



# Brochure Presentation

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Status: Past | Current | Future

# HISTORY:

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- 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

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- 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:

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



# CURRENT STATUS:

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- 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:

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



# Revamp Recap

- Project Goal
- **Project Team & Communication Agency**
  - PRG & City Department Engagement
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# PROJECT TEAM:

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



# COMMUNICATION AGENCY:

- Slate Communications



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# PRG & CITY DEPARTMENT ENGAGEMENT:

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- Internal Brainstorming Meetings
- City Staff & Agency Design Meetings



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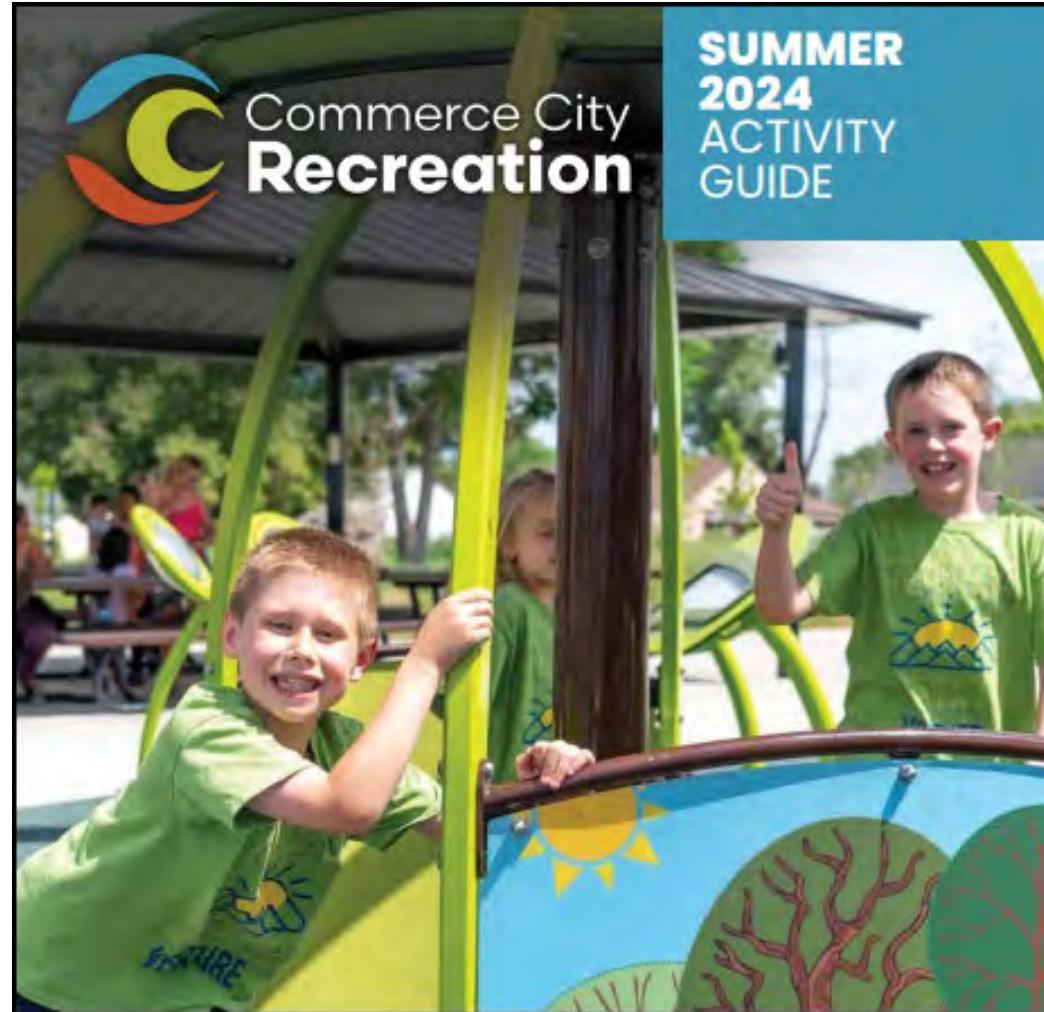
# MARKETING AND BRANDING:

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



# MARKETING AND BRANDING:

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# DESIGN CONSIDERATIONS:

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- 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

**NEWS BRIEFS** 

**Commerce City is bustling with construction 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, 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](http://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.



