



Presented by:  
NORD CEO Larry Barabino, Jr.  
September 2, 2025



# CEO Updates

As we swiftly approach our fall programming for 2025, we were pleased to experience a very active and fruitful end of summer programming season.

In advance of our fall football season, the NORD athletics division hosted several Jamborees at various locations throughout the city, in anticipation of NORD's Sophomore division's inaugural game on September 2<sup>nd</sup> at 6:15pm at Lemann Park.

Moreover, we shared some exciting NORD news and successfully hosted several events throughout the month of August. We began with the thrilling announcement that State Representative Jason Hughes successfully secured \$600,000.00 for Joe W. Brown Park. This funding will support significant upgrades, particularly to Victory Track, which is one of the most used fitness amenities in the city, along with \$100,000.00 of this funding allocated for our Annual Holidays in the Park lighting. Furthermore, we are pleased to launch our NORD on the Go Skating Initiative at the Lafitte Greenway, made possible by the support of Senator Royce Duplessis, who secured \$100,000 in funding for this endeavor which also encompasses sports equipment and uniforms. The NORD on the Go program will bring activities directly into neighborhoods as we host pop-up skating events at playgrounds and community spaces around the city.

Our Multi-Programs department organized a well attended National Seniors Day event with over 600 attendees at Joe W. Brown Park. Also, the 3<sup>rd</sup> Annual Gen Z Fest (Battle of the Bands Edition) took place at Xavier University Convocation Center drawing more than 800 attendees. Three 3 bands competed for the honor of bragging rights receiving enthusiastic support from an audience of their peers. In addition to these events our Centers division also hosted multiple back- to-school events at various locations across the city.

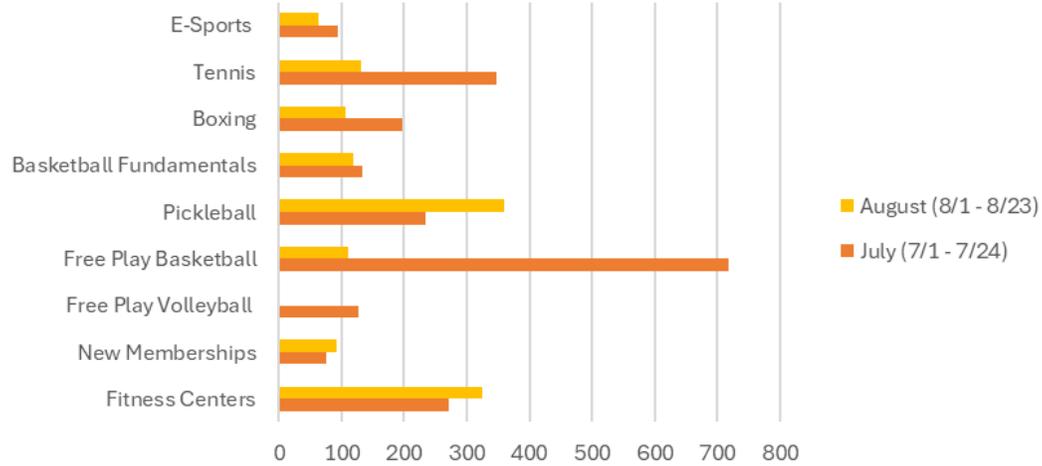
As we concluded the month, NORD collaborated and took part in several K-20 events throughout the city, with the first event occurring at Oliver Bush Playground, where we launched our Adopt a Park campaign with the help of the Mayors Office of Neighborhood Engagement.

Finally, as we continue to spotlight the programs and services we provide, we are excited to announce the upcoming launch our new PSA!

# 2025 Program Information

## Centers Division

2025 Rec Center Visit Totals July vs. August



**Coming to play basketball or pickleball or workout in the fitness center? Bring your Crescent City ID card to scan in!**

The Crescent City ID Program is a municipal identification card program to expand access, belonging, and inclusion for all residents, especially those who may lack traditional forms of identification. In addition to serving as a form of identification, the Crescent City ID will also function as a New Orleans Library card and a NORD Rec Trac Card.

**CRESCENT CITY ID**

This is your city, make it official.

Be the first to get your Crescent City ID – free, fast, on the spot. Exclusive enrollment just for City employees, New Orleans Public Library staff, NORD staff, and official program partners. All IDs printed same-day, free of charge. Scan the QR Code to see what documents you need to bring!

