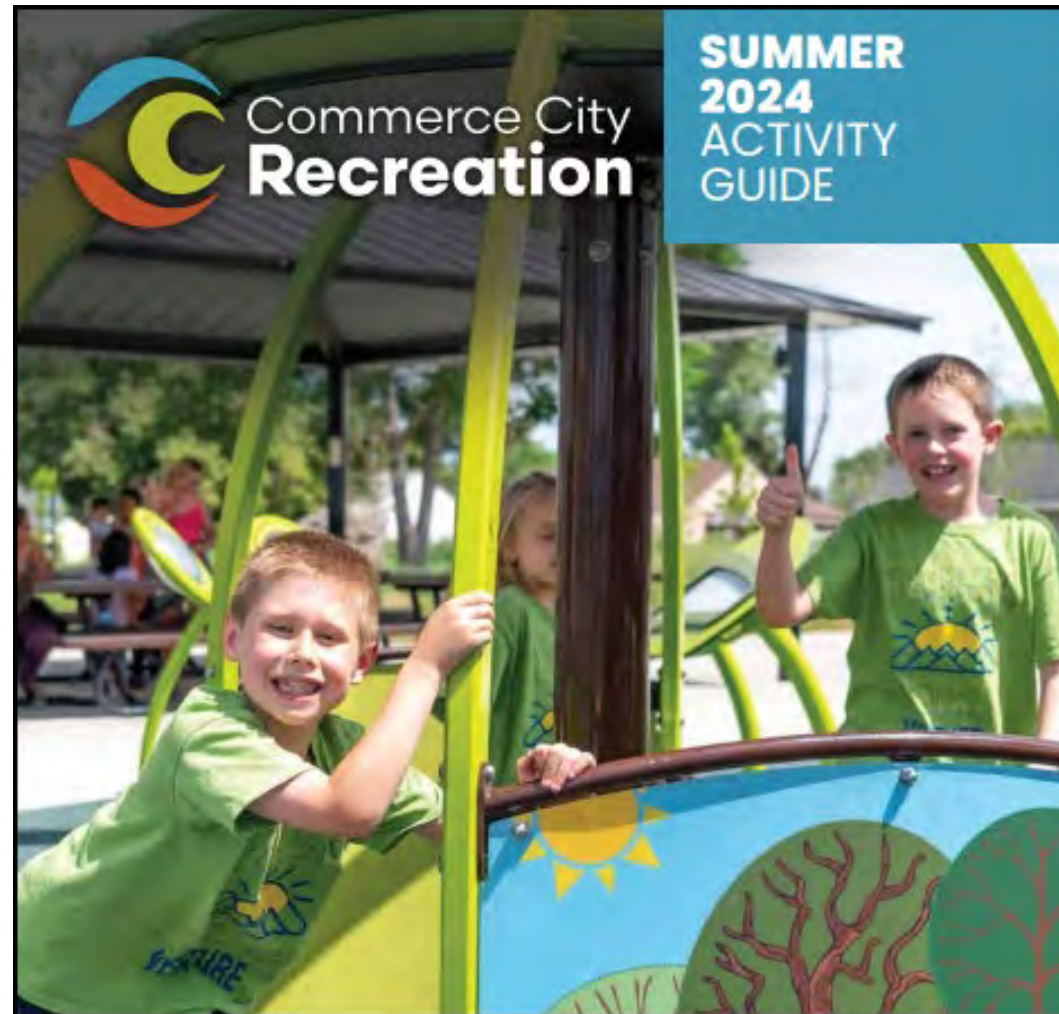


MARKETING AND BRANDING:

- NEW Recreation Logo
 - Rolled out: 2023
 - Incorporated new logo with new guide project



MARKETING AND BRANDING:



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DESIGN CONSIDERATIONS:

- Welcome Letter
- Page Layouts
- Page Organization
- Total Page Count
- Header Layouts
- Header Images
- Category & Subcategory Layouts



DESIGN CONSIDERATIONS:

WELCOME



Dear Residents,

As we enter the vibrant summer season, the Commerce City Parks, Recreation, and Golf Department is thrilled to share the buzz of activity with all of you. Our department continues to lead in innovative programs and services in the metro area, providing exceptional recreational experiences and social enrichment opportunities that cater to the diverse needs of individuals of all ages and backgrounds. We take great pride in maintaining safe and inviting parks, trails, landscapes, and facilities for the community to enjoy.

