

Director's Report
May 8, 2019

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.

Projects

Planning Stages:

- Horlick Field Baseball Turf
- Davies Park – Dog Exercise Area
- Wustum - Carpet Replacement
- Dr. King Jr. Plaza – Landscape Upgrades
- West Park Center Plaza & Pergola – Upgrade
- Park Asphalt Paving Projects - Bike Path & Cemetery Paving

In Progress:

- Zoo Door Replacements
- Chavez Front Entry Upgrades
- Park Sign Replacements (2018 & 2019)
- Island Park Pickleball - Lines
- Island Park South Diamond Drainage
- Wustum - Concrete Patio Concrete Infill
- Solbraa Pickleball Courts – Lines & Painting
- Lockwood Park Shelter – Storage Room Addition
- Bryant Community Center – Bleacher Replacement
- Park Asphalt Paving Projects – Humble Parking lot Repairs & Zoo Beach Paving

Complete:

- LC Fountain - Operating
- Fence Replacement - Park Service
- Marino Park – Concrete Curb Installation
- Zoo Concrete Replacement – Loin Walkway Phase II
- Play Equipment Replacement – Marino, Grand & Hagerer

Parks

Parks Division

- Finished removing snow plow markers from parks and community centers.
- Took down the snow fence at North Beach.
- Took apart the sledding hill at Lockwood Park.
- Installed the piers at the Boat Launch.
- Began spring clean-up of the parks (removing leaves from fence lines, cutting down planting beds, trimming shrubs, deep liter picking).
- Re-mulched the berms at North Beach and added timbers by the Oasis to help keep mulch off the bike path.
- Hagerer Park – Installed new picnic table and two new benches along with a permanent trash can and a bike rack all on concrete pads; two new pieces of play equipment will be installed in May.
- Began the process of moving drifted sand at North; a contractor has been hired to finish leveling the sand.

- Pressure washed all the benches along Sam Johnson Parkway to remove mold, scale, and dirt.
- Had staff add timbers along the new fence line to address elevation changes with neighbors to the West.

Forestry Division

- Approximately 27 inventoried trees removed. 8 of these trees were vandalized.
- Approximately 70 inventoried trees pruned as part of tree zone 1 systematic pruning.
- Crews responded to approximately 10 reports of branches down or hanging.
- Approximately 2,000 support stakes removed from trees planted in spring 2018.
- 1,800 trees were received from various tree nurseries. 800 of these were installed in our gravel bed – they will be planted in fall 2019.
- Spring tree planting started – 220 trees planted to date and another 700 will be planted in May.
- Spring road construction has started and an arborist has been assigned to visit these projects once per week. Our goal is to prevent damage to public trees.
- 3 of 4 seasonal employees assigned to the forestry division started their 32-week season.

Recreation

- PRCS staff attended the Youth Expo at Case High on 4-13-19. Program booklets, flyers and free promotional items were handed out to attendees.
- Voting was held on 4-2-19 at community centers.
- Participating in monthly meetings of Visioning a Greater Racine Arts and Recreation WAVE Team.
- PRCS staff from King Center will attend expo at Julian Thomas School on 5-2-19 to promote our department activities and programs at the King Center.
- Over ten boxes of used shoes were collected at Chavez & King centers through the Reuse Your Shoes program on Earth Day, 4-20-19
- Researching bowling alleys to finalize a location for the 2020 bowling fundraiser.

Upcoming Events

- Playground Registration opened 5-6-19.
- North Beach Oasis and Boat Launch Concessions are set to open Memorial Day Weekend.
- Testing dates for Lifeguards are 4-27-19 & 5-11-19.

Youth Activities

- Working with Mount Pleasant Director to finalize youth softball teams and schedules. Games are scheduled to begin in June.
- Main Gallery application deadline was 4-26-19. Interviews will begin late May.
- Planning is complete for the Summer Playground programs.

Adult Activities

- Prepped umpire supply boxes, schedules, information binders for the summer softball
- Pickle Ball league came to an end
- Pickle Ball City Tournament was successful
- Softball Managers Meeting was held 4-17-19.
- Basketball City Tournament championship games were held on 4-6-19.

