

Director's Report
Meeting Date: May 11, 2022
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

- Lakeshore Improvement Update
 - Zoo Pathway Project Update
 - North Beach
 - Pershing/Meyers
- Root River Parks Update
 - Colonial Park to Island Park
- PRCS Project Update
 - HAF Baseball Netting/Batting Cage
 - Hamilton Park Play Structure
 - Case Harmon Play Structure
 - Island Park
 - Play Structure
 - Tennis/Pickle Ball Courts
 - Pavilion Rest Rooms
- Projects to be Bid Out
 - May
 - Solbraa Shelter Addition
 - June
 - Island Park Tennis/Pickleball Courts
 - Lockwood Park Pathway
 - Park Service Parking Lot
 - Zoo Pathway
- West Racine Alliance
 - 12th Street & Washington Project
 - Open Space ideas
- Golf Course Update

Parks

Parks Division

- Began spring clean-up of the parks (removing leaves from fence lines, cutting down planting beds, trimming shrubs, deep liter picking).
- Installed the piers at the Boat Launch.

- Removed graffiti from parks.
- Interview new seasonals if needed

Forestry Division

- Crews removed 10 down and/or hanging branches.
- Spring planting started – 285 trees were planted in April.
- 138 trees were pruned, the majority as part of zone 1 structural pruning.
- 53 trees were removed.
- A contractor began removing tree stumps along streets – 153 were removed in April.
- We started removing stakes that were added last year to support new trees – 363 trees had stakes removed.

Recreation

Superintendent

- Community Centers collaborating with Mayor's office to host "Bounce Back Racine" events on following dates. May 4th Chavez from 3:00-7:00 p.m., May 7 at Humble 10:00 -2:0 p.m. and May 10 at Bryant from 3:00 – 7:00p.m.
- Bike for Kidz program details will come out later this month. Looking at a June 13th distribution date at Bryant Center. Will be working also with RPD on this event.
- Working with contractor on repairs at 3-4 outdoor basketball courts this Spring.
- Roof repairs at Horlick Field press box almost completed by Carlson Roofing.
- PRCS will run eight Summer School site Playground programs.

Adult Sports

- Set up Umpire and League schedules
- Put together binders and first aid kits for Umpire boxes
- Continued to sticker bats
- Give out umpire keys and coed bats
- Registration for Sand Volleyball
- Recruiting and interviewing Umpires

Beach Guarding

- Closed for the season
 - North Beach plans underway.
 - Still in need of additional Lifeguards but up to 14 at this time.

Community Centers

Bryant

- The Bryant center in Collaboration with RSUD will offer our regular music programming; key boards, drums, strings and recording studio, the collaboration will add on the community choir and drum line.
- Feeding American went well; we served 156 families and seniors.

- Perorations for Juneteenth are moving forward. We will be celebrating the week of June 11th through June 18th. There will be a City of Racine day on Mon June 13th, Racine county on Wed. June 15th.

Cesar Chavez

- Held Elections on 4-5-22
- Chavez has welcomed Jerstad Middle School on Fridays. School Staff brings a group of kids for some extra gym time that have meet their weekly goals at school.
- Chavez is working on bringing a Pilot Program called Teen Outreach Program, working with Racine Unified School District, Extended Learning Office
- RUSD extending the Urban Arts & Music program to Chavez Center. Piano and Guitar Lesson for any youth interested. Lessons on Thursdays and other days will be practice sessions with music apps and etc
- Working with PSG- Professional Service Group- Working with RUSD School Liaisons on a summer program for their caseload of students. Program tentatively schedule for M-Th over the summer months. We will collaborate to make this a success.
- Working with Safe haven to bring in Girls on The Run, popular program within our schools and other organizations. Working with them to provide summer space at Chavez. 1-2 days a week.
- Extended recreation hours and programs for Youth and Young Adults
- Director attended and serves on committee for Racine Unified Collaboration on youth sports and after school activities. Things look good to provide summer playground program at all 8 RUSD Summer School sites that are K-8th

