

**Director's Report**  
**Meeting Date: August 11, 2021**  
**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.*

**Director**

- 2022 Department and CIP Budgets
- Met with City Staff & Smithgroup to kick off discussion on the Coastal Resilience & Improvements along the lakeshore
- Met with Alder Jones to discuss neighbor's needs/wants for Hamilton Park
- Met with Alder Lempke to discuss neighbor's needs/wants at Vidian Cheska Park

**Department Projects**

Planning Stages:

- Info Signs
- Playground Equipment: Case Harmon, Island, Hamilton, Harvey & Vidian/Cheska Parks
- Softball Diamonds
- Professional Services-Riverside Path Replacement
- Refinishing MLK Center gym floor
- Re-strip Bryant Center Parking Lot
- Painting Skate Board Park

In Progress:

- Cemetery Road Paving
- Wustum Parking Lot Repaving
- Utility Marking
- Horlick Athletic Field Netting & Batting Cage

Complete:

- Horlick Athletic Field Light Emergency Repair
- Professional Services-Horlick Athletic Field Building Upgrades
- Sand Wheelchair
- Outdoor Movie Equipment

**Parks**

Parks Division

- Fourth Fest set up of VIP area
- Set up of Pro Volleyball tournament at North Beach
- Salmon-a-Rama-extra trash pick up
- Flail mow paths at 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

- Tree removal survey: the annual street tree removal survey was completed. A survey of park trees will be completed the first week of August.
- Tree removals: 174 trees were removed
- Tree pruning: 226 trees were pruned
- Storm/wind damage: crews removed down or hanging branches at approximately 75 locations

#### Recreation

##### Superintendent

- Mask mandate at Centers for all activities as of July 29<sup>th</sup>
  - This has been difficult for building staff and Directors as masks are required at all times and during athletic activities
  - Staff will continue to do their best, even though, public challenges
- National Night Out on 8-3-21
  - Community Centers planning/preparing for outdoor activities
- City “Racial Equity in Workplace”
  - Team-meets August 17<sup>th</sup>
- Youth Expo- Meeting monthly with County & other youth sports organizations
  - November 13<sup>th</sup> at Case High School
- Gaming Tournament Planning- with Non-Profit Director- Ivette Camarano
  - Activities to our Centers-no fees associated
- Recreation Budget preparation
  - Upcoming City budget presentations later this month

#### Adult Sports

- Softball Leagues going on Sundays-Fridays
- Scheduling Umpires for August Leagues
- Recruiting Volleyball officials and gym supervisors
- Fall Ball and Kickball registration started
- Recruiting Fall Ball umpires

#### Beach Guarding

- North Beach has attracted over 90,000 guests from over 36 states
- Guarded beach season ends August 28<sup>th</sup>

## **Community Centers**

### Bryant

- Preparation for National Night out
- Preparing for African American Chamber of Commerce Greater Racine Business Expo in August
- Ball Room Dancers are back
- Preparing 2022 Juneteenth Committee.
  - Looking for community participation as we would like to bring back the parade
- O&H Bakery providing donations Tuesdays through Fridays

### Cesar Chavez

- Director attended meetings on the Racine County Youth Sports Summit Committee
- Director attended meetings in regards to After School Programing community committee
- Home of the Traditional Playground Program

## **Youth Activities**

- Traditional Drop-In & Registered Playground Programs-6-21-21
  - Traditional Drop-In
    - free lunch and snacks at the parks from 11:00-11:45 for anyone 18 years and younger.
  - Federal meal program facilitated by RUSD.
  - Park sites: Greencrest Park, Matson Park, Dr. M.L.K. Center, Dr. John Bryant Center, Tyler-Domer Community Center, Solbraa Park, Hantschel Park.
  - Program hours 10:00a-5:00p.m.
- Sand Volleyball @ North Beach
  - Grades 6<sup>th</sup>-12<sup>th</sup>
  - M,T,W, 9a-11a
- Sailing Trip 7-6-21 & 7-7-21 in partnership with Yacht Club
  - 70 kids
  - 17 playground leaders attended.
- Lake FX Games was held 7-24-21 at Skate Park.
  - Over 70 participants ranging from 11yrs old and up
  - Scooter, Skateboard and BMX Competitions were held
  - Thanks to our sponsors:

- Warren Industries, Gateway Technical College, Belle City Skateboard Shop.
- Movies In-The-Park Series will restart after being off a year due to Covid-19.
  - First movie will be held on 8-5-21 at Hantschel Park

#### Humble Park

- RADD – Recreational Activities for the Developmentally Disabled used Humble for 2 carwashes.
- Playgrounds are currently in week 7 and are doing great

#### King Center

- Adult afternoon sessions-20 participants daily
- Elementary, middle, and high school numbers are down from pre-covid highs in 2020
- Narcotics Anonymous program numbers are increasing each week
  - Tuesdays from 5:30-7:30
- Life Skills and Strengthening Families programs
  - Professional Services Group is
  - Thursdays from 2-4:30pm.
- National “Day” Out-success, even by pre-covid standards
  - Bike Safety-Over 300 Guests program 3-5pm
  - Health Department gave out helmets
  - Police department
    - Held a rodeo
- National Night Out
  - Backpack giveaway, cookout, bounce house, Carnival games(Focus on Community), Face tattoos(United Way)
- Hot Summer Night Concert
  - High Stakes Band
- Drop-in Playground
  - Positive and Important for Community Participants

#### Tyler – Domer

- Milwaukee Zoo Trip for Playgrounds
  - 4 buses of kids & leaders
- Lockwood carnival for all programs
- Water Week Theme
- Star Roller Rink Trip
  - The kids loved the roller skating
    - Kiddie Korner had movie day as they were too little to go skating
- Old Timers used Horlick Field for 2 weekends for the Old Timers Softball tournament

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

<b>Date</b>	<b>Event</b>	<b>Location</b>	<b>Time</b>
• 7-2-2021	"Just Coolin" Peace Rally	Lockwood Park	11 a.m.-5 p.m.
• 7-2-2021	Music on the Monument	Monument Square	4 p.m.-6 p.m.
• 7-2-2021	First Fridays	Monument Square	6 p.m.-10 p.m.
• 7-7-2021	DRC Bags League	Monument Square	6 p.m.-9 p.m.
• 7-8-2021	Zumba at North Beach	North Beach	6 p.m.-7 p.m.
• 7-9-2021	Music on the Monument	Monument Square	4 p.m.-6 p.m.
• 7-10-2021	Badger Region Volleyball Qualifier	North Beach Volleyball Courts	8 a.m.-5 p.m.
• 7-14-2021	DRC Bags League	Monument Square	6 p.m.-9 p.m.
• 7-15-2021	Zumba at North Beach	North Beach	6 p.m.-7 p.m.
• 7-16-2021	Music on the Monument	Monument Square	4 p.m.-6 p.m.
• 7-17-2021	All-in-One Volleyball	North Beach Volleyball Courts	8 a.m.-5 p.m.
• 7-17-2021	Lake F/X Games	Pershing Skateboard Park	12 p.m.-5 p.m.
• 7-21-2021	DRC Bags League	Monument Square	6 p.m.-9 p.m.
• 7-22-2021	Zumba at North Beach	North Beach	6 p.m.-7 p.m.
• 7-23-2021	Music on the Monument	Monument Square	4 p.m.-6 p.m.
• 7-23-2021	Pro Watercross Tour Stop/Volleyball	North Beach	8 a.m.-5 p.m.
• 7-24-2021	Pro Watercross Tour Stop/Volleyball	North Beach	8 a.m.-5 p.m.
• 7-25-2021	Pro Watercross Tour Stop/Volleyball	North Beach	8 a.m.-5 p.m.
• 7-26-2021	Pro Watercross Tour Stop/Volleyball	North Beach	8 a.m.-5 p.m.
• 7-28-2021	DRC Bags League	Monument Square	6 p.m.-9 p.m.
• 7-29-2021	Zumba at North Beach	North Beach	6 p.m.-7 p.m.
• 7-30-2021	Music on the Monument	Monument Square	4 p.m.-6 p.m.
• 7-30-2021	JVA Beach Championship	North Beach Volleyball Courts	8 a.m.-5 p.m.
• 7-31-2021	JVA Beach Championship	North Beach Volleyball Courts	8 a.m.-5 p.m.