Community Centers

Bryant

- Center's Martial Arts Program participated in the Tri-State National Tournament where 11 students participated and won 1st and 2nd place trophies in sparring and board breaking.

- Racine Zoo brought in small animals for approximately 16 children along with five parents
- Four students from the UWP Child & Adolescent Development program volunteered to assist children with math and looked over the hooked on phonics program curriculum.
- Kingdom Builders had a food giveaway on Good Friday (My Brothers Keepers) that served food to over 400 people.

Cesar Chavez

- Chavez Center has 15 Traveling youth basketball teams and one youth soccer team utilizing community center space for practices.
- Friends of Cesar Chavez Center held a celebration commemorating Cesar Chavez's birthday on 4-5-19 with approximately 60 in attendance.
- Spring break hours at Chavez were extended from 1- 5 each day for open recreation activities. Many youth attended daily.

Humble Park

- Tax preparation is complete and will be offered again next year.
- Staff had a spring break party for the kids featuring walking tacos and games.

King Center

- Monthly activities include; Focus on Community, Computer Gaming Class, Narcotics Anonymous, AAU basketball practices, Zumba, and Black Nurses association meetings.
- Over 75 people attend the Visioning Greater Racine meeting on 4-9-19.
- Our Easter egg hunt on 4-18-19 was a huge success with over 50 youth and 25 adults attending. Candy, eggs, bags, juice, and water were donated by community organizations (VGR, Focus on Community, COP House). Volunteers worked together with community center staff to fill treat bags, fill and hide eggs, assist with the hunt, serve pizza and organize games.
- Two new AAU teams are using the center for practices.
- A new group of senior musicians will be practicing Monday evenings.
- There have been many requests for rentals.

Tyler – Domer

- Partnering with the Racine Zoo to establish an animal program for kids.
- K9 Unit used Horlick Field for dog training.

Public Events

- 5-11-19 Wild 5K Run/Walk – Lake Michigan Pathway
- 5-13-19 Racine County Law Enforcement Memorial – Hantschel Park
- 5-17-19 Ragnar Relay – Pershing Park
- 5-18-19 Rotary Post Prom – Festival Hall
- 5-31-19 Relay for Life – Stage on Wheels at Mt Pleasant Campus Park
- 6-1-19 Hop Trot Beer Run – Root River Pathway
- 6-7-19 First Fridays – Monument Square and Downtown Park Areas
- 6-8-19 CareNet Run/Walk – Lake Michigan Pathway
- 6-15-19 Lighthouse Run – Monument Square and Downtown Park areas
- 6-15-19 Juneteenth Day – Bryant Center

Marketing

- Constant Contact Feedback:
 - Total emails sent: 5,386
 - Opens by device
 - Mobile: 63%

- Desktop: 37%
- Open rate: 26.3% (1,134)
- Click through rate: 11.1% (126)
- Bounce rate: 20% (1,077)
- Unsubscribe rate: 0.5% (25)

REVENUE**REVENUE**

	2016	2017	2018	2019 YTD	2019 PRJ'TD
Comm. Cntr. Rentals	\$10,089.90	\$6,366.85	\$9,002.78	\$4,943.01	\$10,000.00
Park Rentals	\$30,988.31	\$29,159.67	\$32,448.28	\$11,849.33	\$27,000.00
Misc. Fees Recr.	\$70.00	\$90.00	\$70.00	\$0.00	\$210.00
Youth Activities	\$64,808.14	\$54,094.78	\$50,513.79	\$3,556.00	\$63,000.00
Adult Activities	\$156,754.41	\$146,327.02	\$152,200.72	\$97,226.47	\$160,000.00
Park & Rec. Rentals	\$14,507.76	\$11,964.42	\$11,757.35	\$2,893.62	\$10,000.00
Boat Launch Rev	\$27,873.66	\$32,657.30	\$36,898.69	\$3,303.54	\$20,696.00
Contract Concessions	\$36,408.63	\$17,700.00	\$11,000.00	\$0.00	\$25,000.00
TOTAL	\$341,500.81	\$298,360.04	\$303,891.61	\$123,771.97	\$315,906.00

