

**Director's Report**  
**November 13, 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.*

**Director**

- No report at this time.

**Department Projects**

Planning Stages:

- Dr. King Jr. Plaza – landscape upgrades
- 2020 – 2030 CIP

In Progress:

- Horlick Field Baseball Turf
- Chavez Front Entry Upgrades
- Wustum - Carpet Replacement

Complete:

- Closing LC Fountain for season
- Paving – Graceland Cemetery

**Parks**

Parks Division

- Worked on cleaning up Ohio Street medians.
- Flail mowed the Johnson Park Dog Run on Hwy 38.
- Completed weeding and brush cleanup on the bike path behind the zoo.
- Removed the beach matting for the season.
- Raised the old shed at Pershing Park.
- Set up and cleaned up for the DNR open House in Lincoln Park on 10-12-19.
- Worked on downsizing some of the berms at North Beach with the Health Department's guidance.
- Cleaned the gym floors at the Community Centers in preparation for the basketball season.
- Removed all volleyball courts from North Beach; will be placing new courts in the spring.
- Set up the sledding hill at Lockwood Park for the winter.
- Began setting up snow removal equipment but the snow came way too early!!!

Forestry Division

- Approximately 46 inventoried trees were removed. Many of these were identified as vandalized or missing during tree planting surveys.
- Crews responded to an estimated 50 reports of branches down or hanging, the majority due to the snow that fell on 10-31-19. Damaged tree clean-up from the snow will continue into November.
- Approximately 108 inventoried trees were pruned as part of our request/off-cycle pruning program.
- Approximately 301 inventoried trees were pruned as part of the zone 1 systematic pruning program.
- Annual mowing of prairies and forest understory (to remove invasive and non-desirable vegetation) was started.

- Fall tree planting is underway with an estimated 150 trees planted in October. 350+ trees remain to be planted in November.
- Make a Difference Day was held 10-26-19 at Colonial Park. City staff and 40 volunteers planted nearly 400 trees to re-establish tree canopy in areas heavily impacted by emerald ash borer.
- Forestry crews oversaw Make a Difference Day projects for Walden students on 10-23-19. Events took place at Island Park, Brose Park, Graceland Cemetery and Mound Cemetery.

## **Recreation**

### Superintendent

- Gym floors at community centers were cleaned and power scrubbed by Parks Dept. week of 10-21-19.
- Continuing to work on sponsorship signage in community centers.
- Working on establishing new 7-on-7 football program for 2020 led by Matt Gomez. Met to discuss possible partnerships with Lakeshore Officials & Racine Unified.

### PRCS Sponsored Events (free and open to the public)

- 10-12-19 Monument Mash
- 11-2-19 Day of the Dead Celebration

### Youth Activities

- League preparation 2019/2020 PRCS Youth Basketball Program has been completed.
- Youth Basketball Program league practices began 10-28-19.
- Youth Basketball Program league play begins 11-16-19.
- PRCS Youth Basketball Camp held on 11-2-19.
- Program ideas for youth activities, camps, and sports leagues continue to be explored.
- Snow Sharks Ski and Snowboard Club is set to begin its 17<sup>th</sup> season.

### Adult Activities

- No report at this time.

## **Community Centers**

### Bryant

- Hosting, in collaboration with Racine County, an 8 week training program teaching community members the different stages of trauma and how it effects youth development.
- Stacy Thomas, in partnership with the Bryant Center, completed a Make a Difference Day project for the homeless and low- income families in our community. The project produced over 100 gift baskets with homemade tie-blankets, personal hygiene items, hats, gloves, socks and children's gifts. 50 families were served with the remaining baskets being distributed on 11-2-19 from 12-3 p.m.
- The Bryant Center will be hosting A Soulful Christmas on 12-21-19 from 5-8 p.m. Donations for gifts and dinners to be distributed to community families are being accepted.

### Cesar Chavez

- Friends of Cesar Chavez are meeting regularly at the center (every other Monday at 6 p.m.)
- City Development held meeting on 10-18-19.
- Racine Unified held public forum on 10-21-19.
- Coach Rudy's Basketball Camp was held in October with 40 attending over two weekends.

### Humble Park

- Special Olympics used Humble for their Halloween Dance and year-end sports banquet. Approximately 200 participants attended.

### King Center

- Reuse Your Shoe program on Make a Difference Day collected six boxes of athletic shoes.
- Over 100 youth and parents attended the inaugural Haunted House event on 10-25-19. All distributed candy and juice was donated.
- Youth basketball practices will now be held at the King Center.
- Mental health and arts & craft classes were offered on Wednesdays in October.
- Free weekly sewing classes for youth and adults will begin on 11-7-19. Classes will be taught by Michaela Deen.

### Tyler – Domer

- Met with the Racine Area Pickle Ball Club to communicate expectations, current work being done, and plans for the sport.