**PARADICE ISLAND AT PIONEER PARK** 

**AQUATICS** 

**SWIM SCHOOL AT BISON RIDGE**

**StarBabies**

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**

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

**BR** = Bison Ridge Recreation Center  
**EP** = Eagle Pointe Recreation Center

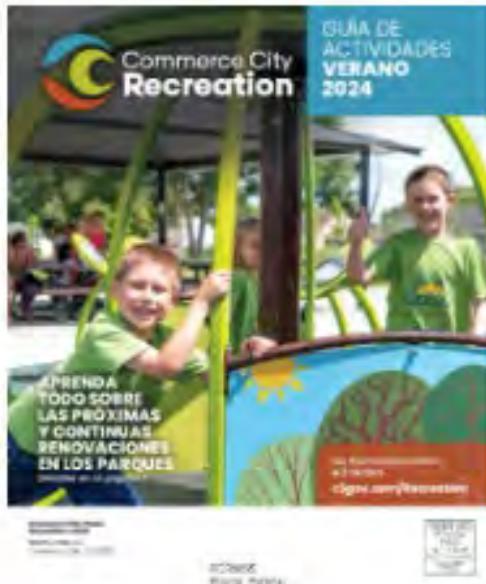
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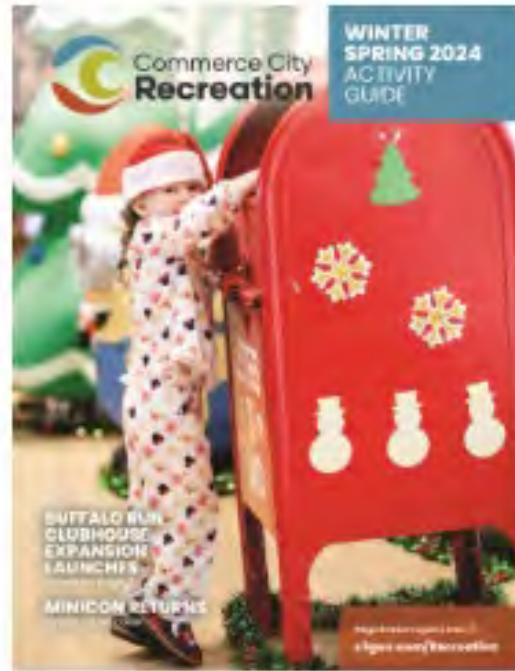


# FINAL PRODUCT:

## Summer 2024 Activity Guide (Registration opens April 2)



## Winter/Spring 2023 Activity Guide



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

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

# FINAL PRODUCT:



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, 8/19, 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)

