

Director's Report
Meeting Date: July 14, 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

- In early stages of 2022 Department and CIP Budgets
- Working with a company to provide utility markings in parks
- Fema Update
- North Beach Update

Department Projects

Planning Stages:

- Info Signs
- Playground Equipment: Case Harmon, Island, Hamilton, Harvey & Vidian/Cheska Parks
- Softball Diamonds
- Professional Services-Riverside Path Replacement
- Professional Services-Horlick Athletic Field Building Upgrades

In Progress:

- Sand Wheelchair
- Outdoor Movie Equipment
- Cemetery Road Paving
- Wustum Parking Lot Repaving
- Utility Marking
- Horlick Athletic Field Netting & Batting Cage

Complete:

- Horlick Athletic Field Light Emergency Repair

Parks

Parks Division

- Prep for Juneteenth Day
- Prep for Light House Run
- Clean dead end streets by Jones Street, 17th Street dead end, Frank Street
- All Playground Programs begin around the 15th of the month
- Do Hill Mowing at the end of the month
- Parade Route – Prune trees
- Check all flags before the 4th of July
- Begin work on City budgets

Forestry Division

- 101 Inspections

- 179 Stakes (Added, Removed)
- 39 Hangers/Branches Down
- 187 Trees Pruned
- 107 Removals
- Forestry Mowing projects throughout the city
- 1.67 Miles of river edge cleaned of invasive species and pruned in 5 parks
 - Island Park
 - Lee Park
 - Brose Park
 - Lincoln Park
 - Clayton Park
- Michigan Blvd Bluff Project-Between the zoo and North Beach the hill east of Michigan Blvd was cleared of trees for visibility and to remove unwanted and invasive plants. An access road was put in to ensure easier management in the future

Recreation

- Currently working with RUSD on possible collaboration for us to coordinate and supervise some of the RUSD Athletics in middle schools and add our playground programs to School sites, talks are in preliminary stages
- Working with Racine County on developing Expo to be held at Unified to highlight programming and athletic programs with our County Departments. Looking to establish website where Racine County Residents could see what some of the different depts. offer and opportunities to recruit and train officials' and staff.
- Working on plan for Capital Improvements in our Community Centers for our basketball standards and cabling systems which are over 20 years old.
- 501 C3 is officially set up and ready to utilize for PRCS programs and Community Centers activities.

Youth & Adult Sports

- Softball Leagues are running Sundays-Fridays
- Umpire recruitment
- Umpire schedule for July
- Sand Volleyball started. Games are Mondays-Wednesdays
- Sent out Fall Ball flyers
- Sent out Kickball flyers

Beach Guarding

- North Beach opened with Lifeguards on June 5th
 - We have had over 30,000 visitors from about 17 states and JORDAN. We have added a new guard starting June 30th
 - We have had two in-service training days focusing on CPR (infant and youth), head neck and spinal injuries, water entries, and rescue board and boat driving/rescue skills
 - Our next in-service is scheduled for July 14th in partnership with the Racine Fire Department

Community Centers

Bryant

- Juneteenth Day was a success, we estimated 3000 or more in attendance.
- Pickle ball has resumed with good attendance
- Our ball room dancers have also returned
- We are now in the process of planning for National Night Out in collaboration with the Mead St. Cop House. The event will be hosted at Bryant
- We are looking at some revision of our programs to attract more of our youth in the community
- The senior knitting and ceramic members have also returned

