

# PARKS, RECREATION AND FACILITIES MANAGEMENT MID-YEAR REVIEW

July 25, 2022

This mid-year report attempts to summarize the majority of initiatives completed or in-progress during the first half of this year. Thank you for taking the time to review the efforts being made to make the City of Appleton the best that it can be. If you have any questions, don't hesitate to contact our Manager's, Deputy Director, or myself.

## **Recreation Division**

### **Program Management:**

The recreation division of the Parks, Recreation, and Facilities Management department continues to focus on how to best serve the Appleton community. We do this by providing opportunities for all ages that are socially, physically, and mentally engaging. The first half of 2022 has been exciting for us as it is the first time in a couple of years that we feel we are back to "normal" programming. All ages are excited to get back to participating and being involved as our registration has shown. Staff have been working diligently to continue to provide high level service to the community.

- The winter recreation facilities kicked off the recreation fun for 2022. Reid's "Cozy Clubhouse" opened during the winter break on December 28, 2021. We had decent snow to start off the season. The "Cozy Clubhouse" was open weekends only, from noon – 6:00 p.m., for patrons who needed a break while sledding. With a lack of snow, we closed two weeks earlier than scheduled. The mix of colder temperatures and lack of snow did not yield high attendance at the sledding hill.
- Temperatures were too warm to open Jones Park ice skating rinks until January 12th. Once opened there was great use from the community, especially the hockey rink. Jones Park "Goaltender" was open to the public seven days a week: Monday- Fridays in the evenings 5:30 – 9:00 p.m. and 12:00- 8:00 p.m. on weekends. Ice skates were donated to be used at Jones Park but there were distribution delays, and the entirety of the order was not fulfilled until after the season ended. We are looking forward to being able to offer skate rentals in the 2022- 2023 season.
- One thing we noticed with winter recreation is that concession sales were not as popular as in the past. It may be because COVID-19 was still present in the community, the need for wearing a mask inside, or the reintroduction to the service. Inventory and offerings will be considered for the future.





- Our division continues to focus on family friendly special events for the community. Some of the special event highlights included:

- Teaming up with the Appleton Police Department to do a Toy Ride-Along for the second year. We once again hit our maximum participation with 50 toys signed up. Staff worked with APD to coordinate the event, with the toy drop off and pick up being at our office. Participants were given a certificate that included photos of their toys from throughout the week. We shared pictures on social media and many officers took time to write a personal note to the toy's owners as well.



Toy briefing with Chief Thomas

- Our department was a co-creator of a new event that started in 2021 called the Be Active Wisconsin Community Challenge where we encouraged people to get out and be active during the month of March. The community with the average active minutes based on number of participants was crowned the fittest community. This program was very well received state-wide with 49 communities participating and 1,156 total participants throughout the state (71 of those being from our community). We heard so many success stories of how this event motivated people across the state to get active.
- In April, we teamed up with local Geo Cachers and the Wisconsin Geocaching Association (WGA) to offer a Cache In Trash Out (CITO) in celebration of Earth Day. This free event started with a Geocaching 101 presentation for first-time GeoCachers. After the presentation, families searched for geo caches hidden in Colony Oaks, Mead Park, Memorial Park, Telulah Park, Vosters Park, and Woodland Park. Families were encouraged to help preserve the natural beauty of our parks by picking up trash while hunting for different caches in the parks.
- The Bike Rodeos continue to be a huge success for the community. Both the months of May and June we partnered with East Central WI Regional Planning Commission/Safe Routes to School and the Appleton Police Department for the



Bike Rodeos. Participants were taken through various stations teaching basic skills needed to bike safely on the road.

- On June 23, we held our first movie on the hill event at the Appleton Memorial Park Amphitheatre featuring the movie Sing 2. We had approximately 300 people in attendance for the movie which is a great turnout. We also had our open canoe program where we had 39 people take advantage of the opportunity to explore the pond on the open water.
- On June 23, we held our first Kids Fun Run called Smiles and a Movie for the Summer. We tied this event with the Movie on the Hill to provide a fun evening for families at Appleton Memorial Park. In 2021, we ended our partnership with Fleet Feet and decided to start a new partnership with RunAway Shoes to help us organize this event. Nick from Nick's DJ Services provided the music entertainment. We had 110 kids run the race.
- On June 10, we held our second Ties and Tiaras event. We had 150 participants including dads with daughters, moms and sons, best friends, grandparents, and brothers and sisters. Our families enjoyed a night of dancing held at the Scheig Center. The night included a professional photo by Debbie Dannen Photography, snacks and refreshments, a 10-minute dance lesson instructed by the Unity Dance Academy dance instructors, crafts, and a bike ride around the park on a tri-shaw. We received many compliments of the decore and the way the event flowed.



