

Director's Report
Meeting Date: September 8, 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 Operation, CIP, Fees & Charges
- Lakeshore Improvement Update
- North Beach Safety Update

Department Projects

Planning Stages:

- Playground Equipment: Case Harmon, Island, Hamilton, Harvey & Vidian/Cheska Parks

In Progress:

- Info Signs
- Softball Diamonds
- Refinishing MLK Center gym floor
- Cemetery Road Paving
- Wustum Parking Lot Repaving
- Horlick Athletic Field Netting & Batting Cage
- Seal/Strip Projects
 - Bryant Center Parking Lot
 - Boat Launch Parking Lot

Complete:

- Professional Services-Riverside Path Replacement
- Painting Skate Board Park
- Utility Marking
- Horlick Athletic Field Light Emergency Repair
- Professional Services-Horlick Athletic Field Building Upgrades
- Sand Wheelchair
- Outdoor Movie Equipment

Parks

- City softball tournament
- All playground programs end around the 15th of the month
- Flail mow paths at Colonial, Johnson Park, and Dog Park
- Hill mowing end of the month
- Clean dead end streets by Jones Street, 17th Street dead end, Frank Street
- Cut back weeds at Colonial paths and at Dog Park
- Hill mowing end of the month
- Students done by the end of the month

Forestry Division

- Tree removal survey: our annual survey of park trees was completed in early August. Note: the street tree survey was completed in late July.
- Tree removals: 132 trees were removed
- Tree pruning: 142 trees were pruned
- Storm/wind damage: crews removed down or hanging branches at 219 known locations. An estimated 10-20 trees were removed or placed on a removal list as a direct result of storm/wind damage.
- Forestry mower: the forestry mower and boom flail have been active in multiple park locations with the goal of clearing undesirable woody species as part of the process to restore desired plant species.

Recreation

Superintendent

- Working with Racine Unified on future collaborations with PRCS being involved in coordinating Extended Learning Program and middle school youth sports programming
- Working with North Beach lifeguard staff on policies and procedures for 2022
- Working with Racine Pickelball club on programming and site courts
- Meeting with Andis foundation to explore possible funding opportunities
- Working on bi weekly committee with Racine County on Youth Sports Expo to be held November 13th at Case

Adult Sports

- Finishing up summer softball leagues
- Fall ball schedules
- Kickball schedules
- Umpire scheduling

- Volleyball flyers and registration
- Basketball flyers and registration
- Recruiting Volleyball and Basketball Officials

Beach Guarding

- Last Day of guarded beach season was August 28th
- North Beach had very high usage this past summer
 - Compiling beach attendance numbers
 - Head guards and Supervisors meetings
 - Update current policies and procedures
 - Inventory assessment for 2022

Community Centers

Bryant

- African American Chamber of Commerce Greater Racine Business Expo held August 14th
 - Collaboration with COVID shot clinic for community
 - 500 in attendance
- The Kenosha/Racine Urban League event
 - COVID shot clinic for community
 - Health Information
 - Fun activities for children
 - Clothing vendors
 - Free food
 - Backpack give away for 1000 children
- Fall Programs Starting
 - News Releases & Flyers sent out to community
 - Arts & Crafts ready to go
 - Music programs still waiting for funding
- Baseball games, in support of Stop Violence, held on Sundays, ended in August

Cesar Chavez

- United Healthcare held an informational booth
- Held a year end summer/back to school celebration for our youth
- Director attended and serves on Racine County Youth Sports Committee
 - Planning for county expo on youth sports
- Director met with RUSD Athletic Director
 - Collaboration on youth sports and after school activities

Youth Activities

- Summer Playground Program Ended August 17th
- Traditional Drop-In Playground Program
 - Served over 3,000 meals this summer
- Fall Playground Program
 - 9-7-21- 10-20-21 from 3:30 p.m.-6:30 p.m.
 - Located at Bryant Ct, King Ct, Solbraa Park and Hantchel Park
- Prep work as started for PRCS Youth Basketball Program
 - Registration for PRCS Youth hoops begins 9-6-21
- Open Recreation at all community centers

Humble Park

- August 21 Humble hosted “Our Youth Their Future Back to School Event”
 - Approximately 200 people in attendance
- National night out was held on August 3
 - approximately 150 people attended
- Pickle Ball annual meeting at Humble on August 31st
 - Vote in new board members and party/pickleball.

King Center

- MLK gym floor was refinished on August 30
 - Will reopen on September 7th for all programs
- Fall/Winter Youth Hoops program
 - League will reopen with some restrictions due to COVID-19
 - COVID cancelled last season’s program
- Working on Sno Sharks Winter Ski club dates and program information

Tyler – Domer

- National Night Out-August 3
 - Approximately 75 people in attendance
- Playgrounds ended on August 17.
 - We had a great summer, one of our best with zero parent complaints and many compliments for our leaders
- We had great field trips/special events:
 - North beach, craft day, Olympics, gymnastics and final park parties
- Met with Lori Life of Racine Vocational Ministry
 - Collaborating to bring programs and information to the center to help with getting people employed and sustaining employment

Public Events in Our Facilities (8-1-2021 to 8-31-2021)

