

**Director's Report**  
**July 10, 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
- Island Park Pickleball - Lines
- Chavez Front Entry Upgrades
- Park Sign Replacements (2019)
- Davies Park – Dog Exercise Area
- Davies Park - Community Garden
- Solbraa Pickleball Courts – Lines & Painting
- West Park Center Plaza & Pergola – Upgrade
- Lockwood Park Shelter – Storage Room Addition
- Bryant Community Center – Bleacher Replacement
- Park Asphalt Paving Projects - Bike Path & Cemetery Paving

Complete:

- Zoo Door Replacements
- Island Park South Diamond Drainage
- Wustum - Concrete Patio Concrete Infill
- Park Asphalt Paving Projects – Humble Parking lot Repairs & Zoo Beach Paving

**Parks**

Parks Division

- Set up Zoo Beach for the summer.
- Delivered and spread dirt at Tyler- Domer for garden group.
- Set up Pollinator Garden at Lockwood Park for The Friends of Lockwood Park.
- Set up and take down for Juneteenth Day at the Bryant Center.
- Took delivery of new Dream Court materials and delivered them to Roosevelt Park for contractor. Also helped prep court for assembly.
- Scheduled extra crews throughout the month to cut tall grass and wet areas with small walk-behind flail mower.
- Crews raised two Pershing Boat Launch piers approximately three feet due to high lake levels. Others will be raised after 7-4-19.
- Delivered and picked up tables and trash barrels for two Beer Garden events
- Flail mowed the top of the hill along Michigan Blvd. Wet conditions prohibited mowing along edge due to unstable conditions.
- Extra crews assigned to ball diamond preparation due to increased rain incidents.
- Utilized 300 man hours to install snow fence per Police and Fire Department requests for 7-4-19.

- Additional staff time was utilized for removal of standing water on North Beach under the direction of the Health Department. High water table levels are preventing water from being absorbed as normal.
- In addition to the extra work of the month, crews continued to execute park maintenance: litter picking, grass cutting, weed removal and spraying, prep for facility rentals and public events.

### Forestry Division

- Approximately 167 inventoried trees were removed. 85% were recently planted trees that did not survive the extreme winter temperatures.
- Approximately 380 inventoried trees were pruned as part of zone 1 systematic pruning program.
- Approximately 138 inventoried trees were pruned as part of our request/off-cycle pruning program.
- Crews responded to over 75 reports of branches down or hanging. Several trees also required removal.
- Emerald ash borer treatments began in early June. 688 trees are scheduled to be injected with pesticide this year and about half of that work was completed in June.
- Our newest arborist started on June 24 and we are now fully staffed for the first time since February.
- An arborist has earned his International Society of Arboriculture Certified Arborist credential. Including the city forester there are now three ISA Certified Arborists on staff; we expect two more arborists to test over the course of the next couple of years.

### Recreation

#### Superintendent

- Safety and Awareness training was held at the Chavez Center for all Center Directors and staffs on June 11 from 4:00 – 6:00 pm. We had 36 in attendance. Officer Chad Anderson from RPD conducted the training.
- Working on the following contracts for PRCS: custodial, floor stripping/waxing, and internet for Community Centers.
- Working with Recreation Coordinator to research and develop programming ideas to collaborate with Unified Schools for 2020/21 school year.

#### PRCS Upcoming Events

- |                      |   |
|----------------------|---|
| • 7-11-19 to 7-14-19 | Belle City Biergarten – Lakeview                        |
| • 7-13-19            | Movies in the Park – Lakeview                           |
| • 7-20-19            | Lake F/X Games – Pershing Skatepark                     |
| • 7-25-19            | Hot Summer Nights – Martin Luther King Community Center |
| • 8-3-19             | Chair-i-ties – Monument Square                          |
| • 8-3-19             | Movie in the Park – Matson Park                         |
| • 8-6-19             | National Night Out – All Community Centers              |
| • 8-6-19             | Movie in the Park – Douglas Park                        |
| • 8-8-19 to 8-11-19  | Belle City Biergarten - Lakeview                        |
| • 8-29-19 to 9-1-19  | Belle City Biergarten - Lakeview                        |