Scan for full document list and program details or visit [nola.gov/crescentcityid](http://nola.gov/crescentcityid)

If you see a Library cardholder, please remember to bring the card with you.

## Centers Division

Ready for Fall Programming?

PARTNER-LED PROGRAM REGISTRATIONS NOW OPEN FOR SELECT PROGRAMS!

**Girls on the Run**  
A PLACE OF BELONGING  
An after-school program for 3rd-5th grade girls!  
✓ BUILD CONFIDENCE  
✓ DEVELOP VITAL LIFE SKILLS  
✓ FIND JOY IN MOVEMENT  
JOE BROWN PARK (NORD COMMISSION)  
MONDAYS & WEDNESDAYS  
4:30 - 6:00 PM  
Practices start Sept. 15th, 2025  
REGISTER YOUR GIRL TODAY!  
www.gotrma.org/programs  
504.272.7765  
SCAN ME

**NOBA CENTER FOR DANCE**  
Tuition-Ballet C  
at the Desire Multi-Service Center  
September  
Regi  
TUES  
3:30-  
at the De  
Multi-Se  
(3250)

**EXCITE ALL STARS**  
Bring your family, grab a racket, and make memories that last!  
September 6th, 13th, 20th, 27th  
No cost but registration required!  
Mind Right, Game Tight Encore  
beginners 10:30-11:30, returning players 11:30-12:30, tennis rackets will be provided, plus completing the month earns you Gatorade VIP swag.  
Learn more:  
www.exciteallstars.org/programs  
programs@exciteallstars.org  
(504) 218-2607

504-522-0996 | NOBAdar  
\*A \$50 academic year registration fee applies per student, per location.  
\*\*Start and end dates vary per location.

NORD recreation centers are rolling out FREE fall programs for all ages, from ballroom dance to ballet, running programs to golf, tennis to fitness classes – we have something for everyone!



# 2025 Program Information

## Aquatics Division

This summer, NORD taught **2,850 youth and adults** how to swim, a critical life skill that can prevent drowning—which is the second leading cause of accidental death in children.

By offering these services at no cost, **NORD has the opportunity to bridge the gap in swim equity**, as many families, particularly in underserved communities, lack access to swim lessons due to cost or limited availability.

In addition to addressing safety concerns, involvement in **NORD Aquatic programs provides opportunities for engaging in water sports, lifeguarding careers, and even competitive swimming scholarships.** Participants in water aerobics and lap swimming benefit from full-body workouts which also promotes greater family utilization of local aquatic facilities, there by increasing and enhancing community engagement.



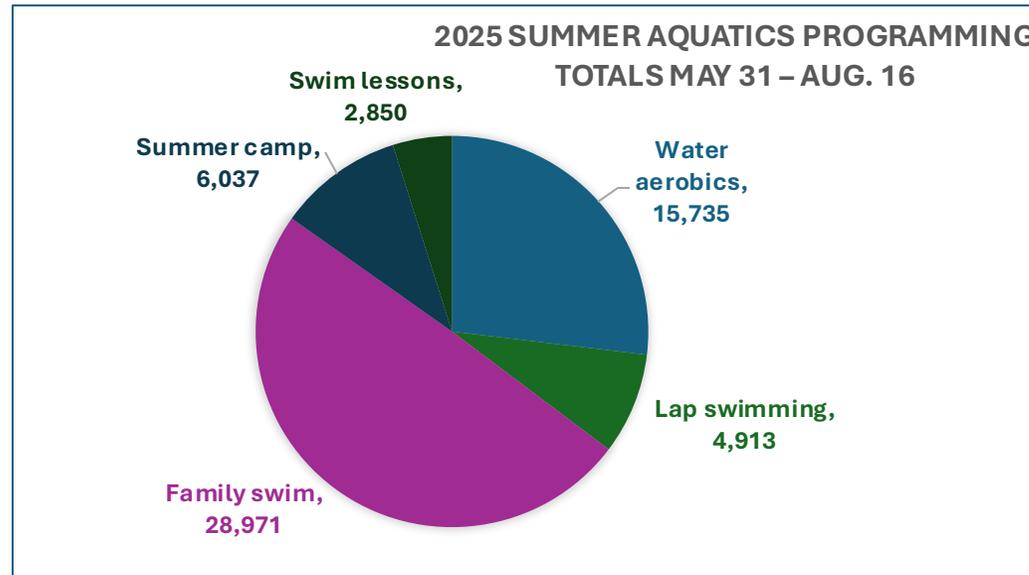
**Additional Swim Time!**  
Stallings Gently and Federal City outdoor pools will remain open on Saturdays and Sundays through the end of September!