- We partnered with the Building for Kids to do the "Giggle and Egg Hunt" for families around Easter. We laminated pictures of 10 eggs that had a fun, Easter joke on each picture. There was a letter that needed to be collected from each punchline and then families needed to unscramble the collected letters and email the phrase into the APRD email. We had approximately 50 families participate, and we handed out 3 family memberships to the Building for Kids along with Easter treats.

- For the first time in two years, we were able to offer indoor swimming lessons at East and West High School pools. We worked in coordination with Appleton Area School District on a plan to provide a safe environment for our staff, participants, and parents. We did have to limit numbers in the classes to allow proper distancing, so registration numbers were still lower than past years. We received great feedback on our return to indoor swim lessons. One decision that was made regarding aquatics operations was to eliminate the open swim program at West High School pool. Many factors went into this decision but ultimately it came down to the lack of people that were utilizing this service.
- Unity Dance Academy had a refreshed start to 2022 with the hiring of Laura Tollefson as our Recreation Coordinator. Laura has been with our department in a seasonal capacity for 15 years and brings passion and talent to the program and our division. For the first time in two years Unity Dance Academy was able to hold



their annual dance recital at North High School. It was incredible to see the development of the dancers throughout the season, especially since we were virtual last dance season. The smiles at the recital told the story!

- More excitement in the first quarter included the return of our youth basketball leagues. We had 554 total participants in our youth basketball leagues this winter. Our youth sports leagues are such an important part of our core programming for our division. It was good to see the socialization, skill development, and fun being had by participants, coaches, staff, and spectators.
- The youth sports league excitement continued with our baseball/softball/t-ball leagues. Our program serves kindergarten t-ball all the way through our Teen Core program which is for grades 7 and 8. In 2022 we had 833 kids playing in our leagues on Monday – Wednesday nights at Appleton Memorial Park. The increase of players is great to see as we are still working on rebuilding our program that was not run during the pandemic.
- Staff spent time in the off season reviewing our youth sports camp lineup and making some changes for 2022. We offered additional classes for the summer that include a 4–8-year-old multi-sports camp and flag football camp as well as a new session of classes for our established basketball, soccer, and sports exploration classes. These four-week sessions have one beginning in June and the second session starting in July. The popularity of the additional classes has been huge with us having more participants in session I (305) of this summer than we had all summer of 2021 (269.) We are currently over 600 participants for the summer for sports camp participation.
- The Scheig Center continues to be a great venue for bridal showers, baby showers, weddings, and birthday parties. We typically experience a slower winter in rentals at the Scheig Center. We had 37 rentals in the first half of the year. The Scheig Center also provides programming space for programs, such as preschool, fitness, mindfulness, Spanish, photography, Seed Guild, etc.
- Erb and Mead Pools opened on Friday, June 3. The first days were busy for both pools, as expected. The pool staff and Recreation Team came together to ensure that patrons were getting in quickly, concession were being served efficiently, and patrons were safe in the pool. A true team effort.



Overall, the pool season has started off well. There is a great team of managers for pool and concession staff who have come on board learning and teaching their staffs. Between managers, concessions staff, cashiers, slide attendants, and lifeguards, we have approximately 95 staff members. Number of staff was calculated based on projected staffing hours and desired hours from staff members. Both Erb and Mead Pools are open to the public offering open and lap swim, swim lessons, as well as private and open hour rentals.

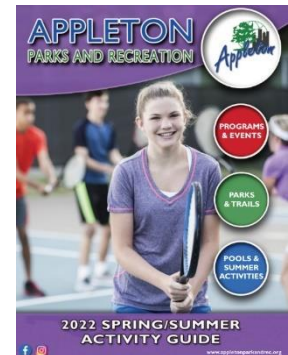
- There was a lot of new staff this season in all positions at the pools. We held trainings to get staff familiarized with duties, responsibilities, and expectation. Lifeguard staff held

three trainings, each focusing on a different aspect of their positions. We believe this helped get staff acclimated to their facilities, narrowed focus to not bombard staff with information, and allow for practice of skills. Each lifeguard team also held a “live call” where Emergency Services reported to the pool after a 911 call. They showed how they would continue with care for a patient. They also gave feedback on what they were able to see and hear. This really helped staff realize their role in emergency care.

