

Director's Report
Meeting Date: October 13, 2021
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.

Director

- 2022 Department Operation, CIP, Fees & Charges
- Lakeshore Improvement Update
- North Beach Safety Update
- Building Assessment Update
- Root River Council Partnership Update
- Cemetery Update

Department Projects

In Progress:

- Info Signs
- Softball Diamonds
- Playground Equipment: Case Harmon, Island, Hamilton, Harvey & Vidian/Cheska Parks
- Horlick Athletic Field Netting & Batting Cage
- Seal/Strip Boat Launch Parking Lot

Complete:

- Refinished MLK Center gym floor
- Cemetery Road Paving
- Wustum Parking Lot Repaving
- Seal/Strip Bryant Center Parking Lot
- Professional Services-Riverside Path Replacement
- Painting Skate Board Park
- Utility Marking
- Horlick Athletic Field Light Emergency Repair
- Professional Services-Horlick Athletic Field Building Upgrades
- Sand Wheelchair
- Outdoor Movie Equipment

Parks

- North Beach and Zoo Beach close right after Labor Day
 - Remove Guard stands, boats, matting, etc
- Finish up any seeding before the 15th of the month
- Aerate large Parks and athletic fields
- Picnic areas close at the end of the month
- Do final Hill Mowing at the end of the month
- 2-4-D showplaces
- Close up ball diamond nets for the year
- Street tree survey
- Lockup
 - People done for the season
- Fix problem areas on ball diamonds

Forestry Division

- Crews responded to 37 reports of down or hanging branches from storms
- Crews removed 87 trees
- Crews pruned 265 trees
- All forestry staff attended the Wisconsin Arborist Association Fall Seminar in East Troy
- Full-time forestry staff participated in annual snow plow training
- Staff from the University of Minnesota came to Racine and provided tree care training to interested citizens

Recreation

Superintendent

- Greencrest park shelter painted and finished 10/5
- Tyler Domer Center parking lot restriped and crack filled 10/1
- Working on updating and remodeling Horlick baseball press box
- Working on bi weekly committee with Racine County on Youth Sports Expo to be held 11/13 at Case
- Received a \$10,000 sponsorship donation for Youth Basketball Program from Dominos to the Friends of PRCS 501 C3
- Nancy Lieberman Charities to sponsor youth basketball camp 11/6 at Bryant

Adult Sports

- Registrations-Volleyball & Basketball

- Recruitment-Volleyball & Basketball Officials
- Reserving RUSD facilities for Volleyball
- Fall Ball and kickball leagues started

Beach Guarding

- Closed for the season

Community Centers

Bryant

- Donation- Schmitt Music-Instruments to support our music program
 - 8 Violas
 - 4 Cellos
 - 6 Violins
- Establishing a Juneteenth Committee
 - Meet in Oct
 - Plan to have a banquet & another great event in 2022
- Feed America-mobile food program
 - Every second Tues. of the month-Starts 10/12
 - Need of volunteers
 - Items to be provided: Deodorant, Shampoo, Soap, Cereal, Corn, Spaghetti, Sauce, Peas, Applesauce, Rice, Beef, Ravioli, Chicken Soup, Waffles, Produce

Cesar Chavez

- Hispanic Roundtable
 - Annual meeting/luncheon
- Higher Expectations
 - Meeting 9/30
- Youth Hoops Registration
 - 3 different evenings
- Facemasks for our community centers
 - Worked with Pfizer in receiving thousands
- Esports Club
 - Working with Getoffthestreets.org & The Officer Wilson Project
 - Hope to have things running in November
 - logistics & supplies will determine date
- Thanksgiving Giveaway Dinners
 - Black Arts Council collaborating on a drive thru pick up
 - Future Date TBA November
- Racine County Youth Sports Committee meeting
 - Planning for county expo on youth sports

- 11/13 @ Case High School
- Racine Unified Meeting
 - Collaboration on youth sports & after school activities

