

**Director's Report**  
**March 8, 2023**  
**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**

- Lockwood Park Pathways Paving
- Hamilton Park Paving

**Department Projects – In Construction Stage**

- Island Park Tennis/Pickle ball Courts
  - Spring court painting and strips
- Permanent Lake Michigan Pathway (Behind Zoo)
- Island Park Dog Park
- Island Park Shelter Restroom Upgrade
- Horlick Athletic Field Locker Room Upgrades

**Department Projects – Pushed to Spring of 2023**

- Park Service Parking Lot Paving
- Case Harmon Play Structure

**Cemetery**

- Cemetery Projects
  - 2022 Tree Pruning Project coming to an end
  - Replacement of interior park signs (rules, regulations. etc)
  - Landscaping throughout cemeteries
    - Bridge repairs in Graceland Cemetery
  - Graceland/Mound Survey of alleyways for additional grave sales
- Bidding out Contract
  - Grounds, Burial & Snow Removal for 2024
- Revenue Update

**Parks**

**Parks Division**

- Snow plow check equipment every Friday
- Widen snow plow routes and remove snow where needed
- Lockwood Park sledding hill, check for litter daily
- WP Bowl, Reservoir Park, North Beach, Franklin, Humble, Hantschel sledding hills check for litter weekly
- Clear fence lines in all Parks
- Remove brush and weed trees in all Parks
- Check snow plow markers and snow fence weekly
- Litter pick all Parks and Medians daily
- Order Round-up, 2-4-D, Grass Seed, Fertilizer
- Pass out vacation sheets in the first week

## Forestry Division

- 298 trees pruned (working to finish 2022's zone 4 pruning)
- 8 trees removed (4 of these were hit by cars)
- Forestry staff spent 1 ½ days assisting parks with plowing
- Forestry staff attended the annual Wisconsin Arborist Association/DNR Winter Conference
- Crews responded to 215 reports of branches, hanging or down, due to the ice storm, clean-up will continue into March.
  - *Note: hundreds of additional branches were removed but due to their small size and/or inability to determine which tree they originated from, there wasn't a work record entered for tracking purposes.*

## Recreation

### Superintendent

- MOU-RUSD/PRCS
  - In Process-Spring 2023
- Bryant Center
  - On Schedule
    - NEW replacement of main hoops & cabling
    - Gym floor-reseal & repair
- Updates
  - On Schedule
    - Chavez-Small Gym-Basketball standard height adjuster replacement
    - Greencrest, Marino, Chavez
      - Outdoor basketball courts
        - Reseal, Crack Fill, Restripe
- Main Gallery-2023
  - Training Jaimie Kirkwood on implementation
- New MLK Center/Health Center
  - Design & Layout
- Racine County Meeting-2/15
  - Presentation with Lead Recreation Supervisor
    - Regarding Community Center activities
- *Bikes for Kidz-Madison*
  - Receiving donations of refurbished bikes again, in 2023
    - More info to come
- Lifeguards 2023
  - HR-handbooks & hiring

## Youth Activities

- Fall/Winter Youth Hoops (Basketball) League
  - Leagues, Teams, Schedules in progress
    - Games played at Chavez Small & Big Gym, Bryant, Tyler Domer
    - Grades 1-8

- Ended 2/11
    - Successful, great way to end the season on a high note!
- Snow Sharks Ski Program
  - Completing 20<sup>th</sup> Season on 2/20
    - Record of-53 Members
    - Whole Families participated on scheduled club nights
      - 1/26-9 New Members evaluated/graduated to Black Diamond status
        - Congrats & Thank you to all of our members
        - Looking forward to 21<sup>st</sup> Season!
- RUSD Partnership
  - Preparing for basketball skills & drills clinics
    - Starting March 10
    - 10 Elementary Schools
  - 7v7 Middle School Football League
    - Starting Feb
  - Track Meets (2)
    - Spring-under PRCS management
  - Summer Playground Programs
    - After summer school sites
    - Preparing paperwork & planning
  - High School Girls Basketball
    - Summer League
    -
- PRCS Youth Free Throw Contest
  - Held 2/25
    - Grades 3-8
    - 45 participants
      - 1<sup>st</sup> place winner represents PRCS 3/18 at Regional Final in West Allis
- Open Recreation
  - All community centers during winter

### **Adult Activities**

- Recruiting
  - Umpires
    - Set up Umpire Clinic
- Schedules for Officials
- Basketball League-Ended
- Volleyball Ended-Mon & Tue
- Fundraiser-Youth Programing
  - Planning started
- Youth Sand Volleyball
  - Registration 2/27
- Sand Volleyball
  - Registration started

### **Community Centers**

#### Bryant

- Black History Month
  - RUSD & Gateway
    - Free Haircuts, braiding, and vendors
- AARP
  - Tax Preparation for the community

