

**Director's Report**  
**June 12, 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:

- Wustum - Carpet Replacement
- Dr. King Jr. Plaza – landscape upgrades

In Progress:

- Horlick Field Baseball Turf
- Community Garden – Davies Park
- Davies Park – Dog Park
- Zoo Door Replacements
- Chavez Front Entry Upgrades
- Park Sign Replacements Colonial, Myers and Davies Dog Park
- Island Park Pickleball - Court Line Painting & Pole Installs
- Island Park South Diamond Drainage
- Wustum - Concrete Patio Concrete Infill
- Lockwood Park Shelter – Storage Room Addition
- West Park Center Plaza & Pergola – Upgrade
- Park Asphalt Paving Projects - Bike Path & Cemetery Paving
- Bryant Community Center – Bleacher Replacement
- Park Asphalt Paving Projects – Humble Parking lot Repairs & Zoo Beach Paving

Complete:

- Park Sign Replacements Marino Park

**Parks**

Parks Division

- Finished fence install and clean up at Park Service.
- Pressure washed all benches along Sam Johnson Parkway.
- Mowing of grass in full swing. 1280 hours per month are used to cut grass in City parks.
- Assisted the Health Department with landscaping at Meyers Park.
- Floor cleaning at Chavez large gym required after reroofing by contractors.
- Delivery and setup of beach matting at Pritchard Park for handicap accessibility to the Vietnam Moving Wall Memorial.
- Delivery and removal of snow fencing, standards and sand bags to Festival Hall for Prom.
- Preparation of back patio at Lakeview for upcoming Beer Garden events.
- Set up North Beach for the season. Zoo beach groom is a part of the schedule.
- Extra staff scheduled for ball diamond prep due to extremely wet conditions.
- Continuation of hiring for all Seasonal Positions; college students should be fully started by mid-June.

Forestry Division

- Approximately 47 inventoried trees removed. Several of these trees were hit by cars or vandalized.

- Approximately 78 inventoried trees were pruned as part of our request/off-cycle pruning program.
- Approximately 150 inventoried trees were pruned as part of zone 1 systematic pruning.
- Crews responded to approximately 5 reports of branches down or hanging.
- Crews finished spring tree planting. A total of 846 trees were planted.

## **Recreation**

### Superintendent

- Met with AT&T to establish new contract for public WIFI at all Community Centers.
- Seeking new vendor contracts to replace Pepsi in Community Centers.
- Community Center staff participating in ALICE and safety training on June 11 (centers closed).

### PRCS Upcoming Events

- 6-11-19 Brewer Ticket Giveaway – 4 p.m.
- 6-13-19 Hot Summer Nights @ King Center
- 6-15-19 Juneteenth Day @ Bryant Center
- 6-15-19 Movie – Hotel Transylvania 3 @ Solbraa
- 6-18-19 Playground programs open
- 6-20-19 to 6-23-19 Biergarten – Lakeview Park
- 6-27-19 “Doll Buggy” Parades & Hot Summer Nights @ King Center
- 6-29-19 Movie – The Lego Movie 2 @ Lockwood
- 6-27-19 to 6-30-19 Biergarten – Island Park
- 7-9-19 Brewer Ticket Giveaway – 8:30 a.m.
- 7-11-19 Hot Summer Nights @King Center
- 7-11-19 to 7-14-19 Biergarten – Lakeview Park
- 7-20-19 Lake F/X Games @ Pershing Skate Park
- 7-25-19 Hot Summer Nights @ King Center

### Youth Activities

- The new Recreation Program Coordinator Matt Gomez is training to take over the youth softball program. Schedules, rosters and shirt orders have been completed. The season has officially started.
- Registration is open for Registered Playground Program and Sand Volleyball
- Youth Softball has started. 14 youth teams were formed in combination with the Mount Pleasant league. Games begin June 3.
- Over 150 athletes and 750 spectators participated in the PRCS Track & Field event on 5-6-19 at Case High School. The event is the largest and one of the few remaining T&F events presented by a SEPRC department. Planning is underway for next year’s event.
- Main Gallery interviews were held the week of 5-20-19. 31 students were hired for this summer’s programs.
- Playground Leaders report on 6-11-19 for orientation & training; Playgrounds open on 6-17-19.

### Adult Activities

- Set up Sand Volleyball Schedules
- Softball has started
- Recruiting public tournaments for Island Park this summer
- Set up Umpire Schedule for June

### Beach Guarding

- Lifeguard testing was held 4-27-19 & 5-11-19. Four new guards have been added to summer staff. There will be four chairs at North Beach and one chair at Zoo Beach (weekends only). A fifth chair may be added at North Beach by 7-4-19.
- Lifeguard training was held the week of 5-28-19
- Lifeguards attended CPR training at RFD Station 1 on June 4<sup>th</sup>.
- Beaches were guarded on 6-1-19 & 6-2-19 and will open seven days a week beginning 6-8-19.

### Community Centers

#### Bryant

- Juneteenth Day Celebration will be a grand event this year. A donation of a "Dream Court" sponsored by Nancy Lieberman Charities and Caron Butler will be installed. A ribbon cutting ceremony and other attractions sponsored by Caron will also be held. Common Council has approved a section of 21<sup>st</sup> St. be renamed Caron Butler Dr. in honor of Caron Butler.
- Medicare and the Age & Disability staff held a meeting for seniors in the community to address any changes and any problems they may be having. Participants received a gift.

