

Director's Report
Meeting Date: Apr 10, 2024
Board of Parks, Recreation & Cultural Services
Play. Every Day.

The mission of the Department of Parks and Recreation is to preserve our parks and open spaces and provide essential recreational programs and cultural services in a safe, professional and friendly manner.

PROJECT MANAGERS REPORT:

Department Projects – Completed

- Tyler-Domer multipurpose room upgrades
- Bryant center gym painting

Department Projects – In Construction Stage

- Cemetery re-platting
- Tyler-Domer awning replacements
- Laurel Clark fountain repairs/maintenance
- Johnson Park lift station (with Wastewater)

Department Projects – Out for Bid

- Wustum Museum Restoration
- Glen St. bridge renovation
- Island Park parking lot redesign
- Cemetery road repairs
- Humble Park BB court replacement

Department Projects – In Design/Planning Stage

- Harvey Park Playground Replacement
- Matson Park Playground Replacement
- Lockwood Park tennis court post replacement
- High mast light pole inspections
- Videan-Cheska playground addition
- Island Park shelter stairs relocation (interior)
- Bryant center parking lot redesign
- Zoo pathway repair
- Lincoln/Spring St. bridge removal
- Universal 6 post shelter plan
- Graceland cemetery material storage bin

Miscellaneous

- Communications for Final payment requests
- Scheduling projects for 2024

Parks

Parks Division

- Post all vacations by the end of first week of March for approval
- Remove snow fence blocking sidewalks by the 15th of the month
- After the 15th of the month
 - Remove snow plow markers & snow fence except at North Beach
- Set up ball diamonds for High Schools
- Set up Soccer Fields for High Schools
- Stumping if needed
- Litter pick all Parks & Medians daily
- Set up Tennis Court nets by the end of the month

- Open backstop nets for baseball by the end of the month
- Clean sand off North Pier & along the edge of the pier
- E-mail to building maintenance about checking ball diamond lights
- Interview new seasonals if needed

Forestry Division

- Down and/or hanging branches
 - 7 reports
 - Crews responded to all
- Pruning cycle-zone 5
 - 238 trees pruned
- Tree removals
 - 10 removed
 - Majority-"missing trees" identified while completing scheduled work
- Stumps
 - 68 stumps removed-contractor
 - Preparing space for new trees-spring planting
- Gravel bed Improvements
 - Preparation for spring planting
- Root River Protection
 - Beavers active
 - Need to protect dozens of nearby trees with wire fencing-prevent damage
- Interviews
 - Seasonal Laborers

Recreation

Youth Activities

- Teen Outreach Program (TOP)
 - Sites include 6 schools & 4 community centers
 - Starts 10/1/23-Ends 6/7/24
 - Grades 6-8
 - CSL 2/24-Mitchell School
 - Volunteer teens served dinners to guests
 - Cooking Lab
 - Upcoming lesson: Developing Empathy
- Spring Break Volleyball
 - 4th grade-8th grade
- Skills & Drills
 - 6 schools-2 days a week
 - 2/26-4/19
- 7x7 High School Football League
 - Start in June
 - Currently Planning
- PRCS Co-Sponsor-Mark Your Moment
 - Basketball Game at Park HS 4/13
 - Racine County Senior Boys/Girls bb players

Open Recreation at all community centers during the spring

Adult/Youth Sports

- Softball
 - Registration Continued
 - Extends weekly
- Recruit & Hire Umpires
 - Planning Umpire Meeting
- Bat Stickers
 - Plan a date
- Softball League Schedules
 - Sun-Fri Leagues
- Sand Volleyball
 - Registration Continues
- Bowling Fundraiser
 - Seeking Sponsors & Bowlers
 - Attend/Work at event
- Playground Interviews
- TOP Program
 - Humble & Tyler Domer
- Spring Break-Skills & Drills
 - Volleyball
 - Location-The Real School

Beach Guarding-Out of Season

Community Centers

Bryant

- O & H Bakery
 - Delivery Tues – Fri
- Taekwondo
 - Meets twice a week on Tues & Thurs monthly
- Chicago Steppers
 - Mon 6-8 p.m.
- Pickleball
 - Mon – Fri 8 – 11 a.m.
- Game Room
 - Mon – Fri 1p-6p.
- Open Gym
 - Adult-Mon-Fri 12p-2p
 - Youth-Mon-Fri 3p-6p
- AARP Tax Aide
 - Help through 4/4
 - Mon & Thur-9a-2p
 - Multipurpose Room
- 3/07 Community Awareness event (Art Room)
 - Held by HOSA – Walden High School – 4-6 p.m.
- 3/08 RUSD – Parent/Teacher Conference – no school
- 3/11-3/21 Gym closed – repainted
- 3/13 Juneteenth Celebration Committee Meeting 12 p.m. -2 p.m.
 - Multipurpose rm (12 members attended)
- 3/25 Cutting the Cord 10-11 a.m. (6 participants)
 - Offered by Racine Public Library
- 3/25 AAU practice 5-6:30 p.m.