- Feb & Mar
- Last Day 2<sup>nd</sup> Thursday in April

## Chavez

- Voting-2/21
- Free Throw Contest-2/25
- PRCS/RUSD Hosted Black History Month
  - Held on 2/28
  - Interactive learning activities, useful resources, free haircuts, styling & braiding
- RUSD-Parent University
  - Held on 2/28
  - In Spanish for Spanish Speaking Families
    - In partnership with RUSD Community Engagement Office
- Adult Volleyball Leagues
  - Play on Tues Nights
- Adult Basketball Leagues
  - Play on Thurs Nights
- ACE Program (Afterschool Centers on Education)
  - Afterschool Eats
  - Chavez is a hub for FINAO
    - Provides light snacks & meals to youth after school
      - Positive impact on youth
- Racine County Meeting
  - Collaboration for youth support/interventions, violence prevention, food insecurities
    - Community Youth-Building Initiative, Voices of Black Mothers United, Failure is NOT an Option
    - Focus on Geneva St. COP House Area
- RUSD Extended Learning
  - Spring/Summer
- RUSD Grant
  - Applying for afterschool programming grant
- Girl Scouts
  - Holding meetings & activities
    - Bi-weekly meetings

## Humble Park

- Early Voting 2/16
- Voting 2/21
- Beginner pickle ball
  - Utilizing gym-M, T, W, F
- Lunch program-M-F
  - 25 lunches per day

## King Center

- Attendance Numbers
  - Down due to weather & special events being held at Center
- Youth Hoops-2/11
  - 4 playoff games
    - 200 in attendance
- Soccer
  - Practices Tues, Thur, Fri
- Sister Hunter
  - Original Love & Charity Mission
    - Donated over 150 lunches
- Next Level Mentoring
  - After School Program, T & TH
    - Mentoring, Technology, Boxing Courses
      - 15 youth enrolled
- Safe Start Program
  - Youth-1x per week
    - 4-6 p.m.
- RUSD Partnership
  - Co-sponsored 2 events
- Black History Month Event-2/21
  - Interactive learning activities, informational booths
  - Free haircuts, styling & braiding, nail painting
    - Provided by: Gateway Cosmetology Program
    -
- 37<sup>th</sup> Annual Black History Achievement Awards-2/25
  - Memorial Hall
    - MLK Staff sleeved over 800 certificates for nominees
- Racine Championship Wrestling Event-2/25
- Horlick & Park High School
  - Combined lunch-Special Needs Students
    - 45 children participated
- Kingdom Builders
  - 100 snacks & drinks per week
- Horlick & Park Highschool
  - Combined lunch at Center with 45 kids
- Senior Fitness
  - 3 days/week
  - 9a-10:30a
- Pickleball
  - M-F
  - 9a-12p

Tyler – Domer

- Early Voting 2/9
- Voting 2/21
- Lunch program-M-F
  - 30 lunches per day
- Registered Playground
  - Sign Up-2/27
- Spring Sports
  - Schedule-High Schools & Traveling Basketball
- Bowling Fundraiser
  - Raise Funds for Youth Sports
    - Prep Work
    - Event 3/26-Castle Lanes

## Public Events in Our Facilities (02-01-2023 to 02-28-2023)

Date	Event	Location	Time
•	None		

## 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	Terry McCarthy
11. Solbraa Park	Racine Area Pickleball Club	Natalia Taft
12. Carlson Park	Ruby Ave Rangers	Cory Sebastian
13. Pierce Woods Park	The Rouse's Family	Mary Land
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	Amanda Paffrath
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	Mary Land
16. Lockwood Park	Henry Perez
17. N. Owen Davies Park	Natalia Taft

**Marketing**

- Continuing website updates.
- Constant Contact Feedback:
  - Total emails sent: 2298
  - Opens by device
    - Mobile: 2.2%
    - Desktop: 97.8%
  - Open rate: 43.8% (993)
  - Click through rate: .4% (9)
  - Bounce rate: 1.4% (32)
  - Unsubscribe rate: .2% (5)

**Community Partnerships Created**

- Orthodontics Experts – new sponsor for the community banner program

**Social Media****Facebook PRCS Page – February 1 – February 28**

- Page Reach 8,618
- New Page Likes 59
- Post Engagement 1,774
- Page Followers 7,180

**Facebook North Beach Page – February 1 – February 28**

- Page Reach 22
- New Page Likes 38
- Post Engagement 198
- Page Followers 4,759

**Google Business Profile**

- PRCS – the PRCS office at 800 Center St.
  - Phone calls: 31
  - Directions: 60
  - Website visits: 237
  - Profile views: 733
    - Google search: 54% mobile 38% desktop
    - Google maps: 6% mobile 2% desktop
  - Searches:
    - Top 3 Search Terms:
- Martin Luther King Jr. Community Center
  - Phone calls: 34
  - Directions: 41
  - Website visits: 25
  - Profile views: 1,028
    - Google search: 59% mobile 24% desktop
    - Google maps: 12% mobile 4% desktop

- Searches:
  - Top 3 Search Terms: king center, king center racine, martin luther king center
  
- Dr. John Bryant Community Center
  - Phone calls: 155
  - Directions: 98
  - Website visits: 55
  - Profile views: 982
    - Google search: 63% mobile 20% desktop
    - Google maps: 12% mobile 5% desktop