Youth Activities

- Launching New League: 7v7 High School football league for area High Schools to provide off-season conditioning for student-athletes. Program schedule to run June-July
- PRCS Registered Summer Playground Program has started 2-28-22
- PRCS Youth Softball registration has started for T-Ball and Coach Pitch 2-28-22
- PRCS Youth Sand Volleyball registration has started 2-28-22
- Traditional Playground Program extended to RUSD Summer School Sites...Prep work has started to prepare for the program
- E-Gaming coming soon to Cesar Chavez Community Center & Dr. John Bryant Community Center in partnership with getoffthestreets.org
- Open Recreation at all community centers after school hours

Humble Park

- Held Elections on April 5
- April 28 we housed a health screening in the gym from 8 am to 530 pm
- Staff had Narcan training
- The 9th we had an Easter event approximately 75 people in attendance
- We will be hosting bounce back Racine event on May 7 from 10 am – 2 pm

King Center

- Center stays very busy from 9 am to 9 pm with activities offered

- Pickleball
- Adult and youth gyms and game rooms
- Soccer and basketball practices
- Senior fitness
- Black Nurses
- RUSD Special needs
- Zumba
- CDBG Saturdays have been well attended
 - 15 to 20 elementary/middle school
 - 10 to 20 high school/ adult
- Reuse Your Shoes program was held on April 23rd
 - Collected almost 500 pairs of shoes
 - Shoes are repurposed and kept out of the landfill
- Hosting 1st video game night on Thursday May 5th from 4 to 6 pm in partnership with Gamestersbay.

Tyler – Domer

- Staff had Narcan training
- High school sports are getting as many games in as possible with this weather and our parks people are doing a great job getting fields done. Also lots of reschedules.
- All staff are hired for the 2022 playground program.

Public Events & Volunteer clean-ups in Our Facilities (04-01-2022 to 04-30-2022)

Date	Event	Location	Time
• 4-9-2022	Disc Golf Tournament	Johnson Park Disc Golf Course	6 a.m. to 7 p.m.
• 4-10-2022	Disc Golf Tournament	Johnson Park Disc Golf Course	6 a.m. to 7 p.m.
• 4-23-2022	SCJ North Beach Clean-up	North Beach – Earth Day	10 a.m. to 12 p.m.
• 4-30-2022	Racine Christian Reform Church Clean-up	Lockwood Park	9 a.m. to 11 a.m.

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	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	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

Special Events

- Easter Egg Hunt – in 12 parks/community centers

Marketing

- We have 12 customers supporting PRCS through AmazonSmile.
- Donations from AmazonSmile from 2021 \$49.41
- Monthly newsletter sent.
- The annual program book has been changed to an information book.
- Continuing website updates.
- The Easter Egg Hunt was hugely successful with 62 baskets given to hunt finishers.
- Constant Contact Feedback:
 - Total emails sent: 2,390
 - Opens by device
 - Mobile: 7.3%
 - Desktop: 92.7%
 - Open rate: 39.2% (932)
 - Click through rate: 1.6% (38)
 - Bounce rate: .4% (10)
 - Unsubscribe rate: .1% (2)

Community Partnerships Created

- Honda has changed owners. Will need to see if still interested in sponsoring events.

Social MediaFacebook PRCS Page – April 4 – May 1 – changed their analytical data

- Page Reach (# of people who had any posts from our page on their screen) 31,627
- Page Visits 1,548
- New Followers 44
- Page Followers 6,523

Facebook North Beach Page – April 4 – May 1 – changed their analytical data

- Page Reach (# of people who had any posts from our page on their screen) 12,419
- PageVisits 288
- Page Likes 3,989
- New Followers 49

Instagram March 5 – April 3

- 254 posts to date
- Profile Visits (# of times our profile has been viewed): 32
- Reach (# of unique accounts that have seen our posts): 290
- # of Followers: 899
 - Racine: 56.2%
 - Caledonia: 18.3%
 - Kenosha: 3.9%
 - Milwaukee: 3.5%
 - Sturtevant: 2.6%
- Age Range of Followers:
 - 13-17: .1%
 - 18-24: 4.6%
 - 25-34: 18.4%
 - 35-44: 34.7%
 - 45-54: 26.4%
 - 55-64: 11.4%
 - 65+: 4%
- Gender of Followers:
 - Women: 70.1%
 - Men: 29.8%

Google Business Profile – 3 have been claimed so far.