**Frontiera 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.

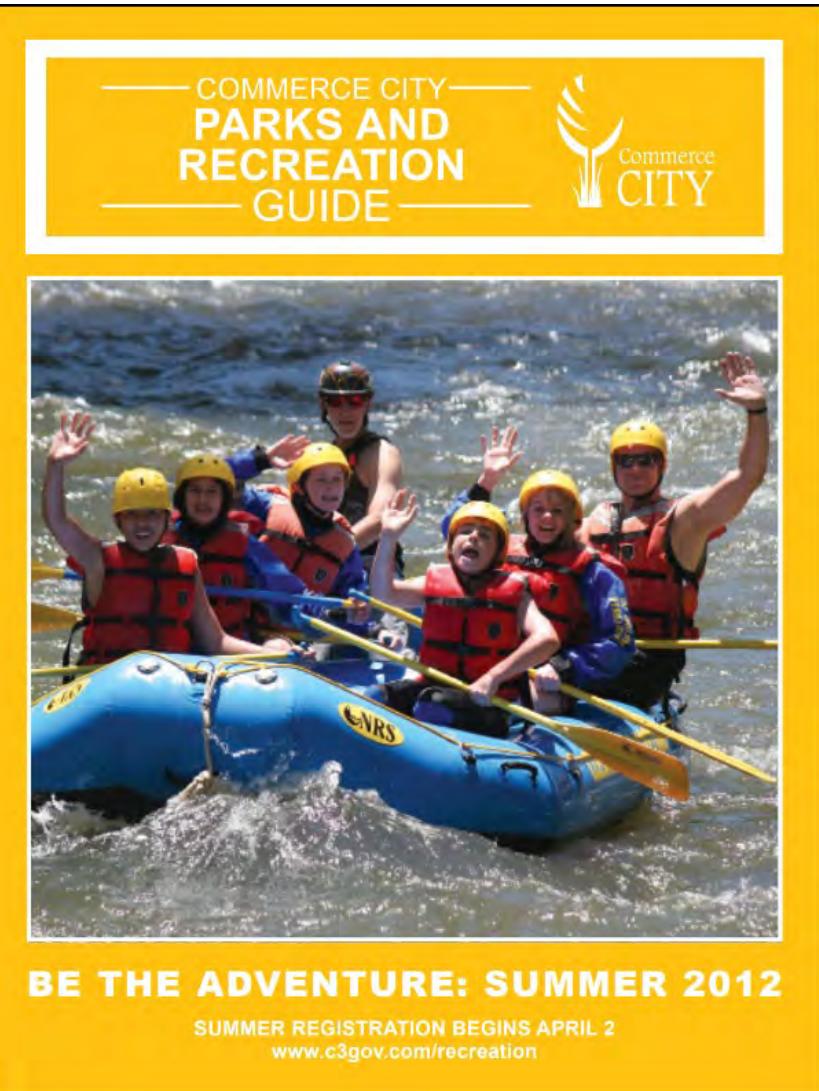
**Turnberry Park, 10725 Wheeling St.**  
Three multipurpose football/soccer fields (practice fields)

**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

Registration opens April 2  
[www.c3gov.com/recreation](http://www.c3gov.com/recreation)