- Recreation staff have been very eager to explore training/development opportunities for 2022 which was made apparent by the efforts this first half of the year. This is something that was missed by staff the last couple years with many opportunities being canceled due to COVID. We will continue to encourage these opportunities in an individual setting as well as a team setting for our division staff.

### **Marketing:**

- The staff worked diligently to create meaningful content for the Spring/Summer Activity Guide. The guide was mailed to City of Appleton residents the third week in February with resident registration opening March 9 and non-resident registration opening March 23.
- Staff developed a new logo for our Playground Program which was used for the Playground Program promotional materials. Lawn signs with QR codes were put up at each playground site and flyers were handed out at multiple community outreach events this spring.
- A seasonal employment focused portable display board was created and flyers for recreation staff to take out for recruitment events at the high schools and other community events.



- The entire team brainstormed a great pool opening video idea that featured our Recreation Coordinator Laura “Buddy the elf”. The video was viewed over 10,000 times and shared over 50 times.
- Thirteen “APRD News You Can Use” newsletters were sent out the first half of the year with the open rate ranging from 30-40%. This is an impressive open rate since most organizations with a mailing list a similar size as ours, typically have a 20% open rate.
- During the playground leader orientation, one of our staff took photos of each leader along with collecting bio information on the individuals. She compiled the list to make a “meet your leader” document that can be found on our website. This is a great resource of parents who would like to know a little more about the leaders that are supervising their children.
- Signs were designed that hang in all park bathrooms that have a QR code to our website. It points out some of our major offerings: pools, youth programs, adult programs, movies on the hill, and playground fair. Our hope is to reach a few people who utilize our parks to also check out all the opportunities we have available for the community.

- Time was spent over the past few months updating and creating new signage throughout our division. We created new signs for pool closing for swim meets. We made signs for sandwich boards for private events at Scheig, playgrounds at Erb, and fitness classes. We also made new bulletin board graphics for Unity Dance Academy waiting rooms/bulletin boards and updated the bulletin boards at Mead Pool and the Customer Service Center.
- Staff have been capturing new photos of our programs/pools this spring/summer so that we have more content in our photo library. We also began using the Go Pro camera to capture action shots going down the slide and off the diving board at Mead.
- Our social media reach is trending up as we get into our busy season. We have been discussing the possibility of adding TikTok as one of our platforms.
- Continued the monthly newsletters for Unity Dance Academy.
- Staff have continued with the Monthly Marketing Stats report. This has been a helpful snapshot to see how our efforts have been paying off each month regarding Facebook, Instagram, website, and email marketing. Now that we have one whole year of data, it will be nice going forward to do comparisons.
- Continued working closely with the library to discuss cross-marketing between our departments, especially since we are hosting library programs in some of our indoor and outdoor facilities while they undergo renovations.

### **Community Partnerships/Outreach:**

#### Partnerships:

- Partnered once again with the Police Department on the Toy Ride Along program.
- Partnered with Karate America and The Academy through a marketing partnership to provide Karate Fun classes for ages 4-12.
- Continued partnership with Joy Jordan to offer Mindfulness classes for adults.
- Continued our partnership with Christy Sprotte, owner and founder of Fox Valley Mindful Learners LLC. Christy, nationally certified School Psychologist provides mindfulness classes for tweens and teens in a fun, interactive approach using the trendy Escape Room theme to help unlock and decode the Mystery of the Mind.
- Partnered with Navah Mirage to offer adult belly dance lessons.
- Renewal of our sponsorship with Engage Orthodontics as a lead sponsor of our upcoming 2022 Youth Baseball / Softball league.
- Partnered with KIDSTAGE to offer kid theater classes.
- New Valley School finished up their martial arts classes in the studios on February 2.
- Renewed agreement with Ashley Schmit to teach Photography classes located at the Scheig center this year.
- Renewed agreement with the YMCA to offer yoga and Zumba classes at Houdini Plaza this summer.
- Renewed partnership with NEW Horizon Fox Valley on the adult band/orchestra programs for 2022.



