



# Rebuilding the New Orleans Recreation Department

*One Program, One Playground at a Time*

C. RAY NAGIN, MAYOR  
LARRY BARABINO, JR., DIRECTOR

# Pre-Katrina NORD

## Budget and Staff Information

- NORD's Pre-Katrina budget was \$8.7 Million
- The department operated with 250 employees

## Facilities Operational

- 150 - Playgrounds and play spots
- 19 - Swimming pools 3 indoor & 16 outdoor
- 10 - Multipurpose centers
- 4 - Baseball stadiums
- 1 - Football stadium
- 1 - Theater
- 2 - Senior centers

*All NORD facilities withstood wind and/or flood damage  
due to the impact of Hurricane Katrina*

# Post-Katrina NORD

Following Katrina, NORD operated with a budget of \$985,705 and 16 employees

- Utilized a small facility at Annunciation Playground for office space
- Telephones, internet service, air conditioning and/or heating services were not accessible
- Accessed an estimated \$60 million in damages with assistance from FEMA
- 15 NORD playgrounds were used as trailer sites to house displaced residents
- Larry Barabino Jr. was appointed the new Interim-Director in June 2006 to rehabilitate NORD's programs and facilities
- First order of business was to re-open 4 swimming pools, 8 playgrounds and one community center
- Also partnered with non-profit agencies to provide summer enrichment programs



# Post-Katrina Damages



# Giving Back to the Community

Since Katrina, a number of local and national volunteer organizations joined efforts to restore NORD playgrounds and other facilities throughout New Orleans.

## ***A sample of some of NORD's volunteer organizations...***

- Tulane University and Hospital
- Coca Cola
- Boys Scouts / Jacksonville Florida
- Zulu Social Aid and Pleasure Club
- Make a Smile Foundation
- Alpha Phi Alpha
- Allstate Foundation
- Students from Louisiana State University
- Students from Ohio State University
- KaBOOM!



# Thank You Volunteers!



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# NORD's Recovery

- In 2007 NORD re-opened 52 playgrounds and play spots
- In 2007, NORD operated with less than 40% of its centers, playgrounds and swimming facilities.
- Currently, the department continues to work with limited resources
  - 17 Active playgrounds with sports teams
  - 35 Passive for community usage
  - Successful youth basketball, baseball and volleyball seasons
  - After school tutorial programs in partnerships with JOB1 and Dillard University
  - Successful ballet, tap, jazz and modern dance classes in partnership with NOBA
  - Served, Over 1,500 youth ages 5 to 14 participating in youth football
  - Providing music programs (vocal, instrumental and piano lessons)
  - Adult and senior fitness programs



# Building NORD's Future



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# The Progress Continues

NORD has re-opened 62 Playgrounds and play spots throughout the City

- 22 active playgrounds with sports teams
- 40 passive for community usage
- Successful youth basketball, baseball and volleyball seasons
- After school tutorial programs in partnerships with JOB1, UNO and Dillard University
- Successful ballet, tap, jazz and modern dance classes in partnership with NOBA
- Currently Serving, Over 2,300 youth ages 5 to 14 participating in youth football
- Providing music programs (vocal, instrumental and piano lessons)
- Arts & crafts and ceramics programs
- Adult and senior fitness programs

# Summer Programs

- 7 Swimming pools city-wide in Partnership with American Red Cross



- Provided summer camp programs for over 5,000 Youth in partnerships with the Police and Justice Foundation (Cops For Kids), Operation Reach, Tambourine & Fan, Catholic Charities and the Recovery School District.





# The Progress Continues

## NORD Priorities:

- Managing 23 “quick hit project” playground field lights, fencing, tennis courts and basketball court
- Focus for 2009 includes the repair of additional playgrounds/facilities and programs

## Current Types of repairs underway

- Repairs to playground & stadium field lighting and electrical systems
- Replacement of equipment and sports teams’ uniforms
- Renovations to tennis courts



# Next Steps

- Work with FEMA to re-access NORD facilities and project worksheet values
- Complete the restoration of 15 NORD playgrounds used as FEMA trailer sites
- Re-staff facilities and restart additional programs
- Provide educational, recreational and cultural activities for city youth
- Create and continue to build partnerships with corporate, faith-based, non-profit and community-based organizations
- Re-establish senior citizens activities and programs







# The Progress Continues

## 2008 Capital Projects/ORDA/MWH Infrastructure Projects

- Stallings St. Claude Center & Pool
- Gernon Brown Center
- Rosenwald Center & Pool
- Gert Town Pool
- Milne Boys Complex
- Lyons Center
- St. Bernard Center
- Joe Brown Center, Pool, Ball Field Lights and Shelter
- Skelly Rupp
- Cut Off Center
- Donnely Playground
- Easton Playground
- Evan Playground
- Harrell
- A.L Davis Pool
- Keller Golden Community Center
- Pratt Playground
- Sam Bonart Playground & Pool
- Village De Lest Playground
- Wesley Barrow Stadium
- Pontchartrian Park Building, Lighting & Tennis Courts



# NBA All Star Weekend Events

- Organized Jr. NBA & Jr. WNBA Clinics
- NORD/NIKE 5 on 5 Basketball Tournament
- LaBron James, Nike & NORD Playground Build and Community Event at NORD's St. Bernard Center
- NORD Teams competed at the NBA Jam Sessions
- NORD/Converse (Dwayne Wade) Basketball Event at Tulane University
- NORD/Nike/Foot Locker "Jubilee Day Celebration" with Celebrity basketball Players at NORD's Stallings Gentilly Playground





# 2008 NBA All Star Weekend



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# Partnerships and Corporate Sponsors

## *Partnerships invaluable to NORD's Future*

### NIKE

- Donated an estimated \$2 million to rehabilitate NORD basketball courts in time for NBA All Star Weekend
  - 13,000 Pairs of tennis shoes
  - Refurbishing 5 Basketball Courts
    - 1 Indoor facility: St. Bernard Center
    - 4 Outdoor facilities: Sam Bonart, Taylor, and 2 at Stallings Gentilly

### Drew Brees Foundation & Operation Kids

- \$115,000.00 donation to NORD for Pontchartrain Park field lights and facility electrical repairs

### NCAA Football: \$750,000 In Kind Sponsorship

- Donated uniforms, footballs, stipends for first responders, coaching clinics and a banquet

### Additional Donations

- Coca Cola donated \$100,000 to NORD for Wesley Barrow Stadium
- New Orleans Saints Donated \$35,000.00 to purchase football equipment
- Wal-Mart donated \$40,000.00 to repair the Pontchartrain Park fence



# Thank You Partners!



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# NCAA Football Partnership



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# How Can You Help ?

## REBUILD A PLAYGROUND

- Restore pools
- Restore play spots
- Repair basketball courts
- Replace play equipment
- Maintain facilities

## SPONSOR PROGRAMS

- Tutoring
- Uniforms for football, basketball and baseball
- Equipment

## ASSIST IN TEACHING CULTURAL ARTS

- Teach music
- Replace instruments
- Teach arts and crafts

JOIN WITH OTHER ORGANIZATIONS TO REBUILD NORD

Visit [www.cityofno.com](http://www.cityofno.com) for more information!