GRANTS

2019 Grant/Recipient	2016	2017	2018	2019 YTD
ANNUAL TOTAL	\$131,340.00	\$127,350.00	\$146,850.89	\$0.00

DONATIONS

2019 Recipient	2016	2017	2018	2019 YTD	2019 PRJ'TD
Bowling Fundraiser	-	-	-	\$6,062.00	-
Community Centers	-	-	-	\$1,967.00	-
Miscellaneous Donations	-	-	-	\$1,750.00	-
ANNUAL TOTAL	\$70,749.00	\$44,200.88	\$60,051.29	\$9,779.00	\$30,000.00

ATTENDANCE

BEACH ATTENDANCE

	2016	2017	2018	2019 YTD
June	24,513	25,106	23,385	-
July	76,393	67,086	59,552	-
August/September	39,393	36,712	46,565	-
TOTAL	140,299	128,904	129,502	-

BRYANT CENTER ATTENDANCE

	2016	2017	2018	2019 YTD
Seniors	10,180	7,274	6,485	871
Youth	32,378	32,781	12,640	3,896
Adult	8,423	7,973	2,830	269
Misc	19,460	4,174	1,853	-
TOTAL	70,441	52,202	23,808	5,036

CHAVEZ CENTER ATTENDANCE

	2016	2017	2018	2019 YTD
Seniors	15,387	14,291	13,410	3,482
Youth	50,534	48,597	40,123	14,239
Adult	14,199	15,451	10,622	2,566
Misc	17,009	14,343	4,907	3,550
TOTAL	97,129	92,682	69,062	23,837

HUMBLE CENTER ATTENDANCE

	2016	2017	2018	2019 YTD
Seniors	5,095	6,115	4,814	1,378
Youth	33,550	31,133	24,598	9,732
Adult	2,826	2,724	3,593	1,077
Misc	4,735	1,093	3,907	592
TOTAL	46,206	41,065	36,912	12,779

KING CENTER ATTENDANCE

	2016	2017	2018	2019 YTD
Seniors	11,638	13,190	8,317	2,678
Youth	22,389	21,440	17,048	5,243
Adult	7,054	10,122	6,452	2,287
Misc	3,724	1,863	1,162	345
TOTAL	44,805	46,615	32,979	10,553

TDCC CENTER ATTENDANCE

	2016	2017	2018	2019 YTD
Seniors	3,294	3,232	3,609	1,277
Youth	23,146	21,519	16,328	3,220
Adult	6,479	5,978	5,237	2,814
Misc	2,623	1,519	7,083	173
TOTAL	35,542	32,248	32,257	7,484

ENROLLMENT

ADULT TEAM ENROLLMENT

	2016	2017	2018	2019 YTD
Summer Softball	153	145	158	138
Sand Volleyball	23	16	19	23
Kickball	8	8	15	-
Fall Softball	17	22	17	-
Volleyball *	67	60	52	61
Basketball *	11	10	7	12
Pickleball *	-	-	17	16

ADULT INDIVIDUAL ENROLLMENT

	2016	2017	2018	2019 YTD
Start/Restart Tennis	14	8	7	2
Summer Softball	1,948	1,803	1,987	1,697
Sand Volleyball	150	104	121	149
Kickball	89	91	176	-
Fall Softball	196	275	186	-
Volleyball *	436	383	337	396
Basketball *	103	83	62	110
Pickleball *	-	-	26	35

YOUTH INDIVIDUAL ENROLLMENT

	2016	2017	2018	2019 YTD
Youth Hoops *	791	679	570	616
Youth Hoops Skills Camp	25	37	23	-
Spring Break BB Camp	20	11	23	12
Fast Break BB Camp	29	11	9	-
Kiddie Korner PG	84	82	75	-
Future PG	87	88	96	-
Play It Again PG	74	61	80	-
BIGS PG	48	68	66	-
Softball 4-11	203	167	124	92
Softball 12-14	72	70	40	36
Sand VB	67	84	39	3
PRCS Track and Field	50	226	478	72
Snow Shark Ski & Board *	33	26	45	40