

Director's Report
August 10, 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 - Completed

- HAF Baseball Netting/Batting Cage
- Davies Park
 - Community Garden Fence Extension
 - Dog Park Fence Extension
- Hamilton Park Play Structure
- Island Park Play Structure
- NW Humble Diamond Regrade

Department Projects – Out for Bid

- Island Park Tennis/Pickleball Courts
- Cemetery Roads Paving
- Lockwood Park Pathways Paving
- Hamilton Park Paving
- Park Service Parking Lot Paving
- Island North/South Park Diamond Regrade
- Lockwood Park Diamond Regrade

Department Projects – Preparing for Bid

- Solbraa Park Shelter
- Permanent Zoo Pathway

Department Projects – Design Stage

- Island Park Shelter Rest Room Upgrades
- Island Park Dog Park
- Case Harmon Play Structure

2023 Budget Outline

Lakefront Project Update

Root River Parks Update

Cemetery

- Grounds, Burial & Snow Removal – Contract Update
- Additional Burial Opportunities – Graceland & Mound
- Rules & Regulations – Revision for 2023
- Revenue Update

Parks

Parks Division

- Fourth Fest set up of VIP area
 - Janes School, Muni Band chairs to float
- Set up of Pro Volleyball tournament
 - North Beach
- Salmon-a-Rama sometime during the month
 - extra trash pick up
- Flail mow paths
 - Colonial, Johnson Park, and Dog Park
- Prep Horlick Field for football
 - nets up, check scoreboard, PA system, lights
- Hill mowing end of the month
- Students done by the end of the month

Forestry Division

- 346 trees were pruned
- 231 trees were removed,
 - Half dozen associated with storm damage
- 46 trees had support stakes added or removed
- Crews responded to 100 reports of branches hanging or down due to winds
- Emerald ash borer treatments
 - Last 84 ash trees on this year's list were treated to protect against emerald ash borer
 - 612 total trees were treated this year

Recreation

Superintendent

- Lifeguarding
 - North Beach
 - Staff continues to see large numbers of visitors
 - Guards work 7 days/wk from 10a- 6p
- Zoo Beach
 - Guarded Sat & Sun from 10a-6p
- Guards return to college week of 8/22
 - Season will wind down
- *NEW* MLK Community Center Supervisor
 - Tray Allen
 - Tray comes with many years of experience in various positions in the Community.
 - We are excited to have him on our team
- Racine Library & MIS

- Public Access Computers to Community Centers
 - Hope to have them in place by start of School Year
- National Night Out-8/2
 - All Centers (Bryant at Hamilton Park)
- Voting-8/9
 - At Community Centers (except MLK)
- Bleacher Inspections
 - Community Centers & Horlick Athletic Field
- RUSD Collaborations
 - Plans for the Fall with Elementary & Middle School students

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
 - Program ended 7/18-ran 6 weeks
 - Thank you Sponsors: Racine Raiders, Buddvanlines, Cratus Sports
- PRCS Registered Summer Playground Program
 - Program runs 6/20-8/19
 - Registered, Traditional, RUSD Sites
 - Serves over 1,000 kids daily
 - RUSD Sites End 7/28
- PRCS Youth Softball
 - Collaboration with Mt. Pleasant
 - T-Ball & Coach Pitch
 - In "Full Swing"
- PRCS Youth Sand Volleyball
 - Mon/Wed/Fri
 - 6th-12th grade
 - 70 kids registered
- Lake FX Games-Held on 7/23
 - Pershing Skate Park
 - Over 75 Participants
 - BMX, Skateboard, Scooter Competition
 - Sponsors: Gateway Tech, Warren Industries, Safe Haven, Belle City Skateboard Shop, Racine PD-Officer Gordon
- Movies in the Park Series
 - 7/7- Solbraa Park
 - 7/12-Matson Park
 - Both had strong attendance-about 350 guests
- Fall/Winter Youth Hoops (Basketball) League

- Registration Starts-8/8
- RUSD Extended Learning-Prep Work
 - Basketball Skills & Drills
 - 7v7 Middle School Football
- 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-Maintain Schedules
 - Games- MON-WED
 - 6 & 7 PM
- Fall Softball & Kickball Registration
 - 7/11-8/5
- Order Plaques
 - 7/11-8/5

Community Centers

Bryant

- No Report Provided for July

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)-Started 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
- RUSD Extending Learning
 - Fall Programing

Humble Park

- Playground Programs-4
 - Playground numbers are the best they have been
 - Leaders are doing great
- RADD used our center for their carwash.

King Center

- Numbers
 - Down 1st 2 weeks
 - Back Up 2nd 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

- Milwaukee Zoo Field Trip
 - 200 playground participants
 - Success!
- Fall High School Sports-Prep
- Old Timers Tournament
 - Planning & Execution
 - 1st time at Horlick Field
 - Old Timers were very happy!
- Playground Season
 - High number of attendees has caused challenges
 - 2 weeks left

Public Events & Volunteer clean-ups in Our Facilities (07-01-2022 to 07-31-2022)

Date	Event	Location	Time
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 book is nearly completed. Just needs updated photos.
- Continuing website updates.
- Developing a plan to use Google more for promoting.
- Constant Contact Feedback:
 - Total emails sent: 2,344
 - Opens by device

- Mobile: 2.8%
- Desktop: 97.2%
- Open rate: 41.5% (967)
- Click through rate: .5 (12)
- Bounce rate: .6% (12)
- Unsubscribe rate: 0% (0)

Community Partnerships Created

- Re-established the partnership with the National Guard

Social Media

Facebook PRCs Page – July 4 – July 31 – changed their analytical data

- Page Reach 39,183
- Post Engagement 11,814
- New Followers 156
- Page Followers 6,761
- Reactions 1,312
- Comments 159
- Shares 239
- Photo Views 4,871
- Link Clicks 126

Facebook North Beach Page – July 4 – July 31 – changed their analytical data

- Page Reach 117,742
- Post Engagement 22,502
- New Followers 189
- Followers 4,349
- Reactions 6
- Comments 8
- Shares 2
- Link Clicks 165

Instagram July 2 – July 31

- 267 posts to date
- Profile Visits (# of times our profile has been viewed): 90
- Reach (# of unique accounts that have seen our posts): 305
- Post Interactions: 75
- # of Followers: 967
 - Racine: 48.1%
 - Caledonia: 11.8%
 - Kenosha: 5.2%
 - Milwaukee: 2.7%
 - Sturtevant: 2.2%
- Age Range of Followers:
 - 13-17: .5%

- 18-24: 5.1%
- 25-34: 19.1%
- 35-44: 32.3%
- 45-54: 26.9%
- 55-64: 11.4%
- 65+: 4.4%
- Gender of Followers:
 - Women: 70.5%
 - Men: 29.4%

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: 86
 - Directions: 26
 - Website visits: 185
 - Profile views: 1,224
 - Google search: 66% mobile 23% desktop
 - Google maps: 9% 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: 35
 - Directions: 49
 - Website visits: 13
 - Profile views: 906
 - Google search: 61% mobile 21% desktop
 - Google maps: 12% mobile 6% desktop
 - Searches:
 - Top 3 Search Terms: king center, the king center, martin luther king center
- Dr. John Bryant Community Center
 - Phone calls: 132
 - Directions: 89
 - Website visits: 63
 - Profile views: 1,273
 - Google search: 64% mobile 20% desktop
 - Google maps: 11% mobile 4% desktop