**NORD COMMISSION FALL SWIMMING LESSONS**  
For All Ages: 6mos-Adults **FREE**  
LESSONS OFFERED AT ALL NORD POOLS

**Register Now In Person!**  
**Classes now available!**

**Session Dates:**  
SESSION 1: SWIM LESSON REGISTRATION: SEPT. 3 - 5  
SWIM LESSON CLASSES: SEPT. 8 - 27  
SESSION 2: SWIM LESSON REGISTRATION: SEPT. 29 - OCT 3  
SWIM LESSON CLASSES: OCT. 6 - 25  
SESSION 3: SWIM LESSON REGISTRATION: OCT. 27 - 31  
SWIM LESSON CLASSES: NOV. 3 - 22  
SESSION 4: SWIM LESSON REGISTRATION: NOV. 24 - 26  
SWIM LESSON CLASSES: DEC. 1 - 20

For more information:  
Call Aquatics at 504-658-3052  
Visit NORDC.ORG



### Join the NORD Jets!

NORD's swim team for 6 – 18-year old's practices every Tuesday and Thursday from 4:00pm – 5:45pm at the following locations:

- **Gert Town Natatorium**, 3411 Broadway St.
- **George V. Rainey Natatorium**, 2529 General Meyer Ave.



# 2025 Program Information

## Athletics Division

### NORD FALL SPORTS REGISTER NOW!

#### Tackle Football



Regular season play begins Sept. 2<sup>nd</sup> at the Lafitte Greenway Stadium.

Currently over **1400** registered from ages 5 - 14.

Cheer registration and practices are on-going - contact your local park for information on their cheer team!



#### Cheerleading

#### Volleyball



Age divisions include:  
Junior Division - 11/12 yr olds  
Senior Division - 13 / 14 yr olds  
Middle School - 6<sup>th</sup> - 8<sup>th</sup> grade

Regular season play begins Saturday, Sept. 6<sup>th</sup> at Joe W. Brown Rec Center!

In partnership with 18<sup>th</sup> Ward, soccer will be offered at 3 NORD sites this Fall, starting in September. Visit [www.the18thward.org](http://www.the18thward.org) for registration information!



#### Soccer

# NORD

COMMISSION



Flag football season ended Aug. 2<sup>nd</sup> for over **410 boys and girls ages 4-14 years old.**

Plans are already under way – with **funding received from Dick's Sports to expand** the 2026 Flag Football season.

## Athletics Division

The inaugural **William Montgomery, Jr. Memorial Boxing Showcase** was held on **Saturday, Aug. 16<sup>th</sup>** at the Milne Rec Center Boxing Gym. Pictured are boxers from the Spartan's Boxing Club, who partners with NORD to run the boxing programming weekdays from 4pm – 8pm.



# 2025 Program Information

## Multi Programs Division



Over **600 seniors** attended **National Senior Day Boots** on the Ground, held Aug. 21<sup>st</sup> at Joe W. Brown Rec Center!



The **2025 Gen Z Fest** **doubled in attendance** over the 2024 fest, which had **432 attendees**, while this year **NORD hosted 877 attendees!**

Across social media platforms, **Instagram (highly utilized by teens) views increased by 316% the week before the event.** The Gen Z performing artists and bands posted videos about the event which helped increase traffic to NORD's pages on Instagram and Facebook.

## Multi Programs Division

Fresh from teen career camp and summer sports challenge, **145 teens** attended the **August Teen Council meeting** to learn more about Gen Z Fest, the teen internship and plan more events for this Fall!



## What's Next?

### MOVIES IN THE PARK RETURNS!

The Fall season of Movies in the Park returns Friday, Sept. 12<sup>th</sup> through Friday, Nov. 21<sup>st</sup>. Join us every Friday in a NORD location to watch a free family movie under the stars!

A full schedule of movie locations and listings can be found on [nordc.org](http://nordc.org).

### FALL PROGRAMMING

From after-school enrichment, to STEM programming, dance classes, music classes and more, NORD offers something for everyone! Registration for Fall programming begins Sept. 2<sup>nd</sup> and classes begin Sept. 15<sup>th</sup>.