- Partnered with Einstein Project to provide free age appropriate, skills-based activities to promote creativity and critical thinking in a rotating schedule of 4 city parks in June, July and August.
- Partnered with the Appleton Public Library and Building For Kids to offer free Anji Play and Summer Discover Classes to the community at Kiwanis Park.
- Partnered with Kelly King (Wisconsin Geocaching Association Board Member) to begin planning a CITO (Cache In Trash Out) event during Earth Day weekend. Liz applied for a Wisconsin Geocaching Association grant of \$150 to be used for the CITO event.
- Renewed partnership with Tanya Rosenthal to teach babysitting classes in spring and summer 2022.
- Renewed agreement with N.E.S.T. to offer skateboarding classes during the summer of 2022.
- Renewed agreement with the Seed Guild, LLC to provide gardening classes this spring and summer.
- Renewed agreement with Appleton Lacrosse Club to provide lacrosse camps this summer.
- Moved to working with Fox Valley Rowing Club on advertising programming for 2022.
- Renewal of our relationship with the Milwaukee Bucks to provide two one-week youth basketball camps during the summer of 2022.
- Partnered with the Wisconsin Herd Basketball Club to offer “Hoops with the Herd.” This was offered again after a year off and over 100 people utilized the ticket discount and represented the APRD basketball program at a Herd game in Oshkosh.
- Partnered with Budding Chefs to offer a class.
- We continued our partnership with the library during the winter months to offer books on the story walk at Appleton Memorial Park.
- Krystal has been working with Krissy Kritaski from the Even Start Family Literacy Program regarding bringing their program back for swim lessons this summer.
- Staff worked with Champion Video on the recording of the recital shows. They put them together so people could buy DVDs of the show.
- Staff worked with Showtix4u on the management of the recital ticket sales.
- Partnered with the Police Department to provide a presentation for summer Playground Leaders on creating a safe environment for our participants and what to look for at their park that might be suspicious behavior.
- Partnered with the Appleton Fire Department to provide first aid training for summer Playground Leaders.
- This year we are continuing our partnership with the Building for Kids and the Appleton YMCA to host the 13<sup>th</sup> annual Children’s Week.
- Staff continued our partnership with Fox Valley Athletics for adult softball leagues at Appleton Memorial Park.
- Staff partnered with RunAway Shoes to host our Kids Fun Run event.
- Staff worked with the Fox Cities YMCA Swim Team to put on the Fox Cities Classic swim meet at Erb Pool June 18 and 19.
- Continue to partner with the library in offering early childhood, youth, teens, and adult library services at the Scheig Center and City Center Studios throughout the summer on a weekly basis.

## Outreach:

- Niki attended a meeting with Dean, Tom, Timber, and Long Vu to discuss getting the Hmong community more involved in programming.
- Krystal attended the Hispanic family Celebration at Appleton Bilingual School. She shared summer programming with the community.
- Staff were invited to be a part of Appleton Downtown Incorporated's Community Public Market. Niki and Margaret volunteered for the event where we were able to promote our services.
- Liz attended the Community Resource Night at Wilson Middle School. This was a COVID-19 vaccine pop-up event combined with non-profit organizations providing resources for the community.
- Niki gave a presentation for the Appleton Housing Authority regarding summer programs/events, parks/trails, and the fee waiver program.
- Staff participated in the Fox Cities Kidz Expo.
- Jeff shared upcoming summer programs at Badger Elementary School.
- Niki and Greg went to Appleton West High School to promote our seasonal open positions.
- Krystal presented at the Launch Studio at Appleton East High School to discuss summer jobs with interested students.
- Laura attended a community event at Wilson Middle School where she was able to promote summer programs.
- Liz attended the Fox Valley Veteran Roundtable with Timber Smith at the Timber Rattlers Stadium to network and learned about all the veteran resources available.
- Krystal went to North High School to promote summer hiring.





## Parks and Grounds Division

### Contracted Projects

#### Telulah Park Pickleball Complex

- Asphalt, concrete, net bases, and light bases are installed. Asphalt needs to cure 30 days before color and lines can go down. Grand opening scheduled for August 16<sup>th</sup>.



#### Police Department Security Fence Project

- Project Completed



## Green Meadows Park Tennis Courts

- The two tennis courts will be changed to a tennis and basketball court.