#### Youth Activities

- Youth fishing day registration of community center youth is limited to 30 participants. Participants will enjoy an afternoon learning the basics of outdoor educational activities as

well as the basics of fishing. Participants will enjoy a provided lunch and their very own fishing equipment

- Youth Softball registration has closed. Practices & games began the first week of June.
- Registered Playgrounds began on 6-18-19.
- Traditional Playgrounds-
  - Student supervisors reported 5-28-19.
  - Orientation started the week of 6-10-19
  - Playgrounds started 6-17-19 with Neighborhood Luau Events the first week and Doll Buggy Parades the second week.
  - New "CREATING FEATURE LEADERS IN OUR PARKS TODAY" implemented to highlight deserving youth in the Playground program. Youth that display positive behavior, social skills, and good sportsmanship will be recognized and receive a certificate. Playground Leaders will promote these attributes throughout the summer.
  - Partnering with Buffalo Wild Wings, Blaze Pizza, Manna, Wendy's, Chili's & Golden Corral in support of the "Creating Feature Leaders in Our Parks Today" youth program and the "Getting Better at Getting Better" playground leader program.
  - Traditional Playground Leaders had a presence at the Bryant Center's Juneteenth Day event overseeing games and other activities.
  - Leaders are staffing the adult sand volleyball games at North Beach.
  - Leaders are assisted with Pop-Up Health Clinic downtown on 6-22-19.
- Lake F/X Games planning/logistics in progress. Event date is 7-20-19.
- Exploration and development of new youth activities/camps/sport leagues is underway with these possible programs:
  - High school competitive 7on7 football
  - Track and Field Camp ages 7-14
  - Youth fast-pitch softball
- Main Gallery
  - Orientation was held at the Chavez Center on 6-20-19.
  - Main Gallery programs began 6-24-19 with 30 participants in the following programs:

▪ Photography	1:00 – 5:30	Dekoven Center
▪ Multimedia	9:00 – 2:00	Tyler Domer Center
▪ Furniture Painting	9:00 – 3:00	Bryant Center
  - CDBG grant proposal for Main Gallery was submitted 7-2-19.

### Adult Activities

- Sand Volleyball has started with play on Mondays, Tuesdays, and Wednesdays.
- Softball is midway through the season.
- Set up Umpire schedule for July.
- Umpire recruitment continues.
- Recruiting more tournaments for Island Park.

### Beach Guarding

- 18 Lifeguards have been hired for the summer.
- The beaches have been open with an average of 2500 guests per week despite the persistent wet weather.
- The Lifeguard supervisory staff have begun a new program that features a weekly training scenario or skill challenge. This new program meets the best practice standards recommended by the American Red Cross.

### Community Centers

#### Bryant

- The Racine Zoo presented a petting zoo in June.

- Staff attended a summer food program training program. The center is serving up to 50 lunches per day.
- The 2019 Juneteenth Day event featured a street renaming to Caron Butler Drive and a donated Dream Court. The event was very well attended.

### Cesar Chavez

- Friends of Cesar Chavez Center signed a Memorandum of Understanding with Mayor Mason on 6-21-19
- Staff had a cookout for after school youth on 6-26-19. Hot dogs, chips and brats were served for open recreation participants.
- Staff will participate in National Night Out on 8-6-19 and will collaborate with Amigos De Cesar Chavez group to provide food for neighborhood participants. An outdoor movie "How to Train Your Dragon" will take place at dusk with Playground Leaders offering youth activities.

### Humble Park

- Middle School Madness, staffed by Youth for Christ, took place 6-17-19 to 6-21-19 with different activities offered throughout the week. Approximately 75 kids per day participated.
- Programs being held at the community center: AAU basketball practices, summer playground programs.