Cesar Chavez

- 6-2-21 Community Center reopened to the Public
- Summer Recreation Hours:
 - Senior Programs 9:00a.m.-3:00p.m.
 - Youth 1:00-4:00 daily,
 - High school/adults 4:00p.m.-6:00p.m.
- Director attended meetings on the Racine County Youth Sports Summit Committee,
- After School Programming community committee, Home of the Traditional Playground Program
- 6-14-21- 6-18-21 Playground Leader Staff Orientation and CPR were held at Center
- Racine County Youth Sports Summit planning meeting held 6-24-21
- Traditional Drop-In and Registered Playground Programs started 6-21-21
- Traditional Drop-In program provides free lunch and snacks at the parks from 11:00-11:45 for anyone 18 years and younger. Through the federal meal program facilitated by RUSD.
 - Park sites: Greencrest Park, Matson Park, Dr. M.L.K. Center, Dr. John Bryant Center, Tyler-Domer Community Center, Solbraa Park, Hantschel Park.
 - Program hours 10:00a-5:00p.m.
- Youth Sand volleyball started @ North Beach.
 - Grades 6th-12th
 - Mondays, Tuesdays, Wednesdays from 9:00a-11:00a
- Youth Fishing Trip held 6-24-21 in partnership with Jim Daily Foundation
 - 70 kids and 17 playground leaders attended
 - Free fishing equipment provided to all children that attended
- Prep work has started for Lake FX Games to be held 7-24-21 at Skate Park

Humble Park

- 6-21-21 playgrounds started
- Humble hosts 3 programs:
 - Future, Play It Again and BIGS
- Seniors and open recreation number are growing weekly since opening on the 2nd

King Center

- The King Center has been very busy since reopening
- We have 8-15 pickle ball players every day
- The adult gym session has 15-30 participants/day

- Our elementary/middle and high school sessions are averaging 15-20 participants/day.
- Our senior card players have not returned
- Our Narcotics Anonymous, Black Nurse association, and AAU basketball have returned.
 - The Black Nurses association has plans to offer monthly health information and screening sessions for all ages
 - We are proud to partner with Professional Services Group to offer 2 new programs; Life Skills for youth and Strengthening Families on Thursday afternoons.
- The playground program has made a strong comeback from last year's Covid-19 numbers and they are averaging about 20-25 youth per day
- The first Hot Summer Nights concert is July 1st featuring Groove Line

Tyler – Domer

- Playground orientation was June 14 – 18 and we started with kids on June 21. We have 3 parks hosting playgrounds. Lockwood has KK, future, play it again and Bigs, 8 leaders with approximately 180 kids, Humble has Future, PIA and BIGS with 6 leaders and approximately 80 kids and Pierce Woods has Kiddie Korner with 2 leaders and approximately 15 kids.
- We also host a traditional site at Tyler-Domer and offer free lunches Monday thru Thursday from 11:00 am until 1:00 pm.
- Basketball practices are coming back slowly
- Pickle ball, weight lifters, and ping pong are back
- High school sports has been completed and travel teams are using Horlick Field as well as the Raiders for football

Public Events in Our Facilities (from date of current meeting to end of next month)

| Date | Event | Location | Time |
|-------------|----------------------------------|-------------------------------|----------------|
| • 6-2-2021 | DRC Bags League | Monument Square | 6 p.m.-9 p.m. |
| • 6-4-2021 | First Fridays | Monument Square | 6 p.m.-10 p.m. |
| • 6-4-2021 | All-in-One Volleyball Tournament | North Beach Volleyball Courts | 8 a.m.-7 p.m. |
| • 6-5-2021 | All-in-One Volleyball Tournament | North Beach Volleyball Courts | 8 a.m.-7 p.m. |
| • 6-5-2021 | Hop Trot 5K | Lake Michigan Pathway | 7 a.m.-11 a.m. |
| • 6-9-2021 | DRC Bags League | Monument Square | 6 p.m.-9 p.m. |
| • 6-16-2021 | DRC Bags League | Monument Square | 6 p.m.-9 p.m. |
| • 6-19-2021 | EVP Volleyball | North Beach Volleyball Courts | 8 a.m.-7 p.m. |
| • 6-19-2021 | Juneteenth Day Celebration | Dr. John Bryant Center | 8 a.m. -8 p.m. |
| • 6-19-2021 | Saturday Sounds on the Square | Monument Square | 3 p.m.-7 p.m. |
| • 6-23-2021 | DRC Bags League | Monument Square | 6 p.m.-9 p.m. |
| • 6-25-2021 | Music on the Monument | Monument Square | 6 p.m.-9 p.m. |
| • 6-26-2021 | North Beach Open | North Beach Volleyball Courts | 6 a.m.-6 p.m. |
| • 6-26-2021 | Saturday Sounds on the Square | Monument Square | 3 p.m.-7 p.m. |
| • 6-27-2021 | All-in-One Volleyball Tournament | North Beach Volleyball Courts | 8 a.m.-7 p.m. |
| • 6-30-2021 | DRC Bags League | Monument Square | 6 p.m.-9 p.m. |

