

Director's Report
September 14, 2022
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.

Department Projects - Completed

- HAF Baseball Netting/Batting Cage
- Davies Park
 - Community Garden Fence Extension
 - Dog Park Fence Extension
- Hamilton Park Play Structure
- Island Park Play Structure
- NW Humble Diamond Regrade

Department Projects – Scheduling Start Dates

- Island Park Tennis/Pickleball Courts
- Cemetery Roads Paving
- Lockwood Park Pathways Paving
- Hamilton Park Paving
- Park Service Parking Lot Paving
- Island North/South Park Diamond Regrade
- Lockwood Park Diamond Regrade

Department Projects – Out for Bid

- Solbraa Park Shelter
- Permanent Zoo Pathway

Department Projects – Design Stage

- Island Park Shelter Rest Room Upgrades
- Island Park Dog Park
- Case Harmon Play Structure

2023 Budget Outline

Lakefront Project Update

Root River Parks Update

Cemetery

- Grounds, Burial & Snow Removal – Contract Update
- Additional Burial Opportunities – Graceland & Mound
- Rules & Regulations – Revision for 2023
- Revenue Update

Parks

Parks Division

- Softball Tournaments
- All playground programs end around the 15th of the month
- Flail mow paths at Colonial, Johnson Park, and Dog Park
- Hill mowing end of the month
- Clean dead end streets by Jones Street, 17th Street dead end, Frank Street
- Cut back weeds at Colonial paths and at Dog Park

Forestry Division

- 263 trees were pruned
- 96 trees were removed (tree diameters are larger than last month, hence less trees removed)
- 123 trees had support stakes added or removed
- Crews responded to an estimated 40 reports of branches hanging or down due to winds
- 87 stumps were removed and parkways restored
- One arborist provided two days of individual training for each of the other six arborists in proper use of the forestry mulcher
- A private tree company was contracted to remove logs and wood debris from the Root River in Lincoln Park using a crane

Recreation

Superintendent

- 2023 Recreation Budget, CIP and Fees & Charges
 - In Progress
- Youth Hoops Basketball
 - \$10,000 Donation from AMNJ, Inc. (Dominos)
- "Put the Guns Down" Basketball League
 - Dream Court Grant
 - \$10,000 Grant from Lieberman Dream Court
 - Concluded on 8/27/22
- Human Resources Meetings
 - Discussing part-time rates & updating hiring system
- Winter Job Fair
 - Collaboration with HR
 - Promote PRCS Summer employment 2023
- RUSD 2023 MOU
 - Skills & Drills camps
 - 7 vs 7 football for middle school
- North Beach
 - Lifeguard Season ended 8/28
 - Lifeguards worked 7 days a week from 10:00 a.m. – 6:00 p.m.
 - Job well done-no incidents in guarded areas
 - Plans for more improvements
 - Collaborating with Departments & County was huge help & success

Youth Activities

- PRCS Registered Summer Playground Program
 - Program ended 8/16
 - Registered, Traditional, RUSD Sites
 - Serves over 1,000 kids daily
 - RUSD Sites End 7/28
- Court in Session
 - Grades 1-8
 - Date: TBD
- PRCS Youth Sand Volleyball
 - Mon/Wed/Fri
 - Ended 8/16
 - 6th-12th grade
 - 70 kids registered

- Fall/Winter Youth Hoops (Basketball) League
 - Registration Started
 - Grades 1-4-online 8/1
 - Grades 5-8-in person-Chavez Center 8/23,8/25,8/29 & 8/31
- RUSD Extended Learning-Prep Work
 - Basketball Skills & Drills
 - 7v7 Middle School Football
 - Target dates: 2nd semester of school year
- Open Recreation
 - All community centers after school hours

Adult Activities

- Spring/summer Softball Leagues
 - Wrapping up
- Sand Volleyball
 - Ended
- Recruiting
 - Umpires, Facility Supervisors, Volleyball officials, & Basketball officials
- Scheduling
 - Fall Ball & Kickball
- Ordering materials needed
- Kickball started
- Fall ball & Co-ed Fall ball
 - Started
- Indoor Volleyball & Basketball
 - Registration started

Community Centers

Bryant

- No Report Provided

Chavez

- Elections
 - Held on 8/9
- Extended recreation hours & programs
 - Youth & Young Adults
- RUSD Extending Learning
 - Fall Programing

Humble Park

- Dad's Club sponsored by PRCS
 - Summer Cookout
- National night out
 - Approximately 200 residents
- Health Screening
 - Approximately 90 patients
- RADD
 - Carwash

King Center

- Attendance Numbers-consistent

- Open Recreation & Staff Hours
 - Hours adjusted for month of Sept
- RWA
 - Wrestling event 8/26
- Kingdom Builders
 - 400 snacks & drinks were donated
 - Receive about 100 per week
- Programming finalized for Sept
- Youth at Risk
 - After School Program
 - Begins 9/6
- Gamesterbay Donation
 - 3 computers & volunteering
 - They come to play videogames 2x per week with the kids
- AAU Traveling Basketball
 - Practices finish
- Century 21 School
 - Using gym for basketball practice
- Senior Fitness
 - 3 days per week
- Pickleball
 - M-F
 - 9a-12p

Tyler – Domer

- Playgrounds
 - Ended 8/16
 - last day with kids
 - 8/17
 - last day with leaders
- Fall sports
 - Started
- Raiders
 - Finished season 8/27