### King Center

- Staff hosted the first RVM (Racine Vocational Ministry) McDonald's training program here in Racine. The program had a total of 9 teen participants. 8 of the participants were hired by McDonald's on the spot. The RVM is hoping to offer other trainings and events at the Center.
- The first Hot Summer Night concert was rained out. The June 27 concert may be rescheduled as part of National Night Out 8-6-19. Three community groups have committed to assisting with the event: Foster Care of Racine County, Focus on Community, and RVM.
- The Hoops for Peace basketball camp had a strong first week with over ten elementary/middle school youth attending the one-hour sessions on Mondays and Tuesdays from 4:00 – 5:00 pm. The camp is directed by Quentin Bolton who played varsity ball at Tremper and college hoops at Lake County College.
- Programs being held at the community center: Summer playground programs, RUSD summer lunch programs, Hoops for Peace basketball camp, Karate, Focus on Community, Narcotics Anonymous, Zumba, Black Nurses meetings, AAU basketball practice, pickle ball, and senior fellowship.

### Tyler – Domer

- Summer playground programs being held at the center.
- Lunch program through RUSE started on 6-17-19, serving approximately 20 lunches a day (Monday-Thursday).
- Kingdom Builders is now supplying the center with additional lunches and snacks for kids to meet participant needs and add variety.

## **Public Events In Our Facilities**

7/11/2019 to 7/22/2019	PERSH	Salmon-A-Rama Event
7/12/2019 to 8/30/2019	MNSQR	Music on the Monument Event
7/12/2019 to 7/13/2019	NRBCH	Soccer in the Sand
7/13/2019 - 8/31/2019	SJPKY	Bend and Brew Event
7/13/2019	MNSQR	Pop-up Wellness/Vision Greater Racine Pop-up Play
7/12/2019 to 7/14/2019	NRBCH	Pro-Watercross & EVP Tournament
7/13/2019 to 8/31/2019	MNSQR	Saturday Sounds on the Square Event
7/17/2019 to 8/28/2019	MNSQR	DRC Bags League Event
7/17/2019 & 7/24/2019	NRBCH	STEAM Academy
7/19/2019 to 7/27/2019	ISLND	Old Timer's Tournament
7/19/2019 to 7/27/2019	NRBCH	Rox Volleyball 3-day Tournament
7/20/2019	NRBCH	Get Lei'd 5K Run/Walk
7/20/2019	MNSQR	Veteran's Outreach Saturday Sounds Benefit
7/26/19 -7/27/19	BLPAV	Roma Lodge Italian Festival Fireworks/Boat Launch Walkout
8/2/2019	MNSQR	First Fridays
8/2/2019 to 8/4/2019	LMPWY	JVA Volleyball Tournament
8/9/2019 to 8/11/2019	ISLND	Fastpitch and Fitness Tournament
8/10/2019	NRBCH	Badger Region Beach Volleyball Championship
8/10/2019	MNSQR	Pop-up Wellness/Vision Greater Racine Pop-up Play
8/10/2019	LMPWY	The Olympian 5k/10K Run Walk
8/24/2019	ISLND	GFS Tournament
8/24/2019	ANNEX	Kingdom Fest 2019
8/24/2019	ISLND	The Root River 5K Challenge
8/30/2019 to 8/31/2019	ISLND	Por la Gente Tournament
8/31/2019	MNSQR	DRC Fashion Show (After Saturday Sounds on the Square)