When claimed, events and photos can be added to their Google profile. Data provides information on how visitors find us.

Google provides monthly performance reports for our businesses. Performance reports are results from direct searches online through Google. The information is below.

- PRCS – the PRCS office at 800 Center St.
 - Phone calls: 49
 - Directions: 61

- Website visits: 307
- Profile views: 1300
 - Google search: 61% mobile 3% desktop
 - Google maps: 5% mobile 2% desktop
- Searches:
 - Top 3 Search Terms: racine park and rec, racine parks and rec, racine parks

- Martin Luther King Jr. Community Center
 - Phone calls: 53
 - Directions: 69
 - Website visits: 6
 - Profile views: 1,111
 - Google search: 56% mobile 27% desktop
 - Google maps: 11% mobile 6% desktop
 - Searches:
 - Top 3 Search Terms: king center, the king center, martin luther king center

- Dr. John Bryant Community Center
 - Phone calls: 184
 - Directions: 166
 - Website visits: 55
 - Profile views: 394
 - Google search: 62% mobile 23% desktop
 - Google maps: 11% mobile 5% desktop

REVENUE**REVENUE**

	2018	2019	2020	2021	2022 YTD
Comm. Cntr. Rentals	\$9,002.78	\$6,838.05	\$2,201.98	\$1,620.58	\$3,838.08
Park Rentals	\$32,448.28	\$33,353.74	\$1,880.30	\$33,223.21	\$17,769.92
Park Rental - Forestry	-	\$76,951.50	\$75,825.13	\$78,200.00	\$0.00
Miscellaneous Fees	\$70.00	\$175.00	\$0.00	\$50.00	\$0.00
Youth Activities	\$50,513.79	\$50,587.96	\$15,033.80	\$46,117.39	\$22,086.04
Adult Activities	\$152,200.72	\$140,940.02	-\$354.43	\$93,068.68	\$63,416.55
Sport Fac Rentals	\$11,757.35	\$12,513.93	\$2,932.36	\$16,000.02	\$1,515.31
Boat Launch Revenue	\$36,898.69	\$32,978.94	\$44,587.85	\$77,006.68	\$5,143.84
Contract Concessions	\$11,000.00	\$16,723.96	\$0.00	\$21,978.91	\$0.00
TOTAL	\$303,891.61	\$371,063.10	\$142,106.99	\$367,265.47	\$113,769.74

GRANTS

Grant/Recipient	2018	2019	2020	2021	2022 YTD
RUSD/Youth Arts Programs	-	\$5,999.80	\$0.00	\$0.00	
ANNUAL TOTAL	\$146,850.89	\$5,999.80	\$0.00	\$0.00	

DONATIONS

Recipient	2018	2019	2020	2021	2022 YTD
Bowling Fundraiser	-	\$6,062.00	\$6,120.00	\$0.00	\$0.00
Community Centers	-	\$6,907.73	\$920.20	\$4,528.90	
Misc Donations	-	\$15,600.00	\$39,887.00	\$0.00	
Mound Cemetery	-	\$300.00	\$500.00	\$0.00	
Memorial Donations	-	\$2,877.00	\$197.00	\$0.00	\$945.00
Main Gallery	-	\$7,445.65	\$0.00	\$0.00	
Youth Programming	-	\$2,711.50	\$8,337.00	\$500.00	
ANNUAL TOTAL	\$60,051.29	\$41,903.88	\$55,961.20	\$5,028.90	\$945.00

