

**Director's Report**  
**June 8<sup>th</sup>, 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.*

**Department Projects**

- PRCS Project Update
  - HAF Baseball Netting/Batting Cage
    - Complete
  - Davies Park
    - Community Garden Fence Extension
      - Complete
    - Dog Park Fence Extension
      - Complete; Bench, Picnic Table & Dog Bag Dispenser
  - Hamilton Park Play Structure
    - Installed; Benches, Picnic Tables & Garbage Cans
  - Case Harmon Play Structure
    - Design & site visit scheduled for Tue., 6/14
  - Island Park
    - Play Structure
      - Installed; Benches, Picnic Tables & Garbage Cans
    - Tennis/Pickle Ball Courts
      - To be bid out in June for Fall Construction
    - Pavilion Rest Rooms
      - In design stage
  - Solbraa Park Shelter Addition
    - Out for bid
  - Cemetery Roads, Lockwood & Hamilton Park Pathways
    - To be bid out in June for Fall Construction
  - Park Service Parking Lot
    - To be bid out in June for Fall Construction
  - Permanent Zoo Pathway
    - To be bid out in June for a Fall project
  - North Beach
    - In design stage
  - Pershing/Meyers
    - In design stage

- Colonial Park to Island Park
  - Message boards have been ordered

## **Parks**

### Parks Division

- Start Employees for "Lockup"
- Adult Softball
  - 1st week of May
- North Beach snow fence
  - Remove beginning of the month
- Level beach
  - Hire Contractor
  - Middle of the month
- North & Zoo Beach
  - Ready to open by Memorial Day
    - Guard Stands, boats, matting, etc.
- Plant flowers
  - Monument Square by Memorial Day
- 2-4-D show places & athletic fields
- Tree planting
- Stage on Wheels
  - Prepare for the season
- Students Hiring
  - Start date end of this month
    - through beginning of June

### Forestry Division

- Spring tree planting-completed
  - approximately 750 trees were planted
- Pruned
  - 161 trees
- Removed
  - 51 trees
- Contractor finished removing stumps along streets
  - over 200 stumps were removed
  - parkways were restored grass seed
- Support stakes were added to or removed
  - 160 different trees

## **Recreation**

### Superintendent

- Racine Community Foundation Roundtable-5/12
  - Discuss "out of classroom" enrichment opportunities
  - Reps from different organizations were there to speak
- Bounce Back Events
  - Community Centers: Chavez-5/4,
  - Humble-5/7
  - Bryant-5/10
    - PRCS had booth
      - Passed out information on programs & job opportunities

- Water Safety-5/20
  - Held at City Hall
    - Discussed North Beach & surrounding area
  
- Lifeguard Supervisor meeting- 5/19
  - Held at Annex
  - Discussed upcoming season
  
- Lifeguard Orientation- 5/24
  - Held at Annex
    - Speakers included: Mayor Mason, RFD, RPD & Human Resources.
    - 4 guarded chairs is the goal starting on 6/4
      - North Beach will be the only guarded beach in SE Wisconsin on Lake Michigan, at this point due, to Lifeguard shortage
      - We are proud of efforts to recruit & retain Lifeguards in Racine
  
- Horlick Field Press Box-Carlson Roofing
  - Roof repairs completed
  
- North Beach Oasis
  - Tile repairs complete
- Racine County Meeting w/ other Municipalities
  - Formation of countywide website to promote youth sports, jobs, & youth activities.

#### Youth Activities

- New League: 7v7
  - High School football league for area High Schools
  - Provide off-season conditioning for student-athletes
  - Program schedule to run June-July
  
- PRCS Registered Summer Playground Program
  - Registration started 2/28
  - Program starts 6/20
  
- PRCS Youth Softball registration
  - T-Ball & Coach Pitch 2/28
  
- PRCS Youth Sand Volleyball registration
  - Started 2/28
  
- Traditional Playground Program
  - Extended to RUSD Summer School Site
  - Prep work has started to prepare for the program
  
- E-Gaming
  - Coming soon to Cesar Chavez Community Center & Dr. John Bryant Community Center
  - Partnership with [getoffthestreets.org](http://getoffthestreets.org)

- Open Recreation
  - All community centers after school hours

#### Adult Activities

- Softball is underway
- Umpire recruitment, hiring, & training
- Rescheduling make-up games & postponed games
- Attend Softball fields
  - Manage games
  - Field conditions
- June Umpire schedule
  - Completed
- Sand Volleyball Schedules- Finished
  - Mon, Tues, and Wed nights
- Sand Volleyball Schedules
  - Sent out

#### Community Centers

##### Bryant

- Feed America
  - 187 participants
    - Increased participation
      - Feed America will supply more food
- Bounce Back
  - Bryant Center had the most attendees compared to other centers
- Juneteenth Event
  - Planning is almost complete
  - Board worked hard in making this year's event a historical year
    - 1<sup>st</sup> COVID free national holiday

##### Chavez

- Jerstad Middle School
  - Fridays-School Staff brings a group of kids
    - Extra gym time for students that have met their weekly goals
- Teen Outreach (Pilot) Program
  - Racine Unified School District
    - Extended Learning Office
- Urban Arts & Music
  - Extension from RUSD program
    - Piano & Guitar Lessons
    - Lessons on Thursdays
      - Other days will be practice sessions w/music apps
- Professional Service Group (PSG)
  - RUSD School Liaisons

