

**Director's Report**  
**November 16, 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
- Cemetery Roads Paving
- Island North/South Park Diamond Regrade
- Lockwood Park Diamond Regrade

**Department Projects – In Construction Stage**

- Island Park Tennis/Pickleball Courts
- Lockwood Park Pathways Paving
- Hamilton Park Paving

**Department Projects – Pushed to Spring of 2023**

- Park Service Parking Lot Paving

**Department Projects – Out for Bid**

- Island Park Shelter Rest Room Upgrades

**Department Projects – Bid Approval Stage**

- Permanent Zoo Pathway
- Island Park Dog Park
- Case Harmon Play Structure

**2023 Budget Update**

**Cemetery**

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

**Parks**

**Parks Division**

- 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**

- 366 trees were pruned
- 49 trees were removed
- 21 trees had support stakes added or removed
- Crews responded to an estimated 25 reports of branches hanging or down due to wind
- Fall tree planting started – 191 trees were planted during October. Fall tree planting will continue into November.
- An arborist resigned to accept a supervisory position with a local government organization. A long seasonal laborer also resigned for a permanent position with a local municipality.

## **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
    - Practices started 10/24
    - League Officially Started
- 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
- Snow Sharks Ski Program
  - Prep Work
    - Registration 11/3
- 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

### Chavez

- Fire Prevention Event
  - RUSD Family Engagement Office
- ACE Program (Afterschool Centers on Education)
  - Afterschool Eats
  - Chavez is a hub for FINAO
    - Provides light snacks & meals to youth after school
      - Positive impact on youth
- 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-9/15
- RUSD Grant
  - Applying for afterschool programming grant
- Urban Arts & Music Program-TBA

- Free piano & guitar lessons
- RUSD working on staffing
- RUSD-Basketball Clinic
  - Free youth basketball clinics
    - 10/22 & 11/2
    - 85 students in attendance

#### Humble Park

- PRCS youth hoops practices start
- Beginner Pickleball starting up Monday - Friday

#### King Center

- Attendance Numbers-consistent
- Open Recreation & Staff Hours
  - Hours adjusted for month of Oct
    - Accommodating Youth Hoops (MWF) & Soccer (T&TH)
- Horlick & Park High School
  - Halloween Party-Special Needs Students
- Kingdom Builders
  - 400 snacks & drinks were donated
    - Receive about 100 per week
- Youth at Risk
  - After School Program
  - Began 9/6
    - 30 students registered (up from last month)
- Neighborhood Clean-Up
  - 10/8
  - Led By: Nakeyda Haymer
    - Violent Crime Reduction Coordinator
- Senior Fitness
  - 3 days/week
  - 9a-10:30a
- Pickleball
  - M-F
  - 9a-12p
- Racine Championship Wrestling-10/29
  - Halloween themed event & costume contest

#### Tyler – Domer

- PRCS Youth hoops
  - Practices starting
- Panther Pals
  - Participating at TDCC
- Evening Pickleball
  - Started back up for the winter
- Mayor's community outreach
  - Used center for informational hand out

## Public Events & Volunteer clean-ups in Our Facilities (10/01-10/31/22)

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	<b>MAKE A DIFFERENCE DAY</b>		
• 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.

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

Date	Event	Location	Time
• 11/5/2022	Tony for Wisconsin	John Bryant Center	9 a.m. – 2 p.m.
• 11/12/2022	Christmas Parade	Monument Square	3:30 p.m. – 10 p.m.
• 11/24/2022	5K-Turkey Trot	Lake Michigan Pty	7 a.m. – 12 p.m.
• 11/26/2022	5k-Left Over Run/Walk	Lake Michigan Pty	8 a.m. -12 p.m.
• 11/26/2022	Nativity-Set Up	Monument Square	9 a.m. – 11 a.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

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

- 11/6 Day of the Dead

### **Marketing**

- We have 12 customers supporting PRCS through AmazonSmile.
- Donations received in September \$15.13
- Monthly newsletter sent.
- Information book is being re-worked.
- Continuing website updates.
- Google Business being used more for promoting.
- Looking into table skirting for community centers & administration
- Constant Contact Feedback:
  - Total emails sent: 2,328
  - Opens by device
    - Mobile: 1.8%
    - Desktop: 43.2%
  - Open rate: 43.2% (959)
  - Click through rate: .2 (10)
  - Bounce rate: .8% (18)
  - Unsubscribe rate: .1% (3)

### **Community Partnerships Created**

### **Social Media**

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

- Page Reach 24,428
- Post Engagement 2,286
- New Followers 64
- Page Followers 7,043
- Reactions 243
- Comments 38
- Shares 92
- Photo Views 1,156
- Link Clicks 100
- Page Visits 1,825

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

- Page Reach 8799
- Post Engagement 702
- New Followers 34
- Followers 4,626
- Reactions 0
- Comments 0
- Shares 0



- Link Clicks 11
- Page Visits 201

#### Instagram October 2 – October 31

- 279 posts to date
- Profile Visits (# of times our profile has been viewed): 23
- Reach (# of unique accounts that have seen our posts): 22
- # of Followers: 995
  - Racine: 45.2%
  - Caledonia: 12.7%
  - Kenosha: 5.4%
  - Milwaukee: 3.2%
  - Sturtevant: 2.1%
- Age Range of Followers:
  - 13-17: .4%
  - 18-24: 5.2%
  - 25-34: 19.6%
  - 35-44: 31.6%
  - 45-54: 26.2%
  - 55-64: 11.8%
  - 65+: 4.9%
- Gender of Followers:
  - Women: 70.9%
  - Men: 29.1%

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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: 48
  - Directions: 31
  - Website visits: 66
  - Profile views: 746
    - Google search: 54% mobile 35% desktop
    - Google maps: 7% 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: 50
  - Directions: 102
  - Website visits: 21
  - Profile views: 999
    - Google search: 59% mobile 23% desktop
    - Google maps: 12% mobile 5% desktop
  - Searches:
    - Top 3 Search Terms: king center, the king center, martin luther king center

- Dr. John Bryant Community Center
  - Phone calls: 77
  - Directions: 99
  - Website visits: 52
  - Profile views: 1007
    - Google search: 60% mobile 21% desktop
    - Google maps: 14% mobile 5% desktop