

**Director's Report**  
**Meeting Date: November 10, 2021**  
**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
- Root River Council Partnership Update

**Department Projects**

**In Progress:**

- Info Signs
- Softball Diamonds
- Playground Equipment: Case Harmon, Island, Hamilton, Harvey & Vidian/Cheska Parks
- Horlick Athletic Field Netting & Batting Cage
- Seal/Strip Boat Launch Parking Lot

**Complete:**

- Refinished MLK Center gym floor
- Cemetery Road Paving
- Wustum Parking Lot Repaving
- Seal/Strip Bryant Center Parking Lot
- Professional Services-Riverside Path Replacement
- Painting Skate Board Park
- Utility Marking
- Horlick Athletic Field Light Emergency Repair
- Professional Services-Horlick Athletic Field Building Upgrades
- Sand Wheelchair
- Outdoor Movie Equipment

**Parks**

- Store Stage on Wheels at County Fair Grounds
- Remove tennis court nets and have lights off by end of month
- Bring in picnic tables from parks, store at Rickeman
- Remove flowers and till beds
- Snow fence up at North Beach by the end of the month

- Close up all bathrooms for the season except Horlick Field by end of the month
- Tires up on Lockwood sledding hill by the end of the month, building maintenance to check hill lights

#### Forestry Division

- Crews removed 35 trees.
- Crews pruned 278 trees, with focus continuing on 'Zone 3 Cycle Pruning'
- Fall tree planting started on October 18 and 150 trees were planted during the month. Several hundred trees remain to be planted in November
- A contract for tree and stump removals in the cemeteries and golf courses was completed
- Crews responded to approximately 100 reports of down or hanging branches due to a wind advisory. Several trees also required removal

#### Recreation

##### Superintendent

- Coordination of Racine County Youth Sports Expo is ongoing weekly
  - PRCS is co-sponsor
  - Booth on Nov 13<sup>th</sup>, from 9:00 am. – 3:00 pm at Racine YMCA
    - Venue has changed from Racine Case
- Requisition approved to update Tyler Domer basketball standards & Chavez basketball cabling
  - Work to be done after youth hoops season
- Painting/staining approved for Bryant Game room wood paneling
- Working with Duncan Cortez on North beach signage inventory
  - Possible purchase of new inflatable rescue boat
- Community Center staff working on adding additional programming time in buildings
  - Additional CDBG funds becoming available to help offset costs
- Working on updating Community Center part time staff handbook

##### Adult Sports

- Finished Volleyball and Basketball schedules
- Finished Officials and Time/Scorer schedules
- Maintained contact with RUSD to ensure our reservations for volleyball courts
- Mailed out information for Pickle Ball league registration
- Fall Ball leagues
  - Tuesdays and Wednesdays
- Kickball leagues

- Mondays
- Volleyball leagues have started
  - Tuesdays, Wednesdays, & Thursdays
- Basketball league has started
  - Thursdays

#### Beach Guarding

- Closed for the season

### **Community Centers**

#### Bryant

- Pickle Ball Started
- Game Room
  - Final Stages of updates
  - Equipment has been ordered
- Feed America-mobile food program-10/12
  - Enough Food to Feed 250
  - 1<sup>st</sup> event fed 175
    - Remaining food given out following morning
      - 20 cases of left over bananas went to various senior housing units
  - Every second Tues. of the month
    - Next 11/9 from 3:30 p.m. to 5:30 p.m.

#### Cesar Chavez

- PRCS Youth Basketball Coaches Meeting on 10/20
  - Over 50 coaches attended
- PRCS Youth Basketball Practices started 10/25
- Public hearing (DPW) on Road Construction Project on 10/27
- Chavez as welcomed Jerstad Middle School on Fridays
  - School Staff brings a group of kids for some extra gym time that have met their weekly goals at school
- Working with Getoffthestreets.org
  - The Officer Wilson Project
    - Esports Club to the community center.
    - Logistics and Supplies will determine date (mid-Nov)
- Working with the Black Arts Council
  - Thanksgiving Giveaway Dinners (drive-thru pick-up)
  - TBA-November
- Racine County Youth Sports Committee
  - Planning for County Expo on Youth Sports

- 11/13 @ Case High School
- Racine Unified Collaboration Committee
  - Youth sports and after school activities

### Youth Activities

- PRCS Youth Basketball Practices started on 10/25
  - Held at all community centers and a few local schools
- Halloween Event-Fall Playground Program 10/19.
  - 60 children attended
- Monument Mash 10/30
- E-Gaming coming soon to
  - Cesar Chavez Community Center & Dr. John Bryant Community Center
  - Partnership with getoffthestreets.org
- Open Recreation at all community centers
  - After school hours

