

**Director's Report
October 12, 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 – Scheduling Start Dates

- 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 – Out 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

- North Beach and Zoo Beach close right after Labor Day (Remove Guard stands, boats, matting, etc.)
- Finish up any seeding before the 15th of the month
- Aerate large Parks and athletic fields
- Picnic areas close at the end of the month

- Do final Hill Mowing at the end of the month
- 2-4-D showplaces
- Close up ball diamond nets for the year
- Street tree survey
- Lockup people done for the season
- Fix problem areas on ball diamonds

Forestry Division

- 415 trees were pruned
- 201 trees were removed
- 369 trees had support stakes added or removed
- Crews responded to an estimated 100 reports of branches hanging or down due to winds
- 11 stumps were removed at the cemeteries and/or Wustum Museum

Recreation

Superintendent

- Parkside Sports Career Day-10/7
 - Recreation Staff Attending
 - Promote jobs: Officials, Umpires, Lifeguards
- Replacements
 - Bryant Basketball Standards
 - Main Court
- New MLK Center/Health Center
 - Focus Group Meetings
 - 10/14 & 10/28
- MOU-RUSD/PRCS
 - In Process-Spring 2023
- North Beach Policies/Procedures-2023
 - Collaboration with Beach Supervisor
 - Future Training Opportunities

Youth Activities

- Fall/Winter Youth Hoops (Basketball) League
 - Registration-ends 10/7
 - Grades 1-4-online 8/1
 - Grades 5-8-in person-Chavez Center 8/23,8/25,8/29 & 8/31
 - 612 registered as of 10/4
 - Leagues, Teams, Schedules in progress
- Court In Session-Youth Basketball Camp
 - New this year-collaboration with RUSD Extended Learning
 - 10/22 & 11/5
 - Grades 1-8
 - 4 sessions-max of 240 students can enroll
- Open Recreation
 - All community centers after school hours

Adult Activities

- Recruiting
 - Volleyball officials, & Basketball officials

- Maintaining games statues, officials, standings
 - Fall Ball, Kickball
- Checking supplies for Volleyball & Basketball
- Kickball in process
- Fall ball & Co-ed Fall ball
 - In process
- Indoor Volleyball & Basketball
 - Registration started

Community Centers

Bryant

- Feed America
 - 178 attendees
- Chavez
- Hispanic Round Table & Heritage Banquet
 - Held on 9/16
 - Guest Speakers & 150 attendees
- Extended recreation hours & programs
 - Youth & Young Adults
- New Public Access Computers
 - 2 computers for public use
- RUSD Extending Learning
 - Fall/Spring Programing
 - Teen Outreach Program
 - Started 9/15/22
- Urban Arts & Music Program-TBA
 - Free piano & guitar lessons
 - RUSD working on staffing

Humble Park

- RADD
 - Carwash

King Center

- Attendance Numbers-consistent
- Open Recreation & Staff Hours
 - Hours adjusted for month of Sept (1 extra hour)
- Horlick High school
 - Program resumed
- Kingdom Builders
 - 400 snacks & drinks were donated
 - Receive about 100 per week
- Youth at Risk
 - After School Program
 - Began 9/6
 - 20 students registered
- 21st Century School
 - Girls Basketball Practices
- Senior Fitness

- 3 days/week
- 9a-10:30a
- Pickleball
 - M-F
 - 9a-12p
- RKCAA & Gary Cotton Donation
 - 67 bags of hygiene products
 - Nectarines
 - Donations went to seniors, families and immediate neighborhood

Tyler – Domer

- Fall sports
 - High Schools
 - Using Pershing & Horlick Athletic Field
 - Raiders Finished (8/27)

Public Events & Volunteer clean-ups in Our Facilities (9-01-2022 to 9-30-2022)