Last year we launched the creation of a new Parks, Recreation, and Golf Master Plan, a comprehensive



PARADISE ISLAND AT PIONEER PARK

NEWS BRIEFS

Commerce City is bustling with construction the city this summer as we work to renovate and build new ones. The upcoming months promise more development as multiple parks through progress ongoing projects.

"We understand that parks are not only important to the quality of assets that increase the city's desirability as a place to live, work, and play," Planner Traci Ferguson.

Monaco Park

RECREATION CENTER RENTALS

Reservations must be submitted two weeks prior to event date. Visit c3gov.com/rent-or-reserve for more information about facility rentals.



Bison Ridge (13905 E. 112th Ave.) 303-289-3695

- Three large multipurpose community rooms with audio/video system, stage and outdoor deck.
 - Individual rooms can seat 50-100 people theater-style or 60-100 banquet-style.
 - Removable walls allow up to 300 people seated theater-style in all 3 rooms or 250 people seated banquet-style
- Two conference rooms
- Two pool party rooms attached to the aquatic center

AQUATICS

SWIM SCHOOL AT BISON RIDGE

StarBabies

Ages 6-17 Months

6/1-6/29	Sa	9-9:25 a.m.	5 wk	6001.201	BR
7/13-8/10	Sa	9-9:25 a.m.	5 wk	6002.201	BR

StarTots

Ages 18 Mos-2 Yrs

6/1-6/29	Sa	9:30-9:55 a.m.	5 wk	6001.202	BR
6/1-6/29	Sa	10-10:25 a.m.	5 wk	6001.203	BR
7/13-8/10	Sa	9:30-9:55 a.m.	5 wk	6002.202	BR
7/13-8/10	Sa	10-10:25 a.m.	5 wk	6002.203	BR

White

Session 1

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TEXT REDUCTION & LAYOUT CONSISTENCY:

- Reduce activity text count to 50 to 75 words
 - Help reduce page count
 - Extra long descriptions
 - Shift extra long descriptions & extra detail to the online registration page.

- Layout Consistency:

HOW TO READ THIS GUIDE

Each section's course offerings can easily be found using the color code above. Participants can get more information about a class by calling the phone number associated with each program. Unless specified, classes are open to participants 16 years or older.

Want to know when classes are and the registration code? Under each course description, specific information includes:

10/31-12/7 Tu/Th 6:30-8 p.m. \$90/\$95 3802.302 EP

Date
Day of Week
Time
Fee
Activity Number
Location
BR = Bison Ridge Recreation Center
EP = Eagle Pointe Recreation Center

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FINAL PRODUCT:

Summer 2024 Activity Guide (Registration opens April 2)



Guide: [English](#) | [Spanish](#)

Winter/Spring 2023 Activity Guide



Guide: [English](#) | [Spanish](#)

FINAL PRODUCT:



DANCE

The age range included with dance class descriptions is a general guideline. Instructors will recommend the appropriate class level for students based on their skills. Students who start in one class might be asked to move to a different class in an effort to match abilities. Summer/Fall performance classes will end with a Fall recital in November. Register early to take advantage of discounted class fees. Late registration fees will apply starting June 11th and class fees will increase by \$10. Information listed is subject to change.

CREATIVE MOVEMENT

This class introduces children to ballet fundamentals, giving participants an increased body awareness and confidence. Coed participants move to music, using their imagination and energy. Ballet shoes are required.

Non-Performance

Age 3

6/18-11/19	Tu	5:30-6 p.m.	\$70/\$80	1001.201	EP
*No class 7/2, 9/3, 9/10.					

