

**Director's Report**  
**Meeting Date: November 20, 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**

- Michigan pathway drainage upgrade
- Humble Park BB court replacement
- Matson Park Playground Replacement

**Department Projects – In Construction Stage**

- Laurel Clark fountain repairs/maintenance
- Island Park parking lot redesign
- High mast light pole inspections
- Myers Park breakwater restoration
- Lockwood Park tennis court post replacement
- Bridge inspection repairs

**Department Projects – Out for Bid**

**Department Projects – In Design/Planning Stage**

- Harvey Park Playground Replacement
- Graceland cemetery material storage bin

**Miscellaneous**

- Communications for project bid awards
- Communications for final payments
- Communications for change orders

**PARKS**

**Parks Division**

- Store Stage on Wheels at County Fair Grounds
- Remove tennis court nets and have lights off by end of month
- Bring in picnic tables from parks, store at Rickeman
- Remove flowers and till beds
- Snow fence up at North Beach by the end of the month
- Close up all bathrooms for the season except Horlick Field by end of the month
- Tires up on Lockwood sledding hill by the end of the month, building maintenance to check hill lights

**Forestry Division**

- Down and/or hanging branches
  - 17 reports
    - Due to storms/high winds
- Pruning cycle-zone 6
  - 520 trees pruned

- Zone 6 maintenance
  - Remaining part of “off-cycle” pruning program
- Tree removals
  - 77 removed in Oct
- Stump Removal
  - Contractor started 2<sup>nd</sup> stump grinding/parkway restoration project.
  - 68 sites completed
- Tree/Stump Removal Project
  - Cemeteries & Golf Courses
  - Work awarded to 2 contractors
- Fall Tree Planting Program
  - Started 10/31
- DNR/IRA Grant Project
  - Planning & Field Work

## **RECREATION**

Open Recreation at all community centers

Adult/Youth Sports

- Recruit & Hiring
  - Sports Facility Supervisor & Volleyball Officials
- Fall Ball (Softball)
  - Tues & Wed
    - 2 Leagues each night
- Fall Kickball League
  - Mon Nights-2 Leagues
- Adult Indoor Volleyball
  - Registration Ended-27 Teams
  - Set Up-Leagues Mon & Thur nights
- Fall Volleyball Skills & Drills Clinic
  - 66 kids, Grades 4<sup>th</sup>-8<sup>th</sup>
- Pickle Ball Leagues
  - Registration-Starts 11/11
  - FIRST ADULT SPORT SIGN UP ONLINE!

## **Beach Guarding-Season Ended**

## **COMMUNITY CENTERS**

### **Bryant**

- Pickleball
  - Mon – Fri 8 a.m. – 11 a.m.
- O & H Bakery delivery Tues – Fri
- Taekwondo
  - Tues & Thurs 4:45 p.m. – 6 p.m.
- Chicago Steppers
  - Mon 6-8 p.m.
- Game Room
  - Mon – Fri 1 p.m. – 6 p.m.
- Open Gym

- Adult – Mon – Fri 12 p.m. – 2 p.m.
- Youth – Mon – Fri 3 p.m. – 6 p.m..
- Knitting & crocheting
  - Tues 1 p.m. – 3 p.m.
- Art Room
- Ceramics
  - Adults Mon, Wed, Fri 8 a.m. -12 p.m.
  - Youth Mon& Wed 3 p.m. – 5 p.m.
- Ballroom Dancing
  - Wed 9 a.m. – 11 a.m.

9/30 All Vehicle Car Show 9 a.m. – 3 p.m. Bryant Parking Lot

10/18 No school - RUSD

10/21 Youth Hoops practices started 5 – 8 p.m. Mon – Fri

10/22-10/25 Early voting-10 a.m. – 4 p.m.

10/23 Juneteenth Committee meeting

10/26 Early voting at Bryant Center 9 a.m. – 12 p.m.

10/27 Trunk or Treat- with Southside Sundays.  
Candy & hot dogs given out to approx.. 150 kids

10/29 New Bryant Center security cameras installed

10/30 Healthcare educational meeting  
w. Jennifer Stark-UnitedHealthcare for seniors  
Attended the groundbreaking for MLK/Health Center

Chavez -No Report Provided

#### Humble Park

- Early voting here-10/28 – 11/2
- Youth hoops practices Mon-Fri

#### King Center

- Adult open gym-amazing
- Kids starting coming back
- 10/18 Greater New Birth Church of Racine
  - Monthly food bank-provided 150 bags of food
    - Multipurpose room
- 10/21 Youth Hoops Practices
  - Practices-2x/week
- 10/22 -21<sup>st</sup> Century School
  - Girls Basketball Team
    - Pizza Party-Multipurpose room
- 10/25 Horlick/Park Halloween Party
  - Multipurpose Room
- Senior Fitness
  - 3 days a week- 9am to 10:30am
- Pickle ball
  - Mon – Fri 9am to 11:30am
- Narcotics Anonymous
  - Tues Weekly Meetings

Tyler – Domer

- Next Level Mentoring
  - Mon-Thurs 4p-7p until 12/12
  - 9-13 year old boys & girls program
    - Run by Alonzo & Kimberly Payne
- Youth for Christ
  - Park High School
- 10/22-10/26-Early Voting
- Youth Hoops Practices
  - Mon-Fri

## MARKETING

Facebook

- **Monthly Post Numbers**
  - **September 2024**
    - 19 Posts: AVG reach – 3,982 / AVG engagement – 465
  - **October 2024**
    - 23 Posts: AVG reach – 4,087 / AVG engagement – 501
  - **Comparison (previous vs current month)**
    - AVG reach – **3%** increase / AVG engagement – **8%** increase.
- **Most Popular Post of October**
  - Bobby Bueno – Hispanic Heritage Month post
    - 31,590 post reach / 5,128 post engagement

Instagram

- Launched page in June 2023
- 156 posts, 391 followers

Newsletter

- October Newsletter
  - **3,048** sends, **44%** open rate
    - **21%** - Average open rate across all industries

Events/Projects

- Monument Mash 10/19
- Make a Difference Day 10/26
- Coverage of New MLK Center Groundbreaking Ceremony
- Visit Racine County Magazine AD construction

## PUBLIC EVENTS

### Parks & Facilities

**10/5-12/31**

10/5	Car Show-2 <sup>nd</sup> Missionary Baptist Church	Roosevelt Park
11/28	Turkey Trot 5K	Lake Michigan Ptwy
11/30	Leftover 5K	Lake Michigan Ptwy
12/1	Holiday Parade	Monument Square
12/1-12/31	Nativity Scene	Monument Square