

**Director's Report**  
**July 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.*

**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

- Prep for Juneteenth Day
- Prep for Light House Run
- Clean dead end streets by Jones Street, 17<sup>th</sup> Street dead end, Frank Street
- All Playground Programs begin around the 15<sup>th</sup> of the month
- Do Hill Mowing at the end of the month
- Parade Route – Prune trees
- Check all flags before the 4<sup>th</sup> of July
- Begin work on City budgets

### Forestry Division

- 186 trees were pruned
- 121 trees were removed, 20 of which were associated with road construction projects
- 93 trees had support stakes added or removed
- Our annual city-wide tree removal survey started, we will finish in early July
- Crews responded to 40 reports of branches hanging or down due to winds
- Emerald ash borer treatments were started – 528 trees were treated and 86 trees remain to be treated in July

## **Recreation**

### Superintendent

- North Beach Signage-6/16
  - Installed-more to come
  - County & City partnered
- Main Gallery
  - Application for Funding 2023
- Zoo Beach-Guarding
  - Start 6/25
    - Sat & Sun 10 a.m. – 5:30 p.m.
- MLK Director-Interviews
  - Current Director-Retires 7/22
  - Great Candidates-Tough Decision
- “Put the Guns Down” Program
  - PRCS working with Isaiah Lambert
    - Basketball Games
      - League for young adults/adults
      - Sundays-Dream Court (Roosevelt Park)

- Recreation Staff
  - Working with many new proposals for programming

#### 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
    - Strong attendance of spectators
- PRCS Registered Summer Playground Program
  - Program started 6/20
  - Registered, Traditional, RUSD Sites
    - Serves over 1,000 kids daily
- PRCS Youth Softball
  - Collaboration with Mt. Pleasant
    - T-Ball & Coach Pitch
      - In "Full Swing"
- PRCS Youth Sand Volleyball
  - Mon/Wed/Fri
    - 6<sup>th</sup>-12<sup>th</sup> grade
    - 70 kids registered
- Lake FX Games-7/23
  - Prep work for event
    - Pershing Skate Park
- Movies in the Park Series
  - 7/7- Solbraa Park
- Open Recreation
  - All community centers after school hours

#### Adult Activities

- Managing Softball Games (SUN-FRI)
  - Sticker Bats
  - Enter Standings
- Managing Softball & Umpire Schedules
  - Recruiting Umpires
- Entering Payroll-PT Employees
- Sand Volleyball-6/6
  - Games- MON-WED
    - 6 & 7 PM
- Updating Fall Flyers & Handbooks

## Community Centers

### Bryant

- No Report Provided for June

### Chavez

- 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)-6/13
  - RUSD School Liaisons
    - Summer program to help with caseload of students
    - Program scheduled for M-Th
      - We will collaborate to make this a success
- Safe Haven
  - Girls on The Run
    - 25-30 girls attend
      - Tues & Thurs
    - Provide "summer space"
      - Lunch, Activities, etc.
- Girl Scouts
  - Space for meetings
  - Lessons at our summer playground school sites
    - All lessons meet DPI curriculum standards
- Extended recreation hours & programs
  - Youth & Young Adults
- Public Hearing-6/21
  - Street Projects
    - WI-DOT & DPW

### Humble Park

- Playground Programs-4
  - Lockwood-4 programs completely FULL
  - \*NEW\* Kiddie Korner (ages 4-6) site added
    - Humble Park
    - Increased numbers with change in park (from Pierce Woods)

### King Center

- Numbers
  - Down 1<sup>st</sup> 2 weeks
  - Back Up 2<sup>nd</sup> 2 weeks
    - Expanded Elementary/Middle school-Staff Hours
    - More creative with programing
      - Expanded arts & crafts
      - Low intensity games
      - Snack time

- Faith, Hope & Love Charity Donation
  - Over 30 Barbie, Action & super Hero Dolls
    - Using for Book House Program
- RUSD Special Needs Group
  - Resumed Programming
- RUSD Bridge Program
  - Rotating with other centers
- Girl Scouts
  - Starts 7/7
  - 3-4p.m.
  - Through 7/28
- AAU Traveling Basketball
  - Practice Mon-Thur
- Senior Fitness
  - 3 days a week
    - 9a-10:30 a.m.
- STARTS Now Program
  - Find & Secure rewarding jobs
    - Wed 2-6 p.m.
- Hosted Events for Mayor's Office
  - Mental Health Listening
  - Q&A
    - 7/28 6p-7 p.m.

#### Tyler – Domer

- Officer Simon-Spoke
  - Keep kids/leaders safe at Parks
- Playground Program-6/20
  - Traditional Program back
  - Lunch
    - Serving 30 lunches/day
- Tutoring
  - Mon-Thurs
    - 15 kids
- Extended Learning-RUSD
  - Troubled youth
    - Breakfast, activities, playground program

### Public Events & Volunteer clean-ups in Our Facilities (06-01-2022 to 06-30-2022)

Date	Event	Location	Time
• 6/1/2022	DRC Bags League	Monument Square	6 p.m. – 9 p.m.
• 6/3/2022	First Fridays	Monument Square/Crosswalk Park	4 p.m. – 9 p.m.