Public Events & Volunteer clean-ups in Our Facilities (8-1-2022 to 8-31-2022)

Date	Event	Location	Time
• 8/2	Hot Summer Nights – cancelled	Dr. MLK Community Center	
• 8/2	National Night Out	Hamilton Park	4 p.m. – 8 p.m.
• 8/5	First Fridays	Monument Square	4 p.m. – 9 p.m.
• 8/5	Music on the Monument	Monument Square	4 p.m. – 9 p.m.
• 8/6	Health & Business Expo	Dr. John Bryant Community Center	12 p.m. – 4 p.m.
• 8/12	Music on the Monument	Monument Square	4 p.m. – 9 p.m.
• 8/13	Saturday Sounds on the Square	Monument Square	3 p.m. – 9 p.m.
• 8/18	Hot Summer Nights – cancelled	Dr. MLK Community Center	
• 8/19	Music on the Monument	Monument Square	4 p.m. – 9 p.m.
• 8/20	Salmon Unlimited Mini Fishing Tournament	Pershing Boat Launch	11 a.m. – 4 p.m.
• 8/20	Saturday Sounds on the Square	Monument Square	3 p.m. – 9 p.m.

- 8/20 Origins of Hip Hop Pershing Boat Launch Concession & Pavilion 4 p.m. – 9 p.m.
- 8/25 Racine Harbor Market Monument Square 4 p.m. – 7 p.m.
- 8/26 Music on the Monument Monument Square 4 p.m. – 9 p.m.
- 8/27 Music in the Park Island Park 12 p.m. – 4 p.m.
- 8/27 Saturday Sounds on the Square Monument Square 3 p.m. – 9 p.m.
- 8/27 North Beach Clean-up North Beach 9 a.m. – 11 a.m.

Upcoming Public Events & Volunteer clean-ups in Our Facilities (Sept. 2022)

Date	Event	Location
9/2	First Fridays	Monument Square/Crosswalk Park
9/10	Root River 5K & Bark in the Park	Island Park/Root River Pathway
9/10	Salmon Unlimited Mini Fishing Tourney	Pershing Boat Launch Pavilion
9/16	North Beach Clean-up	North Beach
9/17	Pound the Pavement	Lake Michigan Pathway
9/17	Party on the Pavement	Monument Square
9/29	Racine Harbor Market	Monument Square

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

- We have 12 customers supporting PRCS through AmazonSmile.
- Donations received in May \$15.63
- Monthly newsletter sent.
- Information book is completed.
- Continuing website updates.
- Developing a plan to use Google more for promoting.
- Mugs were very successful in promoting donations for Root River Council
- Ordered 10' Tent with our logo for recreation
 - Constant Contact Feedback:
 - Total emails sent: 2,341
 - Opens by device
 - Mobile: 4.1%
 - Desktop: 95.9%
 - Open rate: 43.9% (1017)
 - Click through rate: .8 (18)
 - Bounce rate: 1% (23)
 - Unsubscribe rate: .1% (2)

Community Partnerships Created

Music in the Park with Root River Council was held August 27th

Social Media

Facebook PRCS Page – August 5 – September 1 – changed their analytical data

- Page Reach 16,666
- Post Engagement 4,314
- New Followers 122
- Page Followers 6,883
- Reactions 428
- Comments 104
- Shares 103
- Photo Views 1,689
- Link Clicks 60
- Page Visits 1,825

Facebook North Beach Page – August 5 – September 1 – changed their analytical data

- Page Reach 96,214
- Post Engagement 17,748
- New Followers 155
- Followers 4,508
- Reactions 3
- Comments 0
- Shares 0
- Link Clicks 24
- Page Visits 2,643

Instagram August 3 – September 1

- 279 posts to date
- Profile Visits (# of times our profile has been viewed): 54
- Reach (# of unique accounts that have seen our posts): 269
- # of Followers: 979
 - Racine: 48.6%
 - Caledonia: 12.2%
 - Kenosha: 5.2%
 - Milwaukee: 3%

- Sturtevant: 2.3%
- Age Range of Followers:
 - 13-17: .5%
 - 18-24: 5.2%
 - 25-34: 19.2%
 - 35-44: 32.1%
 - 45-54: 26.7%
 - 55-64: 11.3%
 - 65+: 4.7%
- Gender of Followers:
 - Women: 70.8%
 - Men: 29.1%

Google Business Profile – 3 have been claimed so far.

When claimed, events and photos can be added to their Google profile. Data provides information on how visitors find us.

Google provides monthly performance reports for our businesses. Performance reports are results from direct searches online through Google. The information is below.

- PRCS – the PRCS office at 800 Center St.
 - Phone calls: 108
 - Directions: 56
 - Website visits: 178
 - Profile views: 1,260
 - Google search: 64% mobile 25% desktop
 - Google maps: 8% mobile 3% desktop
 - Searches:
 - Top 3 Search Terms: racine park and rec, racine parks and rec, racine parks

- Martin Luther King Jr. Community Center
 - Phone calls: 46
 - Directions: 46
 - Website visits: 17
 - Profile views: 1015
 - Google search: 54% mobile 28% desktop
 - Google maps: 11% mobile 7% desktop
 - Searches:
 - Top 3 Search Terms: king center, the king center, martin luther king center

- Dr. John Bryant Community Center
 - Phone calls: 61
 - Directions: 198
 - Website visits: 63
 - Profile views: 1,44
 - Google search: 64% mobile 18% desktop
 - Google maps: 13% mobile 5% desktop