BE THE ADVENTURE: SUMMER 2012



2019



Commerce CITY

PARKS, RECREATION AND GOLF GUIDE

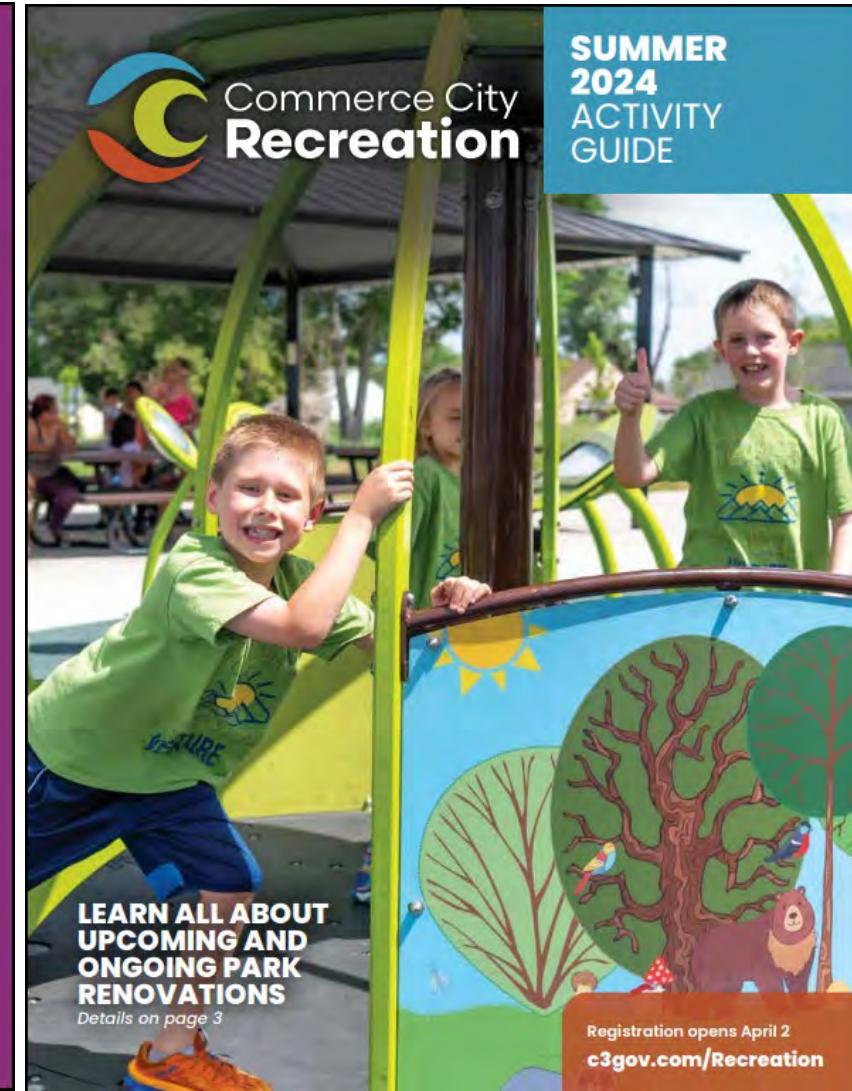
**Winter/Spring 2019**

Registration opens December 3  
[c3gov.com/recreation](http://c3gov.com/recreation)

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



2024



Commerce City  
**Recreation**

**SUMMER  
2024**  
ACTIVITY  
GUIDE

Registration opens April 2  
[c3gov.com/Recreation](http://c3gov.com/Recreation)

LEARN ALL ABOUT  
UPCOMING AND  
ONGOING PARK  
RENOVATIONS  
Details on page 3



# 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 9:45 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 9:45 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

Thur 9/13-10/25 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

Thur 11/8-12/20 5:30-6:30 p.m.  
2302.302 \$29/\$33

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

\*No class 11/22 or 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 1/8-2/19 9:30-10:15 a.m.  
2101.101 by 12/31 \$27/\$37

on 1/1 \$37/\$47

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.  
2311.302 \$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/\$33

Sat 11/10-12/22 Noon-1 p.m.  
2312.302 \$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 6-7:30 p.m.  
2321.301 \$32/\$36

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

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

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

\*No class 11/22 or 11/24.

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

Sat 1/12-2/23 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 11:30-12:15 a.m.  
2102.103 by 3/4 \$27/\$37

on 3/5 \$37/\$47

Sat 3/16-4/27 10-10:45 a.m.  
2102.104 by 3/4 \$27/\$37

on 3/5 \$37/\$47

Sat 3/16-4/27 11-11:45 a.m.  
2102.105 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 9:45 a.m.  
2102.104 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

Sat 3/16-4/27 10-10:45 a.m.  
2102.104 by 3/4 \$27/\$37

on 3/5 \$37/\$47

Sat 3/16-4/27 11-11:45 a.m.  
2102.105 by 3/4 \$27/\$37

on 3/5 \$37/\$47

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.

### Beginning Gymnastics: Ages 6-17

This class helps youth develop sound mechanical skills, coordination and strength. Gymnasts receive basic instruction in tumbling and all gymnastic apparatus.

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

2024



## GYMNASICS

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 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 9-9:45 a.m. \$27/\$37 2202.204 BR

7/12-8/16 F 10:30-11:15 a.m. \$27/\$37 2202.205 BR

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

7/13-8/17 Sa 10-10:45 a.m. \$27/\$37 2202.207 BR

7/13-8/17 Sa 11-11:45 a.m. \$27/\$37 2202.208 BR

\*No class 5/27

Register at [c3gov.com/Recreation](http://c3gov.com/Recreation)

# Revamp Outline

- Project Goal
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# NEXT STEPS:

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- 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?

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