### Humble Park

- Youth Hoops started practices
  - Using Humble 4 nights a week
- Open Gym-Evenings
  - Numbers Increasing

### King Center

- Open Gym Session
  - Steady numbers (15-20) Mon-Fri afternoon
  - Attendance is still below pre-covid numbers
- Pickleball & Card Groups-returning
- Fall Playground Program
  - Haunted House 10/19
  - Youth from Bryant, Hantschel, Solbraa & King center attended
- Horlick Special Needs Group-Light Cleaning & Social Skills
  - Mon, Wed, Fri afternoons
  - Halloween gathering 10/22
    - Staff & Students from Park High & Gilmore Middle Schools
- Group Exercise Session-Friday Mornings
  - Over 15 people attended the first exercise group session 10/29
  - We are hoping they become a regular part of our schedule

### Upcoming:

- Snow Sharks Ski & Snowboard Club Enrollment continues
  - Information & Registration Session

- 11/10 Chavez Center 5:30-7:30pm
- Youth Hoops Basketball Program-Games Start 11/13
  - Bryant Center, Chavez Old & New gyms, Tyler-Domer Community Center
- Giving to the Nations-local non-profit
  - 11/13 Hygiene products giveaway 9a.m. – 12 p.m.
  - Frederick St. parking lot/Drive-thru event

### Tyler – Domer

- Park Panther Pals
  - Special Education Students social club
  - 50 students attended
- Youth Hoops started practices
  - Using TDCC 5 nights a week
- Pickleball-Drop-In
  - Began 10/25
  - \$2 per ticket

### Public Events in Our Facilities (10-1-2021 to 10-31-2021)

Date	Event	Location	Time
• 10/1	First Fridays – First Fridays, LLC	Monument Square	6 p.m.-10 p.m.
• 10/8-10/9	Root River Steelhead Open House	Lincoln Park	8 a.m.-5 p.m.
• 10/16	Racine Christian Reformed Church Clean-up	Lockwood Park	9 a.m.-12 p.m.
• 10/23	Make a Difference Day	Everywhere	All day
• 10/23	Renew 5K	Root River Pathway & Island Park	7:30 a.m.-12 p.m.
• 10/30	Monument Mash	Monument Square	2:00 p.m.-4:00 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

<b>NON Adopted locations</b>	<b>Aldersperson</b>
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

### **Marketing**

- We have 11 customers supporting PRCS through AmazonSmile.
- Monthly newsletter sent.
- Continuing to redesign the annual program book.
- Continuing website updates.
- Monument Mash was well attended.
- Day of the Dead event is the first week of November.
- Constant Contact Feedback:
  - Total emails sent: 2624
  - Opens by device
    - Mobile: 17.9%
    - Desktop: 82.1%
  - Open rate: 19.8% (674)
  - Click through rate: .3% (7)
  - Bounce rate: 2% (53)
  - Unsubscribe rate: .2% (6)

### **Community Partnerships Created**

- Honda has changed owners. Will need to see if still interested in sponsoring events.
- Reached out to participants of the banner program to renew – no responses yet.
- Partnered with getoffthestreets.org for gaming at Monument Mash

## **Social Media**

### **Facebook PRCS Page – October 4 – October 31 – changed their analytical data**

- Page Reach (# of people who had any posts from our page on their screen) 10,063
- Page Followers 6.3K

### **Facebook North Beach Page – October 7 – October 4 – changed their analytical data**

- Page Reach (# of people who had any posts from our page on their screen) 13,089
- Page Likes 3.7K

### **Instagram October 2 – October 31**

- 28 posts to date
- Profile Visits (# of times our profile has been viewed): 22
- Reach (# of unique accounts that have seen our posts): 314
- Impressions (total # of times all of our posts have been seen): 672
- # of Followers: 831
  - Racine: 53%
  - Milwaukee: 2.9%
  - Elmwood Park: 3%
  - Sturtevant: 2.5%
  - Caledonia: 15.5%
- Age Range of Followers:
  - 13-17 years: .4%
  - 18-24: 4.6%
  - 25-34: 18.9%
  - 35-44: 32.5%
  - 45-54: 26.5%
  - 55-64: 14.5%
  - 65+: 4.4%
- Gender of Followers:
  - Women: 64.2%
  - Men: 35.8%

### **Twitter**

- Waiting for access to Twitter