Performance

having fun and expressing yourself through dance. Tap and ballet shoes required.

BEGINNING

Ages 5-6

6/17-11/18	M	6-6:45 p.m.	\$91/\$101	1151.201	BR
*No class 7/1, 8/18, 8/26.					

6/17-11/18	M	6:45-7:30 p.m.	\$91/\$101	1151.202	BR
*No class 7/1, 8/18, 8/26.					

6/18-11/19	Tu	6:30-7:15 p.m.	\$91/\$101	1101.201	EP
*No class 7/2, 9/3, 9/10.					

6/18-11/19	Tu	7:15-8 p.m.	\$91/\$101	1101.202	EP
*No class 7/2, 9/3, 9/10.					

6/20-11/21	Th	5:30-6:15 p.m.	\$91/\$101	1151.203	BR
*No class 7/4, 8/22, 8/29, 10/31.					

6/21-11/22	F	5:30-6:15 p.m.	\$91/\$101	1101.203	EP
*No class 7/5, 9/6, 9/13.					



SPORTS FACILITIES

FACILITIES

Batting cages

Fine-tune your swing. Ideal for team and individual practice. For more information, call 303-289-3706 during business hours or call 303-287-4905 during the hours listed below.

Pioneer Park, 5902 Holly St. (60th and Holly)

- Seven cages, each with dual machines and lights
- Slow-pitch softball and various speeds for baseball

Fee \$1.75 for 15 pitches

- \$15 for 10 tokens
- \$30 for half hour rental (one stall)
- \$50 for hour rental (one stall)

Spring hours, 4/6-5/25

- Mon-Fri, 4-8 p.m.
- Sat-Sun, noon-5 p.m.

Summer hours, 5/26-8/3

- Mon-Fri, 3-8:30 p.m.
- Sat-Sun, Noon-8 p.m.

Fall hours, 8/4-10/6

- Mon-Fri, 4-8 p.m.
- Sat-Sun, Noon-5 p.m.

Batting cages are open weather permitting; temperature must be 45 degrees or higher and ground must be dry.

Safety equipment

Helmets are mandatory for fast-pitch softball and baseball. Bats and helmets are available at the control stand.

Tennis Courts

Two tennis courts are available for public use after school hours and on weekends. Please note that school programs have the first priority use of the courts.

- Adams City High School, 7200 Quebec Pkwy.
- Prairie View High School, 12909 E. 120th Ave.

Athletic Facility Rentals

An athletic facility may be rented by individuals or a group hosting a tournament, game or practice. To reserve a facility, call 303-289-3706.

Pioneer Park, 5902 Holly St.

Four multipurpose baseball/softball fields with lights (game fields, w/limited practices) (batting cages on-site)

Fairfax Park, 6850 Fairfax St.

Three multipurpose baseball/softball fields (game or practice fields)

Municipal Services Center, 8602 Rosemary St.

Two multipurpose football/soccer fields (game fields)

Fronterra Park, 10020 Joplin St.

Three multipurpose football/soccer fields (practice fields)

River Run Park, 11515 Oswego St.

Two multipurpose football/soccer fields (practice fields)

Monaco Park, 5790 Monaco St.

Monaco is not available this season due to construction.

Turnberry Park, 10725 Wheeling St.

Three multipurpose football/soccer fields (practice fields)

Villages East Park, 11698 Chambers Rd.

One multipurpose baseball/softball field (practice field)



FINAL PRODUCT | COVER PAGE

2012

COMMERCE CITY
**PARKS AND
RECREATION**
GUIDE



Commerce
CITY



BE THE ADVENTURE: SUMMER 2012

SUMMER REGISTRATION BEGINS APRIL 2
www.c3gov.com/recreation

2019



COMMERCE CITY
PARKS, RECREATION AND GOLF GUIDE
Winter/Spring 2019

Registration opens December 3

c3gov.com/recreation

IT'S OFFICIAL!
Eagle Pointe
Recreation Center
renovations are
complete.
See page 2.