- 3/26 City Development Zoning Kickoff event
 - Gymnasium 4-7 p.m. (75 participants)
- 3/27 AAU practice 5-6:30 p.m. & 6:30-8 p.m.
- 3/28 David Prins – The Arc of Racine Rental (MPR) 6-8 p.m.
 - Parent Meeting
- 3/29 Good Friday – center closed & beginning of RUSD Spring Break
- 3/30 Verastine Riley Rental (MPR) 3-7 p.m.

Chavez

- Ladies of Virtue
 - Girls Dance Team
 - M-Th
 - Includes the girls in the Teen Out Reach Program
- Girl Scouts
 - Meetings & activities
 - 1x per month
- RUSD/PRCS Dance Team Program
 - Extended Learning
 - Mon-Thur
 - During school year
- NEW-Senior Card Program
 - Tues-play cards
 - All new participants!
- New Director-RUSD Extended Learning for 2023/2024 Programming
 - Currently 7-8 active programs
 - Teen Outreach Program, Fall Basketball Camp, Volleyball Winter Break Camp, Football Skills & Drills, Basketball Skills & Drills
- RUSD Summer Programming
 - Planning-RFP Process
- Teen Outreach Program
 - Grades 6-8
 - Lessons-Health & Hygiene
 - Care Packages
 - Personal Qualities
 - Career Goals
 - Considering Social Media
- RUSD Middle School Advisory Council
 - Mitchell School-8th grade capstone project
- Early Voting
 - Week of 3/25

Humble Park

- Early Voting
 - Sat & Mon-Thur
- Season Prep
 - Met w. facility supervisors

King Center

- March brought in a couple of new faces to the center
- 3/8 Girls Scout Group
 - Cookie Distribution
- 3/15 Greater New Birth Church of Racine

- Monthly food bank-provided 100 bags of food
 - Multipurpose room
- 3/20 Early Voting
 - Multipurpose rooms
- 3/23 Black Nurses Association
 - Monthly meeting
- 3/30 Racine Championship Wrestling
 - Another wrestling event for the public
- TOP Program
 - Mon-Thur 4p-7p
- Kingdom Builders
 - Weekly Lunch Program
- Senior Fitness
 - 3 days a week- 9am to 10:30am
- Pickle ball
 - Mon – Fri 9am to 11:30am

Tyler – Domer

- Break Through-NEW Program
 - Registration-3/18 & 3/25
 - Mentoring program for young girls
 - Dance & life skills
 - Working with Kamala Richardson
- Spring Sports Prep
 - Schedules, Fields, Staffing
- Bowling Fundraiser-3/24
 - Great turn out/Great Event
- Job Fair-3/19
 - Milton Chitatariso

Marketing

Facebook

- **Monthly Post Numbers**
 - **February 2024**
 - 21 posts: AVG reach – 4,025 / AVG engagement – 458.
 - **March 2024**
 - 23 posts: AVG reach – 3,557 / AVG engagement – 593.
 - **Comparison (previous vs current month)**
 - AVG reach – **11%** decrease / AVG engagement – **29%** increase.
- **Most Popular Post of March**
 - Newly painted walls at Bryant Center Gymnasium
 - 15,156 post reach / 5,103 post engagement

Instagram

- Launched page in June 2023
- 102 posts, 320 followers (300 followers milestone!)

Newsletter

- March Newsletter
 - **3,079** sends, **50%** open rate (new record!)
 - **21%** - Average open rate across all industries

Events/Projects

- Table at Racine County Youth Sports Expo at YMCA 3/2
- Bowling Fundraiser at Castle Lanes 3/24

- Table at Family Night at West Ridge School 3/26
- Applicant hired for Marketing & Outreach Intern position.
- North Beach Lifeguard and Playground Leader job promotion campaigns.

Public Events in Our Parks & Facilities

3/1/2024 to 3/31/2024

Date	Event	Location
• 3/4	Empty Bowls	Festival Hall
• 3/16	St. Patrick's Day 5K	Lake Michigan Pathway
Date	Event	Location
• 4/13- 4/14	Prairie Open 2024 -Disc Golf	Johnson Park Golf Course