- Summer program to help with caseload of students
  - Program tentatively schedule for M-Th
    - We will collaborate to make this a success
- Safe haven
  - Girls on The Run
    - Popular program within our schools & other organizations
    - Provide "summer space"
      - 1-2 days /week
- Girl Scouts
  - Space for meetings
  - Lessons at our summer playground school sites
    - All lessons meet DPI curriculum standards
- Higher Expectations
  - Continue to hold monthly meetings
- Extended recreation hours & programs
  - Youth & Young Adults
- Racine Unified Committee Meeting
  - Collaboration on youth sports & after school activities.
  - Contract approved-Summer Playground Program
    - All 8 RUSD Summer School sites that are K-8th

#### Humble Park

- Bounce Back Racine-5/7
  - Success
- RUSD staff Meeting
  - Summer programming
- \*NEW\* Kiddie Korner (ages 4-6) site added
  - Humble Park

#### King Center

- Activities-Full Schedule
  - Pickle ball
  - Open gym
  - Game room
  - Book house time
  - Basketball practice
  - RUSD
  - NA Meetings
  - Senior fitness
  - Zumba
  - Black Nurses Meetings
  - Racine County
    - "Starts Now" program
- Julian Thomas 5/11
  - Walking School bus

- Led by COP officers-Simon and Smith
- (16) students to the Wustum Museum class at the King
  - Student collected rocks from our "yard" and turned them into art
- Upcoming events
  - Video gaming 6/1
  - Girl Scouts
    - Middle/H.S. girls
    - "Cookie and Conversation"-6/1
    - "Make New Friends"- 6/7
      - Thursdays in July
  - Hygiene giveaway 6/4
    - 10am-12pm
    - club/gameroom
  - Boy Scouts
    - "Weird Science" program
    - Jun-Aug timeline
    -
- North/Zoo beach lifeguards
  - Supplies & apparel-complete

Tyler – Domer

- Playground supervisors
  - started working
  - planning an awesome summer for the kids
- High school sports
  - winding down
  - Parks Service Crew did a great job keeping up with the demands & needs of RUSD
    - Bad weather this Spring
    - Thanks to all of them!
- RUSD staff meetings
  - summer programming

## Public Events & Volunteer clean-ups in Our Facilities (05-01-2022 to 05-31-2022)

Date	Event	Location	Time
• 5-1-2022	First Fridays	Monument Square	4 p.m. to 9 p.m.
• 5-7-2022	Gilmore Fine Arts Park Clean-up	Lincoln Park	9 a.m. to 11 a.m.
• 5-10-2022	Racine County Law Enforcement Memorial Ceremony	Hantschel Park	10 a.m. to 12 p.m.
• 5-14-2022	RPL Spring Literacy Festival	Provided generator, tables	10 a.m. to 12 p.m.
• 5-14-2022	Salmon Unlimited Mini Fishing Tournament	Boat Launch Pavilion	11 a.m. to 6 p.m.
• 5-24-2022	Racine Christian School Park Clean-up	Lockwood Park	9 a.m. to 11 a.m.

## Adopt-A-Park Program

Adopted locations	Adoptee	Aldersperson
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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 12 customers supporting PRCS through AmazonSmile.
- Donations received in May \$15.63
- Monthly newsletter sent.
- Information book is nearly completed. Just needs updated photos.
- Continuing website updates.
- Attended Bounce Back Resource Fairs
- Constant Contact Feedback:
  - Total emails sent: 2,386
  - Opens by device
    - Mobile: 4.2%
    - Desktop: 95.8%
  - Open rate: 42.9% (1,032)
  - Click through rate: .8% (19)

- Bounce rate: .7% (16)
- Unsubscribe rate: .2% (4)

### **Community Partnerships Created**

- Budd Van Lines sponsored 7V7 for \$3,000.

### **Social Media**

#### Facebook PRCS Page – May 4 – May 31 – changed their analytical data

- Page Reach (# of people who had any posts from our page on their screen) 9,452
- Page Visits 1,530
- New Followers 47
- Page Followers 6,556

#### Facebook North Beach Page – May 4 – May 31 – changed their analytical data

- Page Reach (# of people who had any posts from our page on their screen) 153
- Page Visits 4,320
- New Followers 23
- Page Followers 4,011

#### Instagram May 2 – May 31

- 267 posts to date
- Profile Visits (# of times our profile has been viewed): 29
- Reach (# of unique accounts that have seen our posts): 178
- # of Followers: 925
  - 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: 60
  - Directions: 48
  - Website visits: 216
  - Profile views: 1,397
    - Google search: 61% mobile 30% desktop
    - Google maps: 6% mobile 3% desktop
  - Searches:
    - Top 3 Search Terms: racine park and rec, racine parks and rec, racine parks
  
- Martin Luther King Jr. Community Center
  - Phone calls: 27
  - Directions: 70
  - Website visits: 21
  - Profile views: 1,213
    - Google search: 56% mobile 27% desktop
    - Google maps: 10% mobile 7% desktop
  - Searches:
    - Top 3 Search Terms: king center, the king center, martin luther king center
  
- Dr. John Bryant Community Center
  - Phone calls: 98
  - Directions: 109
  - Website visits: 52
  - Profile views: 1,139
    - Google search: 58% mobile 25% desktop
    - Google maps: 12% mobile 5% desktop