Date	Event	Location	Time
• 8-4-2021	DRC Bags League - DRC	Monument Square	6 p.m.-9 p.m.
• 8-6-2021	Music on the Monument - DRC	Monument Square	4 p.m.-6 p.m.
• 8-6-2021	First Fridays – First Fridays, LLC	Monument Square	6 p.m.-10 p.m.
• 8-7-2021	Badger Region Volleyball Championship – Real Racine	North Beach Volleyball Courts	8 a.m.-5 p.m.
• 8-7-2021	REC Center Open – UW Parkside	REC Center	10 a.m.-4 p.m.
• 8-8-2021	Badger Region Volleyball Championship – Real Racine	North Beach Volleyball Courts	8 a.m.-5 p.m.
• 8-11-2021	DRC Bags League - DRC	Monument Square	6 p.m.-9 p.m.
• 8-13-2021	Music on the Monument - DRC	Monument Square	4 p.m.-6 p.m.
• 8-13-2021	Relay for Life Racine – American Cancer Society	Stage on Wheels	
• 8-14-2021	AACCGR Business Expo – African American Chamber of Commerce	Dr. John Bryant Community Center	12 p.m.-4 p.m.
• 8-14-2021	REC Center Open – UW Parkside	REC Center	10 a.m.-4 p.m.
• 8-15-2021	REC Center Open – UW Parkside	REC Center	10 a.m.-4 p.m.
• 8-17-2021	T-10 N.A. Championship Sailboat Race 8-17 to 8-23 – Racine Yacht Club	North Beach South & Rooney Parking Lot	Overnight
• 8-18-2021	DRC Bags League - DRC	Monument Square	6 p.m.-9 p.m.
• 8-20-2021	Music on the Monument - DRC	Monument Square	4 p.m.-6 p.m.
• 8-21-2021	Origins of Hip Hop – Smok'd on the Water	Pershing Boat Launch Pavilion	
• 8-21-2021	Our Youth Their Future Back-to-School Event – Our Youth, Their Future, LLC	Humble Park	12 p.m.-4 p.m.
• 8-21-2021	REC Center Open – UW Parkside	REC Center	10 a.m.-4 p.m.
• 8-21-2021	Music In the Park – Root River Council	Island Park	2 p.m.-8 p.m.
• 8-22-2021	REC Center Open – UW Parkside	REC Center	10 a.m.-4 p.m.
• 8-25-2021	DRC Bags League - DRC	Monument Square	6 p.m.-9 p.m.
• 8-27-2021	Music on the Monument - DRC	Monument Square	4 p.m.-6 p.m.
• 8-28-2021	Health is Wealth Fair – Racine/Kenosha Urban League	Dr. John Bryant Community Center	8 a.m.-5 p.m.
• 8-28-2021	REC Center Open – UW Parkside	REC Center	10 a.m.-4 p.m.
• 8-29-2021	REC Center Open – UW Parkside	REC Center	10 a.m.-4 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

- First donations from AmazonSmile will be received in November or December.
- Created & displayed new banner for Movies in the Park.
- Obtained a membership to a QR code website. QR codes direct the user to a webpage through their phone camera. We will be placing QR codes on all future publications to encourage the community to check out the program/activity then and there!
- Created new banner for Adult Softball with QR code.
- Created new banner for Youth Hoops Basketball program with QR code.
- Youth Hoops ad run in the Journal Times. Digital ad set to run in September.
- Monthly newsletter sent.
- Began redesigning the annual program book.
- Continuing website updates.
- Constant Contact Feedback:
 - Total emails sent: 264440
 - Opens by device
 - Mobile: 49%
 - Desktop: 51%
 - Open rate: 18% (467)

- Click through rate: 4.9% (23)
- Bounce rate: 2% (52)
- Unsubscribe rate: .2% (4)

Community Partnerships Created

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

Social Media

Facebook PRCS Page – August 4 – August 31

- Page Views (# of times our page's profile has been viewed) 595
- Page Likes (#of new people who have liked our page) 30
- Post Reach (# of people who had any posts from our page on their screen) 11,689
- Post Engagements (# of times people have engaged with our posts through likes, comments, shares, and more) 1,277
- Recommendations 1
- Videos (# of times our page's videos played for at least 3 seconds) 160
- Page Followers (# of new people who have followed your page) 32

Facebook North Beach Page – August 4 – August 31

- Page Views (# of times our page's profile has been viewed) 2,114
- Page Likes (#of new people who have liked our page) 195
- Post Reach (# of people who had any posts from our page on their screen) 1,412
- Recommendations 10
- Post Engagements (# of times people have engaged with our posts through likes, comments, shares, and more) 28,013
- Videos (# of times our page's videos played for at least 3 seconds) 19
- Page Follows 216

Instagram August 2 – August 31

- 222 posts to date
- Profile Visits (# of times our profile has been viewed): 34
- Reach (# of unique accounts that have seen our posts): 207
- Impressions (total # of times all of our posts have been seen): 530
- # of Followers: 800
 - Racine: 49.5%
 - Milwaukee: 2.6%
 - Kenosha: 5.0%
 - Sturtevant: 3%
 - Caledonia: 11.3%
- Age Range of Followers:
 - 13-17 years: .2%
 - 18-24: 4.6%
 - 25-34: 19.7%

- 35-44: 35.3%
- 45-54: 25%
- 55-64: 10.9%
- 65+: 4.3%
- Gender of Followers:
 - Women: 70.8%
 - Men: 29.2%

Twitter

- Waiting for access to Twitter.