2024



Commerce City
Recreation

**SUMMER
2024
ACTIVITY
GUIDE**



**LEARN ALL ABOUT
UPCOMING AND
ONGOING PARK
RENOVATIONS**

Details on page 3

Registration opens April 2
c3gov.com/Recreation

FINAL PRODUCT | GYMNASTICS PAGE

2012

EXPLORE MOVEMENT AND PREPARE FOR COMPETITIVE GYMNASTICS

Beginning level classes focus on movement

Parent-taught

Children and parents dive into the exciting world of gymnastics. You and your child learn the basics, how to tumble and move with fun activities using wedge mats, dancing, an obstacle course and more. Ages: 2-4

Thur 9/13-10/25 9:30-10:15 a.m.
2101.301 \$24/\$28
Sat 9/15-10/20 9-9:45 a.m.
2101.302 \$21/\$25

*Thur 11/8-12/20 9:30-10:15 a.m.
2102.301 \$21/\$25

*Sat 11/10-12/22 9-9:45 a.m.
2102.302 \$21/\$25

*No class 11/22 or 11/24.

Pre-Gymnastics

Instructors introduce children to basic gymnastics using all pieces of equipment in this coed class. Boys and girls explore how their body moves using songs, balls and parachutes. Children improve coordination, motor skills, self-confidence and listening skills. Ages: 4-5

Thur 9/13-10/25 10:30-11:15 a.m.
2201.301 \$24/\$28

Sat 9/15-10/20 10-10:45 a.m.
2201.302 \$21/\$25

Sat 9/15-10/20 11-11:45 a.m.
2201.303 \$21/\$25

*Thur 11/8-12/20 10:30-11:15 a.m.
2202.301 \$21/\$25

*Sat 11/10-12/22 10-10:45 a.m.
2202.302 \$21/\$25

*Sat 11/10-12/22 11-11:45 a.m.
2202.303 \$21/\$25

*No class 11/22 or 11/24.

Beginning Gymnastics

Youth develop sound mechanical skills, coordination and strength. Gymnasts receive basic instruction in tumbling and all gymnastic equipment. Ages: 6-17

Tue 9/11-10/23 4:30-5:30 p.m.
2301.301 \$29/\$33

Tue 9/11-10/23 5:30-6:30 p.m.
2301.302 \$29/\$33

Wed 9/12-10/24 5:30-6:30 p.m.
2301.303 \$29/\$33

Sat 9/15-10/20 Noon-1 p.m.
2301.304 \$26/\$30

Tue 11/6-12/18 4:30-5:30 p.m.
2302.301 \$29/\$33

Tue 11/6-12/18 5:30-6:30 p.m.
2302.302 \$29/\$33

Wed 11/7-12/19 5:30-6:30 p.m.
2302.303 \$29/\$33

*Sat 11/10-12/22 Noon-1 p.m.
2302.304 \$26/\$30

*No class 11/24.

Advanced Beginning Gymnastics

Build on skills mastered in introductory-level instruction and progress to more difficult tricks. This class emphasizes form, body position and skill connection. Participants must have instructor approval to register. Ages: 6-17

Tue 9/11-10/23 6:30-7:30 p.m.
2311.301 \$29/\$33

Thur 9/13-10/25 5:30-6:30 p.m.
2311.303 \$29/\$33

Sat 9/15-10/20 Noon-1 p.m.
2311.304 \$26/\$30

Tue 11/6-12/18 6:30-7:30 p.m.
2312.301 \$29/\$33

*Thur 11/8-12/20 5:30-6:30 p.m.
2312.303 \$26/\$30

*Sat 11/10-12/22 Noon-1 p.m.
2312.304 \$26/\$30

*No class 11/22 or 11/24.