Date	Event	Location	Time
• 9/2/2022	First Fridays	Monument Square	4 p.m. – 9 p.m.
• 9/10/2022	Root River 5K & Bark in the Park	Island Park/RR Pathway	6 a.m. – 5 p.m.
• 9/10/2022	Salmon Unlimited Mini Fishing Tournament	Pershing Boat Launch Pavilion	12 p.m. – 5 p.m.
• 9/16/2022	North Beach Clean-up	North Beach	9 a.m. – 12 p.m.
• 9/17/2022	Pound the Pavement	Lake Michigan Pathway	8:30 a.m. – 1 p.m.
• 9/17/2022	Party on the Pavement	Monument Square	12 p.m. – 7 p.m.
• 9/29/2022	Racine Harbor Market	Monument Square	4:30 p.m. – 7:30 p.m.
• 9/29/2022	Walk a Mile in Her Shoes	Sam Johnson Parkway	3:30 p.m. – 7 :30 p.m.

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

Date	Event	Location	Time
• 10/7/2022	First Fridays	Monument Square	4 p.m. – 9 p.m.
• 10/8/2022	Root River Steelhead Facility Open House	Lincoln Park	8 a.m. – 5 p.m.
• 10/21/2022	MAKE A DIFFERENCE DAY		
• 10/15/2022	Volunteer Clean-up	Lockwood Park	9 a.m. - 12 p.m.
• 10/21/2022	North Beach Clean-up	North Beach Kid's Cove	9 a.m. – 12 p.m.
• 10/21/2022	Volunteer Clean-up	Samuel Myer's Park	9 a.m. – 12 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
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 September \$15.13
- Monthly newsletter sent.
- Information book is completed.
- Continuing website updates.
- Developing a plan to use Google more for promoting.
- 10' Tent with our logo for recreation received
 - Constant Contact Feedback:
 - Total emails sent: 2,336
 - Opens by device
 - Mobile: 1.9%
 - Desktop: 98.1%
 - Open rate: 41.5% (959)
 - Click through rate: .4 (10)
 - Bounce rate: 1% (23)
 - Unsubscribe rate: .2% (4)

Community Partnerships Created

Social Media

Facebook PRCS Page – September 5 – October 2 – changed their analytical data

- Page Reach 11,858
- Post Engagement 1,835

- New Followers 112
- Page Followers 6,997
- Reactions 107
- Comments 20
- Shares 24
- Photo Views 65
- Link Clicks 635
- Page Visits 1,825

Facebook North Beach Page – September 5 – October 2 – changed their analytical data

- Page Reach 32,040
- Post Engagement 4,768
- New Followers 117
- Followers 4,626
- Reactions 4
- Comments 0
- Shares 0
- Link Clicks 11
- Page Visits 2,643

Instagram September 3 – October 2

- 279 posts to date
- Profile Visits (# of times our profile has been viewed): 24
- Reach (# of unique accounts that have seen our posts): 22
- # of Followers: 987
 - Racine: 48.6%
 - Caledonia: 12.2%
 - Kenosha: 5.2%
 - Milwaukee: 3%
 - Sturtevant: 2.3%
- Age Range of Followers:
 - 13-17: .5%
 - 18-24: 5.2%
 - 25-34: 19.2%
 - 35-44: 32.1%
 - 45-54: 26.7%
 - 55-64: 11.3%
 - 65+: 4.7%
- Gender of Followers:
 - Women: 70.8%
 - Men: 29.1%

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: 61
 - Directions: 48
 - Website visits: 111
 - Profile views: 924
 - Google search: 62% mobile 29% desktop
 - Google maps: 7% 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: 30
 - Directions: 50
 - Website visits: 13
 - Profile views: 830
 - Google search: 52% mobile 27% desktop
 - Google maps: 13% mobile 8% desktop
 - Searches:
 - Top 3 Search Terms: king center, the king center, martin luther king center
- Dr. John Bryant Community Center
 - Phone calls: 67
 - Directions: 91
 - Website visits: 32
 - Profile views: 866
 - Google search: 60% mobile 20% desktop
 - Google maps: 14% mobile 5% desktop