Visit [nordc.org](http://nordc.org) for information about NORD program offerings.

### FALL IN-CITY COLLEGE TOUR

This October, NORD will offer 30-40 teens from local high schools to spend their Fall break with us as we visit four local universities: Xavier University, Dillard University, Southern University of New Orleans and the University of New Orleans.

Teens must be part of NORD's Teen Council to attend the 2-day college tour, scheduled for Oct. 2nd-3rd and Oct. 13th-14th.

### FALL TEEN INTERNSHIP

The Fall internship will offer 100 NORD Teen Council members the opportunity to learn job readiness skills while earning a stipend of \$600 through a 6-week internship for 8 hours a week.

Registration for the program will be held on Sept. 24th and the internship will run Oct. 14th - Nov. 21st.

## Facilities and Maintenance Project Status

Facility	Project	Completion Status (%)	Comments
<b>🏠 Completed Projects</b>			
N. Roman & Lapeyrouse	Installation of basketball court and green space	✅ 100%	Job Complete!
Skelly Rupp Baseball Stadium	Installation of new parking lot entrance gates	✅ 100%	Job Complete!
St Bernard Rec Center	Replace Gym Lights	✅ 100%	Job Complete!
A. L. Davis Playground	Resurface Tennis/Pickleball Courts	✅ 100%	Job Complete!
Morris FX Jeff Stadium Concessions	Electrical Repairs and Enhancements	✅ 100%	Job Complete!
<b>🚧 In Progress Projects</b>			
Wesley Barrow Batting Cage	Adding HVAC to Building	🟡 60%	Job is in Progress.

Facility	Project	Completion Status (%)	Comments
🚧 In Progress Projects			
Lemann Pool	Plumbing Repairs.	● 80%	Water has been restored. NORD staff is working on replacing damaged and stolen fixtures. A new pool pump has been ordered.
Atkinson-Stern Tennis Center	Elevator Repair	● 75%	Job is in Progress. Contractor had to reassess due to malfunctioning parts
Harrell Pool	Plumbing Repairs.	● 60%	Contractor is in the process of repairing backflow preventer to complete water supply portion of repair. Ordering new Plumbing Fixtures and Pump. Contractor received Purchase Order to replace damaged Sewer line .
Hardin Playground	HML Repair	● 50%	Job is in Progress. Contractors will replace seventeen lights and fixtures
Joe W. Brown	Replace damaged Sail Shades at Playset	● 50%	Job is in Progress! Job scheduled to be completed by late August.

- 📊 **Summary**
- **Total Projects: 11**
- **Completed: 5**
- **In Progress: 6**
- **Completion Rate: 45%**
- **Next Update: October 2025**



A.L. Davis Tennis and Pickleball Court



Skelly Rupp Parking Lot Entrance Gates

# NORD Budget Summary July 2025

NEW ORLEANS RECREATION DEVELOPMENT COMMISSION							Budget Summary YTD through 7/31/2025			
FUND SOURCES	GF	CDBG	NORDF	Revolving Fund	TEEN CAMP	TOTAL				
202	19,382,748	1,136,787	579,278	1,581,429	450,000	23,130,242				
%	84%	5%	3%	7%	2%	100%				

	org code	2025 Budget (GF & CDBG)			2025 YTD Expenditures (GF & CDBG)			Balance (GF & CDBG)			% of Budget Remaining
		Personnel	Operating	Total	Personnel	Operating	Total	Personnel	Operating	Total	
<b>Administrative</b>	7001 - Admin	1,574,777	1,847,817	3,422,594	917,149	1,254,148	2,171,297	657,628	593,669	1,251,297	36.6%
<b>Special Programs</b>	7002 - Special	876,745	85,800	962,545	408,309	43,691	452,000	468,436	42,109	510,545	53.0%
<b>Maintenance</b>	7003 - Maint	3,208,898	1,729,707	4,938,605	1,566,617	1,672,937	3,239,554	1,642,281	56,770	1,699,051	34.4%
<b>Athletics</b>	7004 - Athletics	1,790,103	325,887	2,115,990	1,230,348	239,852	1,470,201	559,755	86,035	645,789	30.5%
<b>Rec Centers</b>	7005 - Rec Cntr	3,871,104	380,000	4,251,104	2,178,261	268,447	2,446,708	1,692,843	111,553	1,804,396	42.4%
<b>Aquatics</b>	7006 - Aquatics	3,596,910	95,000	3,691,910	1,688,575	62,936	1,751,511	1,908,335	32,064	1,940,399	52.6%
<b>Summer CAMP</b>	7007-CDBG	431,297	705,490	1,136,787	277,365	648,904	926,269	153,932	56,586	210,518	18.5%
<b>TEEN CAMP STIPEND</b>	7124-TEENS	450,000	0	450,000	297,921	0	297,921	152,079	0	152,079	33.8%
<b>NORDC Total</b>		15,799,834	5,169,701	20,969,535	8,564,545	4,190,916	12,755,461	7,235,289	978,785	8,214,074	39.2%