## College Avenue Parklet Fence Replacement

- Project completed by American Fence

## Concrete Raising

- All City Mudjacking repaired several slabs and raised three ball diamond dugouts.

## Crack Filling

- Fahrner Asphalt is contracted to crack fill the Newberry and CE Trails.

P&C Portables was contracted for portable toilets.

B & V Maintenance is contracted to mow the Industrial Parks.

True Green is contracted for herbicide applications.

## **Operations Projects**

- Benches and picnic tables refurbished.
- Two new park signs were built.
- Constructed rack to hold rental ice skates at Jones Park.
- Skate helpers were built and placed at the Jones Park and Pierce Park ice rinks.
- Brushing took place at the Ellen Kort Peace Park shoreline, Pierce Park, and Wastewater.
- Low branch pruning took place at all park trees.
- A tensioned fabric roofed structure was purchased and installed at PRFMD for use as a soil bin.

- The Jones Park hockey rink drains were raised due to settling.
- Graffiti removal throughout parks, pavilions, and city facilities.
- Seven day a week cleaning of parks and restrooms.
- Hard surface cracks sprayed with herbicide.
- Rotten arbors from the Scheig Center were removed and new ones constructed.
- Landscaping completed at the Scheig Center Veteran's Memorial, added 70 plant plugs.
- Sports fields fertilized.
- Six memorial benches sold and installed.
- Tables and supplies transported for various events, such as Police Week Brat Fry, City Band, Fire events, and some Special Events.
- Mulch hauled to the fire stations.
- Applied for and received a Goose Nest and Egg Depredation Permit with the DNR.
- Concrete patched at the Transit Center.

### **Annual Responsibilities**

- Maintained 610 acres of turf.
- Maintained 13.25 miles of trails.
- Snow removal for Fire Stations, Wastewater, park lots, sidewalks, and trails.
- Maintained ice rinks at Pierce, Erb, Highview, Colony Oaks, and Jones Parks.



- Groomed skate and traditional cross-country skiing trails at Reid Golf Course and traditional cross country and fat tire bike trails at Appleton Memorial Park.
- Repaired plow damage.
- Daily cleaning of 23 pavilions and restrooms from May through September.
- Cold patched park lots and roadways.
- Installed the bases, prepared, and maintained 17 ball diamonds for tournaments and league play.

- Installed nets and kept surfaces repaired and free from debris on 15 tennis courts and 11 basketball courts.
- Performed monthly inspections and maintenance on 29 playgrounds.
- Fertilized athletic fields.
- Ongoing invasive removal of buckthorn, teasel, Japanese knot weed, poison hemlock and garlic mustard.
- Planted annual beds at parks.
- Developed 2023 operational and capital improvement plan budgets.
- Hired and trained 15 seasonal employees.
- Sprayed medians, round a bouts and other hard surface cracks throughout the city with herbicide.
- Shade sails installed in all parks.



- Preventative maintenance and maintenance work completed on all powered gates at City facilities.
- Lutz Park and Telulah Park canoe/kayak launches installed.
- Supported Recreation programs by moving fitness and other program related equipment where needed.
- Supported the City Band by transporting their equipment to Pierce Park.

### **Special Events**

The Grounds Division works with many special event organizers to make their event successful for residents and visitors.

- Sky Dance – Music event for all ages
- African Heritage, Inc. - Juneteenth
- People of Progression – Vaccine clinic
- Jaycees – 4<sup>th</sup> of July Celebration and Fireworks
- ADI – Thursday Night Concert Series, Farmers Market

- YMCA – Swim meets, 5K
- American Cancer Society - Soul Burner
- Trout Museum - City Park Art in the Park
- Mile of Music
- Irish Festival
- Kiwanis – Pierce car show

### **Grounds Division Collaborative and Volunteer Projects**

- The Friends of the Memorial Park Gardens continued relationship for labor and expertise in maintaining the gardens.
- Coordinated workdays with the various Adopt a Park groups. Highview Park was added to the list of parks adopted in 2022.
- Coordinated with school groups, Fleet Feet, and scouting troops to pick up litter, sticks, trash clean up and Eagle Scout projects.
- Continued sharing of equipment with the Department of Public Works.

### **Reid Golf Course**

#### **Season Overview**

- Golf course opened for walking only on Monday April 11<sup>th</sup>, two and a half weeks later than 2021's opening date.
  - