

Director's Report
Meeting Date: April 13, 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

- MLK Center/Health Clinic
 - Governor's Announcement
- Lakeshore Improvement Update
 - Zoo Pathway Project Update
- Root River Parks Update
 - Colonial Park to Island Park
 - Mapping Presentation for May's Meeting
- PRCS Project Update
 - HAF Baseball Netting/Batting Cage
 - Hamilton Park Play Structure
 - Case Harmon Play Structure
 - Island Park
 - Play Structure
 - Dog Park
 - Tennis/Pickle Ball Courts
 - Pavilion Rest Rooms
 - Vidian/Cheska Park
 - Guard Rails
 - Individual Play Equipment
 - Picnic Tables and Benches

Parks

- Post all vacations by the end of first week of March for approval
- Remove snow fence blocking sidewalks by the 15th of the month
- After the 15th of the month remove snow plow markers and snow fence except at North Beach
- Set up ball diamonds for High Schools
- Set up Soccer Fields for High Schools
- Stumping if needed

- Litter pick all Parks and Medians daily
- Set up Tennis Court nets by the end of the month
- Open backstop nets for baseball by the end of the month
- Clean sand off North Pier and along the edge of the pier
- E-mail to building maintenance about checking ball diamond lights
- Interview new seasonals if needed

Forestry Division

- Crews removed 7 down and/or hanging branches
- Crews pruned 1,262 trees in Zones 1, 3 and 4
- A contractor began removing street tree stumps
- 35 trees were removed

Recreation

Superintendent

- “Free Bikes for Kidz”
 - Program out of Madison
 - 75 new and/or refurbished bikes-4/11
 - Plan to distribute through centers & other city departments
 - More info to come
- CPR/AED/Narcan Training
 - Community Centers & staff to be trained
 - How to administer Narcan-Week of 4/11
 - CPR/AED training in spring
- North Beach Lifeguards
 - Recruitment-LOW
 - Low number of candidates
 - Lifeguard shortages in surrounding communities
 - Short numbers to provide Zoo beach guarding, at this time
 - Racine Fire Department-2 trainings in June
- Horlick Field-Baseball Press Box
 - In process-roof repairs due to leaking

- Basketball
 - Standards updated at Chavez & Tyler Domer (Bryant this summer)
 - New system including wall switch to lower and raise rims
 - Contractor-Precision Sports
 - Outdoor courts being reviewed for updates/repairs
 - CIP in process

Adult Sports

- Indoor Volleyball leagues concluded
 - Sand Volleyball registration is open
- Basketball league ended
 - Tournament a success
- Pickle ball league coming to an end
- Spring/summer softball registration is ending
 - Sticker bats for softball leagues
 - League Scheduling in process
 - Umpire Scheduling in process
 - Recruitment for Umpires
 - Umpire Clinic

Beach Guarding

- Closed for the season
 - Preparation continues

Community Centers

Bryant

- Meetings resumed
 - Community Women, Car Club, NAACP & NAA
- Feed America-mobile food program
 - 175 families were provided food
 - National Guard will be volunteering
- Juneteenth Committee-6/18
 - New this year-full week of activities
 - More info soon

Cesar Chavez

- PRCS Youth Basketball Practices & Games
 - Season Ended
 - League Championship 2/12
- Vaccination Pop up Clinic (Covid-19)
 - Health Care Network- 1/8
- Warming Center for Community
 - Due to cold weather

- PRCS Adult Basketball League-Ended
 - Thursday evenings
- Extended recreation hours & programs
 - Youth & Young Adults
- Jerstad Middle School-Fridays
 - RUSD Staff brings a group of students for gym time
 - Students are rewarded for meeting their weekly goals at school
- Racine Unified Collaboration-Meeting 3/22 & 3/23
 - Youth sports & after school activities
 - Summer Playground Program-8 RUSD sites
 - K-8th grade
 - Skills & Drills
 - Close to launching program
 - Teen Outreach-Pilot Program
 - Working with Extended Learning Office
 - Professional Service Group (PSG)
 - Summer Program- Tentative M-Th
 - Help with caseload of students
- Girls on the Run
 - Popular program within the schools
 - Providing summer space
- Extended Recreation Hours
 - Youth & Young Adults

Youth Activities

- New League-7v7 High School Football
 - Off Season Conditioning for student athletes
 - June-July

- Registration

- Started 2/28
- Playgrounds, Youth T-Ball, Coach Pitch, Sand Volleyball
- E-Gaming coming soon
 - Cesar Chavez Community Center & Dr. John Bryant Community Center
 - Partnership with getoffthestreets.org
- Annual Free Throw Contest-3/5
 - Chavez-80 kids & COP Officers
 - 12 champions participated in Regional Competition in West Allis on 3/19
 - 3 boys/1 girl from Racine finished 1st place!
- Traditional Playground Program
 - Extended to RUSD Summer School Sites
 - Prep work
- Open Recreation at all community centers
 - After school hours

Humble Park

- Open Recreation is extended on Fridays from 3:45p-6:45p

King Center

- Mayor Mason & Governor Evers Announcement-3/11
 - Plans for new community/health center
 - Over 200 Guests
- Building Full All Day
 - A.M-Pickle Ball
 - P.M.-Adult Gym, RUSD Special Needs
 - Afterschool-elementary-h.s. recreation
 - Evening-Soccer, Basketball practices, N.A. Meetings

Saturday-Recreation

Zumba 10a-11a

Elementary/middle recreation 12p-2p

Adult Recreation-2p-4p

- FINAO
 - Afterschool snack at 4p & 5p
- Birthday Party
 - March birth dates celebrated 4/1
 - Over 30 youth in attendance
- Re-Use Your Shoes-4/23 from 10a-12p

- Shoes are donated to KGMB & repurposed into sports surfaces
- Among Other Earth Day Activities

Tyler – Domer

- Dance Group
 - 3/28-M&W 5-7 p.m.
- Zumba
 - 4/12- T&Th
- Playground Registration
 - Ongoing until all sites are filled
- Playground Leader Interviews
 - Almost Complete
 - List will go to HR for hire
- High School Games-Started 3/29
 - Baseball, softball, soccer, tennis
- Open Recreation
 - Extended on Friday from 12p-6p
 - Pickle Ball 6p-9p

Public Events in Our Facilities (03-01-2022 to 03-31-2022)

Date	Event	Location	Time
• 3-19-2022	St. Patricks Day 5K	Lake Michigan Pathway	8 a.m. to 12 p.m.
• 3-19-2022	St. Patrick's Day Parade	Monument Square - cancelled	9a.m. to 4:30 p.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
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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 Event

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.
- Continuing to redesign the annual program book.
- Continuing website updates.
- Preparing for the Easter Egg Hunt the second week in April
- Constant Contact Feedback:
 - Total emails sent: 2,392
 - Opens by device
 - Mobile: 8.5%
 - Desktop: 91.5%
 - Open rate: 35.8% (854)
 - Click through rate: 1.4% (34)
 - Bounce rate: .3% (7)
 - Unsubscribe rate: .1% (1)

Community Partnerships Created

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

Social Media

Facebook PRCS Page – March 3 – March 31 – changed their analytical data

- Page Reach (# of people who had any posts from our page on their screen) 25,532
- New Followers 46
- Page Followers 6,492

Facebook North Beach Page – March 3 – March 31 – changed their analytical data

- Page Reach (# of people who had any posts from our page on their screen) 7,116
- Page Likes 3,935
- New Followers 31

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: 46
 - Website visits: 130
 - Profile views: 225
 - Google search: 59% mobile 34% 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: 26
 - Directions: 84
 - Website visits: 25
 - Profile views: 1,199
 - Google search: 59% mobile 34% desktop
 - Google maps: 5% mobile 2% desktop
 - Searches:
 - Top 3 Search Terms: king center, the king center, martin luther king center

- Dr. John Bryant Community Center
 - Phone calls: 142
 - Directions: 125
 - Website visits: 55
 - Profile views: 322
 - Google search: 60% mobile 20% desktop
 - Google maps: 13% mobile 7% desktop

REVENUE					
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	2018	2019	2020	2021	2022 YTD
Comm. Cntr. Rentals	\$9,002.78	\$6,838.05	\$2,201.98	\$1,620.58	\$3,038.08
Park Rentals	\$32,448.28	\$33,353.74	\$1,880.30	\$33,223.21	\$14,059.87
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	\$17,728.79
Adult Activities	\$152,200.72	\$140,940.02	-\$354.43	\$93,068.68	\$63,045.13
Sport Fac Rentals	\$11,757.35	\$12,513.93	\$2,932.36	\$16,000.02	\$380.96
Boat Launch Revenue	\$36,898.69	\$32,978.94	\$44,587.85	\$77,006.68	\$1,674.98
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	\$99,927.81
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	\$445.00
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	\$445.00

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	2,944
Youth	27,816	-	14,836	4778
Adult	9,797	-	5,402	2660
Misc	4,915	-	580	120
TOTAL	54,599	-	25,037	10,502

HUMBLE CENTER ATTENDANCE

	2019	2020	2021 YTD	2022 YTD
Seniors	6,360	455	880	338
Youth	23,317	1,914	8721	5313
Adult	3,107	230	777	122
Misc	940	-	170	0
TOTAL	33,724	2,599	10,548	5,773

KING CENTER ATTENDANCE

	2019	2020	2021 YTD	2022 YTD
Seniors	9,948	732	717	1079
Youth	17,256	2,585	3521	1414
Adult	7,882	1,103	3029	993
Misc	3,131	2,117	2891	1447
TOTAL	38,217	6,537	10158	4933

TDCC CENTER ATTENDANCE

	2019	2020	2021 YTD	2022 YTD
Seniors	3,842	436	428	744
Youth	13,222	2,735	5856	2895
Adult	8,144	726	2140	1443
Misc	269	-	58	63
TOTAL	25,477	3,897	8482	5145

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	97
Sand Volleyball	23	-	18	18
Kickball	16	-	4	4
Fall Softball	19	-	8	8
Volleyball 2021-2022	50	-	22	22
Basketball 2021-2022	7	-	7	7
Pickleball 2021-2022	6	-	-	7

ADULT INDIVIDUAL ENROLLMENT

	2019	2020	2021	2022
Start/Restart Tennis	-	-	-	-
Summer Softball	1,753	-	1,274	
Sand Volleyball	150	-	111	
Kickball	179	-	200	
Fall Softball	183	-	295	
Volleyball 2021-2022	326	-	104	104
Basketball 2021-2022	69	-	68	68
Pickleball 2021-2022	12	-	-	13

YOUTH INDIVIDUAL ENROLLMENT

	2019	2020	2021	2022
Youth Hoops 2021-2022	582	-	537	537
Youth Basketball Camp	17	-	80	
Spring Break BB Camp	12	-	-	
Fast Break BB Camp	-	-	-	
Kiddie Korner PG	77	47	60	45
Future PG	105	64	105	67
Play It Again PG	78	35	64	52
BIGS PG	89	60	68	49
Softball 4-11	138	16	26	10
Softball 12-14	43	7	-	4
Sand VB	46	-	45	21
PRCS Track and Field	161	-	-	
Snow Shark Ski & Board 2021-2022	42	37	51	52