## **Public Events In Our Facilities**

- No report at this time.

## **Marketing**

- October ad in Belle City Magazine focused on Monument Mash.
- November ad in Belle City Magazine focused on Snow Sharks.
- November newsletter focused on
  - Court is in Session Camp, Dia De Los Muertos celebration, Pickle Ball registration, and Snow Sharks Orientation meeting
  - Reminded of Youth Basketball League beginning
  - Provided October highlights: N. Owen Davies Dog Park, Monument Mash, Horlick Field's 100<sup>th</sup>, and Make a Difference Days
- Analyzed email and social media details for Youth Basketball League. Contact is primarily made through phone bank for cancelled or rescheduled games. Spoke to Duncan about developing an email blast system.
- Set up Facebook groups for all adult sports, Youth Basketball League, and Snow Sharks. This allows us to post to the group members on Facebook without posting to the general public and inundating them with information they aren't looking for.
- Constant Contact Feedback:
  - Total emails sent: 4,369
  - Opens by device
    - Mobile: 46.3%
    - Desktop: 53.7%
  - Open rate: 20% (1,056)
  - Click through rate: 7.7% (74)
  - Bounce rate: 5.2% (226)
  - Unsubscribe rate: .413%

## **Community Partnerships Created**

- Partnering with Racine Honda on a possible Cinco De Mayo Celebration
- Partnering with Por La Gente on the Day of the Dead Celebration
- Partnering with Downtown Racine Corporation on Candy Crawl & Monument Mash

## **Social Media**

Facebook – October 3 – October 30

- Actions on Page (# of clicks on our page's contact info and call-to-action button) 2
- Page Views (# of times our page's profile has been viewed) 586
- Page Previews (# of times people hovered over our page name or profile picture to see a preview of our page content) 55
- Page Likes (# of new people who have liked our page) 30
- Post Reach (# of people who had any posts from our page on their screen) 7,798
- Post Engagements (# of times people have engaged with our posts through likes, comments, shares, and more) 2,306
- Videos (# of times our page's videos played for at least 3 seconds) 18
- Page Followers (# of new people who have followed your page) 34

#### Instagram

- 120 posts to date
- Profile Visits (# of times our profile has been viewed): 6
- Reach (# of unique accounts that have seen our posts): 198
- Impressions (total # of times all of our posts have been seen): 572
- # of Followers: 394
  - Racine: 64%
  - Milwaukee: 4%
  - Kenosha: 7%
  - Mt. Pleasant: 1%
  - Caledonia: 1%
- Age Range of Followers:
  - 13-17 years: Less than 1%
  - 18-24: 7%
  - 25-34: 25%
  - 35-44: 34%
  - 45-54: 23%
  - 55-64: 8%
  - 65+: 2%
- Gender of Followers:
  - Women: 70%
  - Men: 30%

#### Twitter

- Access to tweet as the City of Racine was granted.

**REVENUE****REVENUE**

	2016	2017	2018	2019 YTD	2019 PRJTD
Comm. Cntr. Rentals	\$10,089.90	\$6,366.85	\$9,002.78	\$6,838.05	\$10,000.00
Park Rentals	\$30,988.31	\$29,159.67	\$32,448.28	\$33,104.73	\$27,000.00
Miscellaneous Fees	\$70.00	\$90.00	\$70.00	\$140.00	\$210.00
Youth Activities	\$64,808.14	\$54,094.78	\$50,513.79	\$49,017.79	\$63,000.00
Adult Activities	\$156,754.41	\$146,327.02	\$152,200.72	\$140,561.70	\$160,000.00
Sport Fac Rentals	\$14,507.76	\$11,964.42	\$11,757.35	\$6,144.85	\$10,000.00
Boat Launch Revenue	\$27,873.66	\$32,657.30	\$36,898.69	\$32,605.02	\$20,823.74
Contract Concessions	\$36,408.63	\$17,700.00	\$11,000.00	\$16,723.96	\$25,000.00
<b>TOTAL</b>	<b>\$341,500.81</b>	<b>\$298,360.04</b>	<b>\$303,891.61</b>	<b>\$285,136.10</b>	<b>\$316,033.74</b>

**GRANTS**

2019 Grant/Recipient	2016	2017	2018	2019 YTD
RUSD/Youth Arts Programs	-	-	-	\$5,999.80
<b>ANNUAL TOTAL</b>	<b>\$131,340.00</b>	<b>\$127,350.00</b>	<b>\$146,850.89</b>	<b>\$5,999.80</b>