Intermediate Gymnastics

This level offers new challenges with more advanced teaching on high beams and porta-pit drills. Gymnasts continue to build self-confidence in a safe and fun environment. Participants must be able to demonstrate mastery of beginning-level skills and have instructor's approval to move up to the intermediate level. Ages: 6-17

Tue 9/11-10/23 6:7-7:30 p.m.
2321.301 \$32/\$36

Thur 9/13-10/25 6:7-7:30 p.m.
2321.302 \$32/\$36

Tue 11/6-12/18 6:7-7:30 p.m.
2322.301 \$32/\$36

*Thur 11/8-12/20 6:7-7:30 p.m.
2322.302 \$29/\$33

*No class 11/22.



2019



BEND THE TREND

All gymnastics programs take place at Bison Ridge



The new 9,500-square-foot gymnastics center at Bison Ridge is nearly double the size of the previous space at Eagle Pointe. The state-of-the-art facility features in-ground and tumble trampolines, tumble strip, canyon and pit bar and spring flooring.

Registration for parent-tot and pre-gymnastics starts December 3.

Parent-Tot: Ages 2-4 with Adult

Explore the exciting world of gymnastics. You and your child learn the basics, how to tumble and move with fun activities using wedge mats, dancing, an obstacle course and more.

Tue 1/8-2/19 9:30-10:15 a.m.
2101.101 by 12/31 \$27/\$37
on 1/1 \$37/\$47

Fri 1/11-2/22 9:30-10:15 a.m.
2101.102 by 12/31 \$27/\$37
on 1/1 \$37/\$47

Fri 1/11-2/22 10:30-11:15 a.m.
2101.103 by 12/31 \$27/\$37
on 1/1 \$37/\$47

Sat 1/12-2/23 9-9:45 a.m.
2101.104 by 12/31 \$27/\$37
on 1/1 \$37/\$47

Tue 3/12-4/23 9:30-10:15 a.m.
2102.101 by 3/4 \$27/\$37
on 3/5 \$37/\$47

Fri 3/15-4/26 9:30-10:15 a.m.
2102.102 by 3/4 \$27/\$37
on 3/5 \$37/\$47

Fri 3/15-4/26 10:30-11:15 a.m.
2102.103 by 3/4 \$27/\$37
on 3/5 \$37/\$47

Sat 3/16-4/27 9-9:45 a.m.
2102.104 by 3/4 \$27/\$37
on 3/5 \$37/\$47

Tue 1/8-2/19 11:30-12:15 a.m.
2201.101 by 12/31 \$27/\$37
on 1/1 \$40/\$50

Tue 1/8-2/19 11:30-12:15 a.m.
2201.102 by 12/31 \$27/\$37
on 1/1 \$40/\$50

Fri 1/11-2/22 11:30-12:15 a.m.
2201.103 by 12/31 \$27/\$37
on 1/1 \$40/\$50

Sat 1/12-2/23 10-10:45 a.m.
2201.104 by 12/31 \$27/\$37
on 1/1 \$40/\$50

Mon 1/7-2/18 4:30-5:30 p.m.
2301.101 by 12/31 \$30/\$40
on 1/1 \$40/\$50

Mon 1/7-2/18 5:30-6:30 p.m.
2301.102 by 12/31 \$30/\$40
on 1/1 \$40/\$50

Mon 1/7-2/18 7:30-8:30 p.m.
2301.107 by 12/31 \$30/\$40
on 1/1 \$40/\$50

Mon 1/7-2/18 7:30-8:30 p.m.
2301.108 by 12/31 \$30/\$40
on 1/1 \$40/\$50

Early registration for beginning, advanced beginning and intermediate class levels starts **December 17 for residents and Dec 19 for non-residents** for session 1, ending on December 31. Starting January 1, late registration is accepted as space is available in classes, but the class fee will increase by \$10 per class. **Session 2 early registration opens February 25 for residents and February 27 for non-residents**, ending on March 4. Starting on March 5, late registration is accepted as space is available in classes, but the class fee will increase by \$10 per class. Please register early to secure your spot and enjoy the discounted class rates.