ATTENDANCE				
BEACH ATTENDANCE				
	2019	2020	2021 YTD	2022 YTD
June	23,245	29,615	32,390	
July	79,393	91,085	56,240	
August/September	46,635	65,125	41,060	
TOTAL	149,273	185,825	129,690	-
BRYANT CENTER ATTENDANCE				
	2019	2020	2021 YTD	2022 YTD
Seniors	6,348	1,635	2339	1551
Youth	11,510	1,147	2565	8724
Adult	2,470	765	2055	906
Misc	3,954	-	100	293
TOTAL	24,282	3,547	7059	11474
CHAVEZ CENTER ATTENDANCE				
	2019	2020	2021 YTD	2022 YTD
Seniors	12,071	-	4,219	4,045
Youth	27,816	-	14,836	7356
Adult	9,797	-	5,402	3421
Misc	4,915	-	580	120
TOTAL	54,599	-	25,037	14,942
HUMBLE CENTER ATTENDANCE				
	2019	2020	2021 YTD	2022 YTD
Seniors	6,360	455	880	470
Youth	23,317	1,914	8721	6719
Adult	3,107	230	777	228
Misc	940	-	170	332
TOTAL	33,724	2,599	10,548	7,749
KING CENTER ATTENDANCE				
	2019	2020	2021 YTD	2022 YTD
Seniors	9,948	732	717	1313
Youth	17,256	2,585	3521	1707
Adult	7,882	1,103	3029	1283
Misc	3,131	2,117	2891	2187
TOTAL	38,217	6,537	10158	6490
TDCC CENTER ATTENDANCE				
	2019	2020	2021 YTD	2022 YTD
Seniors	3,842	436	428	971
Youth	13,222	2,735	5856	3527
Adult	8,144	726	2140	1845
Misc	269	-	58	63
TOTAL	25,477	3,897	8482	6406
PROGRAM ATTENDANCE				
	2019	2020	2021 YTD	2022 YTD
Traditional Playgrounds	11391	19659	16951	
Movies in the Park	420	150	280	
Youth Fishing Days	45			
Lake FX Games	30		350	
Kingfish Games	30			
Monument Mash	350		350	
Fall-in Playgrounds	-	4267		
Día De Los Muertos	100		10	
Snow Sharks			265	
Youth Hoops			7500	
TOTAL	12366	24076	25706	0

ENROLLMENT

ADULT TEAM ENROLLMENT

	2019	2020	2021	2022
Summer Softball	138	-	97	92
Sand Volleyball	23	-	18	14
Kickball	16	-	4	-
Fall Softball	19	-	8	-
Volleyball 2021-2022	50	-	22	-
Basketball 2021-2022	7	-	7	-
Pickleball 2021-2022	6	-	-	-

ADULT INDIVIDUAL ENROLLMENT

	2019	2020	2021	2022
Start/Restart Tennis	-	-	-	-
Summer Softball	1,753	-	1,274	1,140
Sand Volleyball	150	-	111	82
Kickball	179	-	200	
Fall Softball	183	-	295	
Volleyball 2021-2022	326	-	104	
Basketball 2021-2022	69	-	68	
Pickleball 2021-2022	12	-	-	

YOUTH INDIVIDUAL ENROLLMENT

	2019	2020	2021	2022
Youth Hoops 2021-2022	582	-	537	
Youth Basketball Camp	17	-	80	
Spring Break BB Camp	12	-	-	
Fast Break BB Camp	-	-	-	
Kiddie Korner PG	77	47	60	55
Future PG	105	64	105	77
Play It Again PG	78	35	64	71
BIGS PG	89	60	68	65
Softball 4-11	138	16	26	24
Softball 12-14	43	7	-	-
Sand VB	46	-	45	43
PRCS Track and Field	161	-	-	
Snow Shark Ski & Board 2021-2022	42	37	51	