**DONATIONS**

2019 Recipient	2016	2017	2018	2019 YTD	2019 PRJTD
Bowling Fundraiser	-	-	-	\$6,062.00	-
Community Centers	-	-	-	\$6,707.73	-
Misc Donations	-	-	-	\$14,100.00	-
Mound Cemetery	-	-	-	\$300.00	-
Memorial Donations	-	-	-	\$2,877.00	-
Main Gallery	-	-	-	\$7,445.65	-
Youth Programming	-	-	-	\$2,711.50	-
<b>ANNUAL TOTAL</b>	<b>\$70,749.00</b>	<b>\$44,200.88</b>	<b>\$60,051.29</b>	<b>\$40,203.88</b>	<b>\$30,000.00</b>

**ATTENDANCE****BEACH ATTENDANCE**

	2016	2017	2018	2019 YTD
June	24,513	25,106	23,385	23,245
July	76,393	67,086	59,552	79,393
August/September	39,393	36,712	46,565	46,635
<b>TOTAL</b>	<b>140,299</b>	<b>128,904</b>	<b>129,502</b>	<b>149,273</b>

**BRYANT CENTER ATTENDANCE**

	2016	2017	2018	2019 YTD
Seniors	10,180	7,274	6,485	5,690
Youth	32,378	32,781	12,640	11,009
Adult	8,423	7,973	2,830	2,470
Misc	19,460	4,174	1,853	3,954
<b>TOTAL</b>	<b>70,441</b>	<b>52,202</b>	<b>23,808</b>	<b>23,123</b>

**CHAVEZ CENTER ATTENDANCE**

	2016	2017	2018	2019 YTD
Seniors	15,387	14,291	13,410	10,973
Youth	50,534	48,597	40,123	27,816
Adult	14,199	15,451	10,622	9,797
Misc	17,009	14,343	4,907	4,915
<b>TOTAL</b>	<b>97,129</b>	<b>92,682</b>	<b>69,062</b>	<b>53,501</b>

**HUMBLE CENTER ATTENDANCE**

	2016	2017	2018	2019 YTD
Seniors	5,095	6,115	4,814	5,576
Youth	33,550	31,133	24,598	20,144
Adult	2,826	2,724	3,593	2,728
Misc	4,735	1,093	3,907	932
<b>TOTAL</b>	<b>46,206</b>	<b>41,065</b>	<b>36,912</b>	<b>29,380</b>

**KING CENTER ATTENDANCE**

	2016	2017	2018	2019 YTD
Seniors	11,638	13,190	8,317	7,451
Youth	22,389	21,440	17,048	13,316
Adult	7,054	10,122	6,452	6,405
Misc	3,724	1,863	1,162	1,896
<b>TOTAL</b>	<b>44,805</b>	<b>46,615</b>	<b>32,979</b>	<b>29,068</b>

**TDCC CENTER ATTENDANCE**

	2016	2017	2018	2019 YTD
Seniors	3,294	3,232	3,609	3,088
Youth	23,146	21,519	16,328	8,914
Adult	6,479	5,978	5,237	6,825
Misc	2,623	1,519	7,083	269
<b>TOTAL</b>	<b>35,542</b>	<b>32,248</b>	<b>32,257</b>	<b>19,096</b>

**FREE PROGRAM ATTENDANCE**

	<b>2016</b>	<b>2017</b>	<b>2018</b>	<b>2019 YTD</b>
Traditional Playgrounds	-	-	-	11391
Movies in the Park	-	-	-	420
Youth Fishing Days	-	-	-	45
Lake FX Games	-	-	-	30
Kingfish Games	-	-	-	30
Monument Mash	-	-	-	350
Dia De Los Muertos	-	-	-	100
<b>TOTAL</b>				<b>12366</b>

## 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	16
Fall Softball	17	22	17	19
Volleyball 2019-2020	60	52	61	50
Basketball 2019-2020	10	7	12	7
Pickleball 2019-2020	-	-	17	2

### ADULT INDIVIDUAL ENROLLMENT

	2016	2017	2018	2019 YTD
Start/Restart Tennis	14	8	7	-
Summer Softball	1,948	1,803	1,987	1,766
Sand Volleyball	150	104	121	156
Kickball	89	91	176	179
Fall Softball	196	275	186	183
Volleyball 2019-2020	383	337	396	326
Basketball 2019-2020	103	83	62	67
Pickleball 2019-2020	-	-	26	2

### YOUTH INDIVIDUAL ENROLLMENT

	2016	2017	2018	2019 YTD
Youth Hoops 2019-2020	679	570	616	547
Youth Hoops Skills Camp	25	37	23	17
Spring Break BB Camp	20	11	23	12
Fast Break BB Camp	29	11	9	-
Kiddie Korner PG	84	82	75	77
Future PG	87	88	96	105
Play It Again PG	74	61	80	78
BIGS PG	48	68	66	89
Softball 4-11	203	167	124	138
Softball 12-14	72	70	40	43
Sand VB	67	84	39	46
PRCS Track and Field	50	226	478	161
Snow Shark Ski & Board 2018-2019	33	26	45	40