**Adopt-A-Park Program**

<b>Adopted locations</b>	<b>Adoptee</b>	<b>Aldersperson</b>
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>Adoptee</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**

- Special Event - assisted the Mayor's office with promoting the Deer District – Racine
- Promoted the Splash Pad opening
  - Majority of the FB activity is due to the Deer District & Splash Pad
- Displayed banner for Hot Summer Nights
- Continuing to update the website
- Constant Contact Feedback:
  - Total emails sent: 2644
  - Opens by device
    - Mobile: 44.4%
    - Desktop: 55.6%
  - Open rate: 18.4% (475)

- Click through rate: 5.3% (25)
- Bounce rate: 2.3% (60)
- Unsubscribe rate: .1%

### **Community Partnerships Created**

- Honda has changed owners. Will need to see if still interested in sponsoring events.

### **Social Media**

#### Facebook PRCS Page – July 5 – August 1

- Page Views (# of times our page's profile has been viewed) 1,273
- Page Likes (#of new people who have liked our page) 181
- Post Reach (# of people who had any posts from our page on their screen) 56,132
- Post Engagements (# of times people have engaged with our posts through likes, comments, shares, and more) 9,573
- Recommendations 1
- Videos (# of times our page's videos played for at least 3 seconds) 1,393
- Page Followers (# of new people who have followed your page) 183

#### Facebook North Beach Page – July 5 – August 1

- Page Views (# of times our page's profile has been viewed) 2,290
- Page Likes (#of new people who have liked our page) 175
- Post Reach (# of people who had any posts from our page on their screen) 1,414
- Recommendations 13
- Post Engagements (# of times people have engaged with our posts through likes, comments, shares, and more) 14,023
- Videos (# of times our page's videos played for at least 3 seconds) 23
- Page Follows 181

#### Website – Events Page Before Deer District Racine Promotion July 1-7

- Page Views: 336
- Unique Page Views: 264
- Average Time on the Page: 51 seconds
- Entrances (total number of visitors that entered our website on this page): 54
- Bounce Rate (percentage of visitors that left after viewing only this page): 51.85
- % Exit (percentage of site exits that occurred from this page): 29.17

#### Website – Events Page During Deer District Racine Promotion July 8 - 20

- Page Views: 1,135
- Unique Page Views: 864
- Average Time on the Page: 2 minutes 33 seconds

- Entrances (total number of visitors that entered our website on this page): 787
- Bounce Rate (percentage of visitors that left after viewing only this page): 73.19
- % Exit (percentage of site exits that occurred from this page): 70.66

#### Email to promote Deer District – Racine

- Open Rate: 20.8%
- Click Rate: 2.2%

#### Instagram to promote Deer District – Racine

##### Instagram

- 219 posts to date
- Profile Visits (# of times our profile has been viewed): 39
- Reach (# of unique accounts that have seen our posts): 326
- Impressions (total # of times all of our posts have been seen): 1,139
- # of Followers: 783
  - Racine: 49.8%
  - Milwaukee: 2.1%
  - Kenosha: 4.8%
  - Sturtevant: 3.1%
  - Caledonia: 11.9%
- Age Range of Followers:
  - 13-17 years: .2%
  - 18-24: 4.2%
  - 25-34: 20%
  - 35-44: 35%
  - 45-54: 25.6%
  - 55-64: 10.8%
  - 65+: 4.2%
- Gender of Followers:
  - Women: 70.6%
  - Men: 29.4%

##### Twitter

- Waiting for access to Twitter.