Youth Activities

- Fall Playground Program started 9/7- 10/21
 - 3:30p-6:30p
 - Bryant, King, Solbraa & Hantchel Park
- Halloween Event for Fall Playground Program 10/21
- Monument Mash
 - Event planning
 - Date TBA October
- Registration Youth Basketball 9-6-21
 - Off-site registration dates
 - 9/16, 9/22, 9/28
 - Late Registration
 - 9/29-10/8 *OR* until leagues are filled
- Open Recreation at all community centers after school hours

Humble Park

- Pickleball Club
 - Training site for new players

King Center

- Kingdom Builders - afterschool snack for 160 youth
 - DKCC, DBCC, Fall into Playground program
- The Real Project, a youth life skills program has resumed after over 19 months
 - Presented by Brittany Tobias, formerly of Safe Haven
 - Group meets Friday evenings
- Horlick High School special needs group
 - Monday, Wednesday, and Friday afternoons
 - Focus on life & social skills
- Clothing and Home giveaway 9/25-9am-noon
 - Over 100 families received 15 pallets of clothing
 - Collaboration with Giving to the Nations
- Registration-Youth Hoops
 - Added 1st graders
 - Combined grades to create 1&2, 3&4, 5&6, and 7&8 grade leagues

- Boys & Girls separate teams for each grade level
 - Numbers are down from previous seasons
- Snow Sharks Ski & Snowboard Program-19th Season
 - 25 members pre-registered
 - Orientation & registration meeting
 - 11/10 from 5:30-7:30pm at CCCC
- Upcoming:
 - Snow Shark Sponsor meeting 10/7
 - Reuse Your Shoes program 10/16@DKCC
 - Fall into Playgrounds Haunted House 10/19 4pm-6pm at King
 - Youth Hoops Coaches meeting 10/20
 - Youth Hoops phone lottery 10/21

Tyler – Domer

- Pershing soccer
 - Complete for the season
- Horlick Athletic Field
 - Playoff games into first part of November
 - New speaker system installed & working great
 - Plans to upgrade the baseball press box

Public Events in Our Facilities (9-1-2021 to 9-30-2021)

| Date | Event | Location | Time |
|-------------|------------------------------------|----------------------------------|-------------------|
| ● 9-1-2021 | DRC Bags League - DRC | Monument Square | 6 p.m.-9 p.m. |
| ● 9-3-2021 | First Fridays – First Fridays, LLC | Monument Square | 6 p.m.-10 p.m. |
| ● 9-4-2021 | REC Center Open – UW Parkside | REC Center | 10 a.m.-4 p.m. |
| ● 9-5-2021 | REC Center Open – UW Parkside | REC Center | 10 a.m.-4 p.m. |
| ● 9-11-2021 | REC Center Open – UW Parkside | REC Center | 10 a.m.-4 p.m. |
| ● 9-12-2021 | REC Center Open – UW Parkside | REC Center | 10 a.m.-4 p.m. |
| ● 9-18-2021 | Pound the Pavement | Lake Michigan Pathway | 7:30 a.m.-12 p.m. |
| ● 9-18-2021 | Party on the Pavement | Monument Square | 12 p.m.-7 p.m. |
| ● 9-18-2021 | REC Center Open – UW Parkside | REC Center | 10 a.m.-4 p.m. |
| ● 9-19-2021 | REC Center Open – UW Parkside | REC Center | 10 a.m.-4 p.m. |
| ● 9-25-2021 | Root River 5K | Root River Pathway & Island Park | 7 a.m.-11 a.m. |
| ● 9-25-2021 | REC Center Open – UW Parkside | REC Center | 10 a.m.-4 p.m. |
| ● 9-26-2021 | REC Center Open – UW Parkside | REC Center | 10 a.m.-4 p.m. |