#### Cesar Chavez

- Friends of Cesar Chavez group met 5-6-19 & 5-20-19.
- Over 50 people attended Sierra Club meeting on 5-16-19.
- A Girl Scout Troop will meet every other Monday evening.
- Women's Resource Center will be offering a program geared towards teens and healthy dating on Fridays beginning 5-31-19 from 4:00 – 6:00 p.m.
- Alders Levie and Horton held a listening session on 5-23-19

#### Humble Park

- Bertha Gomez has been hired as a part time community center supervisor. She will be working afternoon hours.
- Dad's Club had their rescheduled Easter Egg Hunt 5-4-19.
- Staff are preparing the outside Pickleball courts for summer use.

#### King Center

- Neighborhood partners conducted a Service Day project on 5-21-19<sup>t</sup> cleaning the grounds of Julian Thomas School, the vacant Danish home lot, and the grounds of the DKCC. The group included members of Johnson Bank and Lakeside Curative, and was led by COP officer Andrew Simon.
- Staff attended training for the RUSD summer lunch program. The program will run Monday-Thursday from 6-18-19 to 7-31-19 (no lunch 7-3 & 7-4) at the King, Bryant and Tyler-Domer centers. Staff will pick up and drop off lunches to the three sites.
- The 21<sup>st</sup> Century School held its annual Staff-Student basketball game on 6-3-19 with over 200 staff and students in attendance. A photo from the game appeared in the Journal Times.
- Other programs attracting all ages and interests include: Narcotics Anonymous, Video Game Production, Focus on Community, Pickleball, AAU Basketball, Senior card games, and open recreation.

#### Tyler – Domer

- The community garden is continuing to grow; a pumpkin patch will be added this year. Park Service crews are assisting.
- Safe and Sound is uses the facility once a month to mentor kids and provide free haircuts to those who participate.
- Kingdom Builders is partnering with TDCC to provide more lunches/snacks for kids over the summer. Hoping to continue throughout the year.

- Racine Zoo presented a program to kids with animals and lessons on camouflage. Crafts and hands-on animal experiences were provided.

### **Public Events**

- Wednesdays DRC Bags League – Monument Square
- Fridays Music on Monument – Monument Square
- Saturdays Bend and Brew & Saturday Sounds – Monument Square
- 6-14-19 EVP Pro Beach Volleyball Tournament – North Beach
- 6-15-19 Lighthouse Run – Monument Square and Downtown Park areas
- 6-29-19 Badger Region Volleyball Qualifier – North Beach
- 7-3-19 Strike up the Festivities – 4<sup>th</sup> Fest - Monument Square
- 7-4-19 4<sup>th</sup> Fest – Monument Square, North Beach
- 7-5-19 First Fridays – Monument Square and Downtown Park areas
- 7-6-19 Rox Volleyball Series
- 7-13-19 to 7-20-19 Salmon-A-Rama

### **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)

## 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	-
<b>TOTAL</b>	<b>140,299</b>	<b>128,904</b>	<b>129,502</b>	<b>-</b>

### BRYANT CENTER ATTENDANCE

	2016	2017	2018	2019 YTD
Seniors	10,180	7,274	6,485	2,357
Youth	32,378	32,781	12,640	6,234
Adult	8,423	7,973	2,830	1,090
Misc	19,460	4,174	1,853	631
<b>TOTAL</b>	<b>70,441</b>	<b>52,202</b>	<b>23,808</b>	<b>10,312</b>

### CHAVEZ CENTER ATTENDANCE

	2016	2017	2018	2019 YTD
Seniors	15,387	14,291	13,410	4,724
Youth	50,534	48,597	40,123	18,872
Adult	14,199	15,451	10,622	4,983
Misc	17,009	14,343	4,907	4,250
<b>TOTAL</b>	<b>97,129</b>	<b>92,682</b>	<b>69,062</b>	<b>32,829</b>

### HUMBLE CENTER ATTENDANCE

	2016	2017	2018	2019 YTD
Seniors	5,095	6,115	4,814	2,438
Youth	33,550	31,133	24,598	11,113
Adult	2,826	2,724	3,593	1,262
Misc	4,735	1,093	3,907	782
<b>TOTAL</b>	<b>46,206</b>	<b>41,065</b>	<b>36,912</b>	<b>15,595</b>

### KING CENTER ATTENDANCE

	2016	2017	2018	2019 YTD
Seniors	11,638	13,190	8,317	3,546
Youth	22,389	21,440	17,048	6,436
Adult	7,054	10,122	6,452	3,207
Misc	3,724	1,863	1,162	677
<b>TOTAL</b>	<b>44,805</b>	<b>46,615</b>	<b>32,979</b>	<b>13,866</b>

### TDCC CENTER ATTENDANCE

	2016	2017	2018	2019 YTD
Seniors	3,294	3,232	3,609	1,633
Youth	23,146	21,519	16,328	4,651
Adult	6,479	5,978	5,237	3,799
Misc	2,623	1,519	7,083	229
<b>TOTAL</b>	<b>35,542</b>	<b>32,248</b>	<b>32,257</b>	<b>10,312</b>