## **Marketing**

- Belle City Magazine monthly ads being submitted throughout the rest of 2019
- Events for the remainder of the year submitted for Real Racine calendar
- PRCS Newsletters being sent monthly for the remainder of 2019
- PRCS Newsletter linked through Constant Contact to Facebook page
- Submitted PRCS information to RUSD for their fall newsletter
- Ad purchased and designed for the 2020 Real Racine Activities Guide
- Discussed partnership with Real Racine for a 2020 Travel Wisconsin Guide Ad
- City of Racine website updated
- 7-18-19 Attending Summer Showcase at Regency Mall
- 8-24-19 Attending Community Resource Fair – Kingdom Fest – Case High School
- Constant Contact Feedback:
  - Total emails sent: 5,370
  - Opens by device
    - Mobile: 49%
    - Desktop: 51%
  - Open rate: 32.9% (1,374)
  - Click through rate: 5.3% (73)
  - Bounce rate: 22.3% (1,196)
  - Unsubscribe rate: .5%

## **Community Partnerships Created**

- Member of the Visioning a Greater Racine W.A.V.E Team – Culture and Recreation
- Attending ArtRoots meetings

## **Social Media**

Facebook: 6-4-19 to 7-1-19 (influenced by Caron Butler)

- Actions on Page (# of clicks on our page's contact info and call-to-action button) 5 (+150%)
- Page Views (# of times our page's profile has been viewed) 1,650 (+33%)
- Page Previews (# of times people hovered over our page name or profile picture to see a preview of our page content) 107 (+197%)
- Page Likes (# of new people who have liked our page) 132 (+144%)
- Post Reach (# of people who had any posts from our page on their screen) 15,470 (+178%)
- Recommendations (# of times people recommended our page) 1 (+100%)
- Post Engagements (# of times people have engaged with our posts through likes, comments, shares, and more) 6,270 (+434%)
- Videos (# of times our page's videos played for at least 3 seconds) 506 (+911%)
- Page Followers (# of new people who have followed your page) 142 (+133%)

Instagram: 6-25-19 to 7-1-19

- June was the first full month of activity after 5 years
- Caron Butler greatly influenced the beginning of June.
- Increased # of followers by about 100 since the beginning of June
- Number of posts to date: 58
- Profile Visits (# of times our profile has been viewed): 40 (-28)
- Reach (# of unique accounts that have seen our posts): 146 (-57)
- Impressions (total # of times all of our posts have been seen): 1,931 (-278)
- # of Followers: 245 (+15)
  - Racine: 62%
  - Milwaukee: 5%
  - Kenosha: 5%
  - Mt. Pleasant: 1%
  - Mons: Less than 1%
- Age Range of Followers:
  - 13-17 years: Less than 1%
  - 18-24: 6%
  - 25-34: 26%
  - 35-44: 40%
  - 45-54: 20%
  - 55-64: 6%
  - 65+: 2%
- Gender of Followers:
  - Women: 69%
  - Men: 31%

Twitter

- Centralized Twitter account for City of Racine
- We are receiving login information
- Activity for PRCS to begin in July
- Will link Twitter to Constant Contact for campaigns

**REVENUE****REVENUE**

	2016	2017	2018	2019 YTD	2019 PRJ'TD
Comm. Cntr. Rentals	\$10,089.90	\$6,366.85	\$9,002.78	\$5,019.11	\$10,000.00
Park Rentals	\$30,988.31	\$29,159.67	\$32,448.28	\$22,390.05	\$27,000.00
Misc. Fees Recr.	\$70.00	\$90.00	\$70.00	\$35.00	\$210.00
Youth Activities	\$64,808.14	\$54,094.78	\$50,513.79	\$29,284.00	\$63,000.00
Adult Activities	\$156,754.41	\$146,327.02	\$152,200.72	\$97,722.17	\$160,000.00
Park & Rec. Rentals	\$14,507.76	\$11,964.42	\$11,757.35	\$3,498.30	\$10,000.00
Boat Launch Rev	\$27,873.66	\$32,657.30	\$36,898.69	\$10,477.67	\$20,696.00
Contract Concessions	\$36,408.63	\$17,700.00	\$11,000.00	\$0.00	\$25,000.00
<b>TOTAL</b>	<b>\$341,500.81</b>	<b>\$298,360.04</b>	<b>\$303,891.61</b>	<b>\$168,426.30</b>	<b>\$315,906.00</b>