Adopt-A-Park Program

| Adopted locations | Adoptee | Alderpersion |
|--------------------------|----------------|---------------------|
| 1. West Park | Mary Mcllvaine | Jeff Coe |
| 2. Franklin Park | Mary Mcllvaine | 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 | Adoptee | 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

- New Hot Summer Nights banner is hung at Lakeview
- Display cases in Annex are being updated for events & programs
- Continuing to update the website
- Constant Contact Feedback:
 - Total emails sent: 2656
 - Opens by device
 - Mobile: 50.8%
 - Desktop: 49.2%
 - Open rate: 20.6% (536)
 - Click through rate: 8.2% (44)
 - Bounce rate: 2% (53)
 - Unsubscribe rate: .2%

Community Partnerships Created

- Honda is interested in sponsoring events.

Social Media**Facebook PRCS Page – June 3 – June 30**

- Actions on Page (# of clicks on our page's contact info and call-to-action button) 0
- Page Views (# of times our page's profile has been viewed) 729
- Page Likes (#of new people who have liked our page) 49
- Post Reach (# of people who had any posts from our page on their screen) 21,672
- Post Engagements (# of times people have engaged with our posts through likes, comments, shares, and more) 1,902
- Recommendations 2
- Videos (# of times our page's videos played for at least 3 seconds) 16
- Page Followers (# of new people who have followed your page) 47

Facebook North Beach Page – April 5 – May 2

- Actions on Page (# of clicks on our page's contact info and call-to-action button) 0
- Page Views (# of times our page's profile has been viewed) 2,112
- Page Likes (#of new people who have liked our page) 229
- Post Reach (# of people who had any posts from our page on their screen) 934
- Recommendations 22
- Post Engagements (# of times people have engaged with our posts through likes, comments, shares, and more) 15,957
- Videos (# of times our page's videos played for at least 3 seconds) 32
- Page Follows 233

Website – Events Page

- Page Views: 336
- Unique Page Views: 264
- Average Time on the Page: 51 seconds
- Entrances (total number of visitors that entered our website on this page): 54
- Bounce Rate (percentage of visitors that left after viewing only this page): 51.85
- % Exit (percentage of site exits that occurred from this page): 29.17

Website – Juneteenth Page

- Page Views: 1,135
- Unique Page Views: 864
- Average Time on the Page: 2 minutes 33 seconds
- Entrances (total number of visitors that entered our website on this page): 787
- Bounce Rate (percentage of visitors that left after viewing only this page): 73.19
- % Exit (percentage of site exits that occurred from this page): 70.66

Instagram

- 213 posts to date
- Profile Visits (# of times our profile has been viewed): 38
- Reach (# of unique accounts that have seen our posts): 312
- Impressions (total # of times all of our posts have been seen): 1,306
- # of Followers: 757
 - Racine: 52.7%
 - Milwaukee: 2.2%
 - Kenosha: 4.7%
 - Sturtevant: 3.5%
 - Caledonia: 11.2%
- Age Range of Followers:
 - 13-17 years: .2%
 - 18-24: 3.9%
 - 25-34: 20.4%
 - 35-44: 35.9%
 - 45-54: 24.3%
 - 55-64: 11%
 - 65+: 4.3%
- Gender of Followers:
 - Women: 70.8%
 - Men: 29.2%

Twitter-Waiting for access to Twitter.