• 6/4-5/2022	All in Volleyball Beach Tournament	North Beach Volleyball Courts	8 a.m. – 5 p.m.
• 6/4/2022	Fishing Tournament	Pershing Boat Launch	12 p.m. – 5 p.m.
• 6/4/2022	A'Kari Fashion Show	Monument Square	5 p.m. – 7 p.m.
• 6/8/2022	DRC Bags League	Monument Square	6 p.m. – 9 p.m.
• 6/11/2022	Strength in Her Stride	Lake Michigan Pathway	7 a.m. – 9 a.m.
• 6/15/2022	DRC Bags League	Monument Square	6 p.m. – 9 p.m.
• 6/17/2022	Music on the Monument	Monument Square	4 p.m. – 9 p.m.
• 6/18/2022	Saturday Sounds on the Square	Monument Square	4 p.m. – 7 p.m.
• 6/17-19/2022	Great Lakes Watercross	North Beach	9 a.m. – 4 p.m.
• 6/22/2022	DRC Bags League	Monument Square	6 p.m. – 9 p.m.
• 6/24/2022	Music on the Monument	Monument Square	4 p.m. – 9 p.m.
• 6/25/2022	Lighthouse Run	Monument Square	5 a.m. – 1 p.m.
• 6/25/2022	Saturday Sounds on the Square	Monument Square	3 p.m. – 9 p.m.
• 6/26/2022	All In Volleyball Beach Tournament	North Beach Volleyball Courts	8 a.m. – 5 p.m.
• 6/29/2022	DRC Bags League	Monument Square	6 p.m. – 9 p.m.
• 6/30/2022	Racine Harbor Market	Monument Square	4:30 p.m. – 7:30 p.m.

## Upcoming Public Events & Volunteer clean-ups in Our Facilities (July 2022)

Date	Event	Location
7/1/2022	First Fridays	Monument Square/Crosswalk Park
7/1/2022	Music on the Monument	Monument Square
7/2/2022	All in Volleyball Beach Tournament	North Beach Volleyball Courts
7/2/2022	Saturday Sounds on the Square	Monument Square
7/3/2022	Fourth Fest Fundraiser	Monument Square
7/4/2022	Fourth Fest VIP & Fireworks	North Beach/Barker Street Lot
7/8/2022	Music on the Monument	Monument Square
7/9/2022	Saturday Sounds on the Square	Monument Square
7/9/2022	North Beach 5K	Lake Michigan Pathway
7/9/2022	Family Fun in Island Park	Island Park
7/10/2022	All in Volleyball Beach Tournament	North Beach Volleyball Courts
7/13/2022	DRC Bags League	Monument Square
7/15/2022	125th Anniversary Block Party	Racine Library
7/15/2022	Music on the Monument	Monument Square
7/16/2022	Saturday Sounds on the Square	Monument Square
7/16-17/2022	AVP Volleyball	North Beach Volleyball Courts
7/20/2022	DRC Bags League	Monument Square
7/22-24/2022	Pro Watercross Tour	North Beach
7/22/2022	Music on the Monument	Monument Square
7/23/2022	Saturday Sounds on the Square	Monument Square
7/27/2022	DRC Bags League	Monument Square
7/28/2022	Racine Harbor Market	Monument Square
7/29/2022	Music on the Monument	Monument Square

7/30/2022	Saturday Sounds on the Square	Monument Square
7/30-31/2022	JVA Volleyball	North Beach Volleyball Courts

## 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

## Public Events In Our Facilities (from date of current meeting to end of next month)

- Harbor Market 6/30; 7/28

## Marketing

- We have 12 customers supporting PRCS through AmazonSmile.
- Donations received in May \$15.63
- Monthly newsletter sent.
- Information is nearly completed. Just needs updated photos.
- Continuing website updates.
- Purchased 10 x 10 tent & retractable banner for events.

- Developing a plan to use Google more for promoting.
- Constant Contact Feedback:
  - Total emails sent: 2,347
  - Opens by device
    - Mobile: 3.9%
    - Desktop: 96.1%
  - Open rate: 41.8% (977)
  - Click through rate: 1.2% (29)
  - Bounce rate: .5% (12)
  - Unsubscribe rate: .1% (3)

## **Community Partnerships Created**

### **Social Media**

#### Facebook PRCS Page – June 6 – July 3 – changed their analytical data

- Post Reach 21,976
- Post Engagement 8,932
- New Followers 68
- Page Followers 6,617
- Reactions 922
- Comments 139
- Shares 167
- Photo Views 3,763
- Link Clicks 219

#### Facebook North Beach Page – June 6 – July 3 – changed their analytical data

- Post Reach 1,018
- Post Engagement 17,920
- New Followers 164
- Followers 4,178
- Reactions 3
- Comments 1
- Shares 2
- Photo Views 9,767
- Link Clicks 35

#### Instagram June 5 – July 4

- 267 posts to date
- Profile Visits (# of times our profile has been viewed): 36
- Reach (# of unique accounts that have seen our posts): 285
- Post Interactions: 52
- # of Followers: 955
  - Racine: 47%
  - Caledonia: 12%

- Kenosha: 4.7%
  - Milwaukee: 2.6%
  - Sturtevant: 2.8%
- Age Range of Followers:
  - 13-17: .5%
  - 18-24: 5.2%
  - 25-34: 19.5%
  - 35-44: 32.2%
  - 45-54: 26.2%
  - 55-64: 11.6%
  - 65+: 4.3%
- 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: 157
  - Directions: 46
  - Website visits: 270
  - Profile views: 1,618
    - Google search: 68% mobile 25% desktop
    - Google maps: 6% mobile 0% desktop
  - Searches:
    - Top 3 Search Terms: racine park and rec, racine parks and rec, racine parks
- Martin Luther King Jr. Community Center
  - Phone calls: 41
  - Directions: 66
  - Website visits: 14
  - Profile views: 1,131
    - Google search: 56% mobile 22% desktop
    - Google maps: 14% mobile 8% desktop
  - Searches:
    - Top 3 Search Terms: king center, the king center, martin luther king center
- Dr. John Bryant Community Center
  - Phone calls: 165
  - Directions: 327
  - Website visits: 92
  - Profile views: 1,830
    - Google search: 61% mobile 21% desktop
    - Google maps: 15% mobile 4% desktop