**GRANTS**

2019 Grant/Recipient	2016	2017	2018	2019 YTD
RUSD/Youth Arts Programs	-	-	-	\$2,093.30
<b>ANNUAL TOTAL</b>	<b>\$131,340.00</b>	<b>\$127,350.00</b>	<b>\$146,850.89</b>	<b>\$2,093.30</b>

**DONATIONS**

2019 Recipient	2016	2017	2018	2019 YTD	2019 PRJ'TD
Bowling Fundraiser	-	-	-	\$6,062.00	-
Community Centers	-	-	-	\$2,257.00	-
Miscellaneous Donations	-	-	-	\$1,850.00	-
<b>ANNUAL TOTAL</b>	<b>\$70,749.00</b>	<b>\$44,200.88</b>	<b>\$60,051.29</b>	<b>\$10,169.00</b>	<b>\$30,000.00</b>

**ATTENDANCE****BEACH ATTENDANCE**

	2016	2017	2018	2019 YTD
June	24,513	25,106	23,385	4,780
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>4,780</b>

**BRYANT CENTER ATTENDANCE**

	2016	2017	2018	2019 YTD
Seniors	10,180	7,274	6,485	3,018
Youth	32,378	32,781	12,640	7,703
Adult	8,423	7,973	2,830	1,325
Misc	19,460	4,174	1,853	3,711
<b>TOTAL</b>	<b>70,441</b>	<b>52,202</b>	<b>23,808</b>	<b>15,757</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	3,062
Youth	33,550	31,133	24,598	13,101
Adult	2,826	2,724	3,593	1,431
Misc	4,735	1,093	3,907	782
<b>TOTAL</b>	<b>46,206</b>	<b>41,065</b>	<b>36,912</b>	<b>18,376</b>

**KING CENTER ATTENDANCE**

	2016	2017	2018	2019 YTD
Seniors	11,638	13,190	8,317	4,632
Youth	22,389	21,440	17,048	8,212
Adult	7,054	10,122	6,452	4,044
Misc	3,724	1,863	1,162	757
<b>TOTAL</b>	<b>44,805</b>	<b>46,615</b>	<b>32,979</b>	<b>17,645</b>

**TDCC CENTER ATTENDANCE**

	2016	2017	2018	2019 YTD
Seniors	3,294	3,232	3,609	1,916
Youth	23,146	21,519	16,328	5,817
Adult	6,479	5,978	5,237	4,454
Misc	2,623	1,519	7,083	253
<b>TOTAL</b>	<b>35,542</b>	<b>32,248</b>	<b>32,257</b>	<b>12,440</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	-
Fall Softball	17	22	17	-
Volleyball *	67	60	52	61
Basketball *	11	10	7	12
Pickleball *	-	-	17	16

### ADULT INDIVIDUAL ENROLLMENT

	2016	2017	2018	2019 YTD
Start/Restart Tennis	14	8	7	-
Summer Softball	1,948	1,803	1,987	1,705
Sand Volleyball	150	104	121	156
Kickball	89	91	176	-
Fall Softball	196	275	186	-
Volleyball *	436	383	337	396
Basketball *	103	83	62	110
Pickleball *	-	-	26	35

### YOUTH INDIVIDUAL ENROLLMENT

	2016	2017	2018	2019 YTD
Youth Hoops *	791	679	570	616
Youth Hoops Skills Camp	25	37	23	-
Spring Break BB Camp	20	11	23	12
Fast Break BB Camp	29	11	9	-
Kiddie Korner PG	84	82	75	81
Future PG	87	88	96	104
Play It Again PG	74	61	80	80
BIGS PG	48	68	66	85
Softball 4-11	203	167	124	138
Softball 12-14	72	70	40	43
Sand VB	67	84	39	47
PRCS Track and Field	50	226	478	161
Snow Shark Ski & Board *	33	26	45	40