Adopt-A-Park Program

| Adopted locations | Adoptee | Aldersperson |
|-------------------|----------------|--------------|
| 1. West Park | Mary McIlvaine | Jeff Coe |

| | | |
|-----------------------|---|------------------|
| 2. Franklin Park | Mary McIlvaine | Jeff Coe |
| 3. Carre-Hogle Park | Racine Firefighters 321 | Mollie Jones |
| 4. DeKoven Woods Park | SKIRT | Mollie Jones |
| 5. Samuel Myers Park | Ruby Ave Rangers | Mollie Jones |
| 6. Grand Park | Elaine Kinch | Mollie Jones |
| 7. Colonial Park | Melissa Warner | Jeffrey Peterson |
| 8. Lincoln Park | Dan Gomez | Jeffrey Peterson |
| 9. Matson Park | Jorgenson's General Contracting I, Inc. | Maurice Horton |
| 10. Harvey Park | The Main Project | Trevor Jung |
| 11. Solbraa Park | Racine Area Pickleball Club | Natalia Taft |
| 12. Carlson Park | Ruby Ave Rangers | Melissa Lemke |
| 13. Pierce Woods Park | The Rouse's Family | CJ Rouse |
| 14. Island Park | Root River Council, RUGN, David Hecht | Marcus West |

| NON Adopted locations | Aldersperson |
|------------------------------|---------------------|
| 1. Pershing Park | Jeff Coe |
| 2. Dr. Hamilton Park | Mollie Jones |
| 3. Clayton Park | John Tate II |
| 4. Erksine Park | John Tate II |
| 5. Riverside Park | John Tate II |
| 6. Hagerer Park | Edwin Santiago |
| 7. Lakeview Park | Melissa Kaprelian |
| 8. Brose Park | Jeffrey Peterson |
| 9. Robert Heck Park | Maurice Horton |
| 10. Barbee Park | Marcus West |
| 11. Marino Park | Marcus West |
| 12. Randolph Park | Marcus West |
| 13. Case-Harmon Park | Sam Peete |
| 14. Greencrest Park | Sam Peete |
| 15. Humble Park | CJ Rouse |
| 16. Lockwood Park | Henry Perez |
| 17. N. Owen Davies Park | Natalia Taft |
| 18. Hantschel Park | Jason Meekma |

Marketing

- AmazonSmile-PRCS-10 Customers Supporting
- Digital Youth Hoops Ad
 - Great response
- Monthly newsletter sent
- Annual Program Book-redesign
- Website Updates
- Constant Contact Feedback:

- Total emails sent: 2629
- Opens by device
- Mobile: 47.9%
- Desktop: 52.1%
- Open rate: 18.7% (481)
- Click through rate: 4.8% (23)
- Bounce rate: 2.1% (54)
- Unsubscribe rate: .2% (6)

Community Partnerships Created

- Honda has changed owners. Will need to see if still interested in sponsoring events.

Social Media

Facebook PRCS Page – 9/7 – 10/ 4 – changed their analytical data

- Page Reach (# of people who had any posts from our page on their screen) 26,781
- Page Followers 6.3K

Facebook North Beach Page – 9/7 – 10/4 – changed their analytical data

- Page Reach (# of people who had any posts from our page on their screen) 35,312
- Page Likes 3.6K

Instagram 9/ 5 – 10/ 4

- 28 posts to date
- Profile Visits (# of times our profile has been viewed): 44
- Reach (# of unique accounts that have seen our posts): 285
- Impressions (total # of times all of our posts have been seen): 1,259
- # of Followers: 821
 - Racine: 49.6%
 - Milwaukee: 2.9%
 - Kenosha: 4.6%
 - Sturtevant: 2.7%
 - Caledonia: 12.1%
- Age Range of Followers:
 - 13-17 years: .4%
 - 18-24: 4.6%
 - 25-34: 18.9%
 - 35-44: 35.3%

- 45-54: 25.1%
- 55-64: 11.4%
- 65+: 4.4%
- Gender of Followers:
 - Women: 70.9%
 - Men: 29.1%

Twitter

- Waiting for access to Twitter.