GYMNASTICS

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REGISTRATION • Bison Ridge 303-286-6801 • Eagle Pointe 303-289-3789 • c3gov.com/register

2024



GYMNASTICS

Registration for parent-taught and pre-gymnastics starts April 2 for Residents and April 4 for Non-Residents. Starting on May 7 late registration fees will apply and class fees will increase by \$10. Please register early to secure your spot and enjoy the discounted class rates.

PRE-SCHOOL CLASSES

PARENT-TAUGHT

Ages 2-4 with parent

Explore the exciting world of gymnastics. You and your child learn the basics, how to tumble and move with fun activities using wedge mats, dancing, an obstacle course and more.

*5/13-6/17 M 9-9:45 a.m. \$23/\$33 2101.201 BR

*5/13-6/17 M 10-10:45 a.m. \$23/\$33 2101.202 BR

*5/13-6/17 M 2-2:45 p.m. \$23/\$33 2101.203 BR

5/15-6/19 W 9-9:45 a.m. \$27/\$37 2101.204 BR

5/15-6/19 W 10-10:45 a.m. \$27/\$37 2101.205 BR

5/17-6/21 F 9:30-10:15 a.m. \$27/\$37 2101.206 BR

5/17-6/21 F 11-11:45 a.m. \$27/\$37 2101.207 BR

7/8-8/12 M 9-9:45 a.m. \$27/\$37 2102.201 BR

7/8-8/12 M 10-10:45 a.m. \$27/\$37 2102.202 BR

7/8-8/12 M 2-2:45 p.m. \$27/\$37 2102.203 BR

7/10-8/14 W 9-9:45 a.m. \$27/\$37 2102.204 BR

7/10-8/14 W 10-10:45 a.m. \$27/\$37 2102.205 BR

7/12-8/16 F 9:30-10:15 a.m. \$27/\$37 2102.206 BR

7/12-8/16 F 11-11:45 a.m. \$27/\$37 2102.207 BR

*No class 5/27

PRE-GYMNASTICS

Instructors introduce children to basic gymnastics using all types of equipment in this coed class. Boys and girls will explore how their bodies move using songs, balls and parachutes, and gymnastics equipment. This class helps children improve coordination, motor skills, self-confidence and listening skills.

Ages 4-5

*5/13-6/17 M 11-11:45 a.m. \$23/\$33 2201.201 BR

*5/13-6/17 M Noon-12:45 p.m. \$23/\$33 2201.202 BR

*5/13-6/17 M 3-3:45 p.m. \$23/\$33 2201.203 BR

5/15-6/19 W 11-11:45 a.m. \$27/\$37 2201.204 BR

5/17-6/21 F 10:30-11:15 a.m. \$27/\$37 2201.205 BR

5/17-6/21 F 11:30-12:15 p.m. \$27/\$37 2201.206 BR

5/18-6/22 Sa 10-10:45 a.m. \$27/\$37 2201.207 BR

5/18-6/22 Sa 11-11:45 a.m. \$27/\$37 2201.208 BR

7/8-8/12 M 11-11:45 a.m. \$27/\$37 2202.201 BR

7/8-8/12 M Noon-12:45 p.m. \$27/\$37 2202.202 BR

7/8-8/12 M 3-3:45 p.m. \$27/\$37 2202.203 BR

7/10-8/14 W 11-11:45 a.m. \$27/\$37 2202.204 BR

7/10-8/14 W 10-10:45 a.m. \$27/\$37 2202.205 BR

7/12-8/16 F 11:30-12:15 p.m. \$27/\$37 2202.206 BR

*No class 5/27

Register at c3gov.com/Recreation

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Revamp Outline

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NEXT STEPS:

- Continued Evaluation for Continued Improvement
 - Ongoing Modernization
 - Enhanced Accessibility
 - Improved User Experience
 - Content Organization
- Total Page Count Reduction
 - Moving Policies and Guidelines Online
 - Text Reduction
 - Use of Website Links & QR Codes
 - Mobile Optimization

QUESTIONS?