Additional YTD Expenditures (not General Fund or CDBG)			
	Personnel	Operating	Total
NORD Foundation	20,685	319,776	340,461
NORDC Revolving Fund	0	508,809	508,809
FEMA & Bond Funds	0	0	0
In-Kind	0	0	0
<b>Total non-GF Expenditures</b>	<b>20,685</b>	<b>828,585</b>	<b>849,270</b>

YTD as of 7/31/2025

Personnel	Filled Positions	Vacant Positions	% of positions filled
Permanent Full Time Equivalent	208.53	29.33	88%
<u>Seasonal</u>			
Aquatics	107.69	150.00	72%
Special Programs	34.21	36.00	95%
<b>TOTAL Seasonal</b>	<b>141.90</b>	<b>186.00</b>	<b>76%</b>
<b>TOTAL Personnel -</b>	<b>350.43</b>	<b>215.33</b>	<b>83%</b>

# July Financial Facts at a Glance

## Administration



\$1,574,777 – Personnel  
~~\$917,149 Personnel~~  
 \$ 1,847,817 - Operating  
~~\$1,254,148 Operating~~

## Personnel: Filled vs Vacancies

Filled: 208.53  
 Vacancies: 29.33

## Athletic Programing



\$ 1,790,103- Personnel  
~~\$1,230,348 Personnel~~  
 \$325,887- Operating  
~~\$239,852- Operating~~

# Balance Allocation

\$19,382,748 / ~~\$12,755,461~~



## Multi- Programming

\$876,745 – Personnel  
~~\$408,309 - Personnel~~  
 \$85,800- Operating  
~~\$43,691- Operating~~  
 \$ 1,136,787 – CDBG  
~~\$926,269~~  
 \$450,000 – Teen Camp Stipend  
~~\$ 297,921~~

## Revolving Fund/Self Generating



2025 Through 7/21/2025  
 \$235,931

## Maintenance



\$3,208,898 – Personnel  
~~\$1,566,617- Personnel~~  
 \$1,729,707 - Operating  
~~\$1,672,937- Operating~~

## Aquatics

\$3,596,910 – Personnel  
~~\$1,688,575- Personnel~~  
 \$95,000 - Operating  
~~\$62,936- Operating~~



## Recreation Centers

\$3,871,104 - Personnel  
~~\$2,178,261- Personnel~~  
 \$380,000 - Operating  
~~\$268,447~~



# Funding Allocation

## 2024 Self Generating Revenue

<b>Revenue Sources:</b>	
• Facility Rentals	\$289,955
• Tennis Center Revenue	\$35,284
• Admission & Concession Revenue	\$96,613
• Summer Camp	\$18,337
• Athletics Registration	\$4,325
• Act No. 892 Session 2008	\$25,000
• Mardi Gras Parking	\$3,560
• Misc. Vendor Refunds	\$2,336
• NORD Merchandise Sales	\$80
• Jazz Fest Parking	\$3,381
<b>Total Revenue Generated</b>	<b>\$478,871*</b>
* - Unaudited	

## 2025 Self Generating Revenue

<b>Revenue Sources Year to Date:</b>	
• Facility Rentals	\$141,695
• Tennis Center Revenue	\$18,662
• Admission & Concession Revenue	\$27,503
• Summer Camp	\$16,320
• Athletics Registration	\$970
• Act No. 892 Session 2008	\$25,000
• Mardi Gras Parking	\$2,370
• Misc. Vendor Refunds	\$0
• NORD Merchandise Sales	\$30
• Jazz Fest Loading – Stallings Gentilly	\$3,381
<b>Total Revenue Generated</b>	<b>\$235,931*</b>
* - Unaudited	

# Questions?

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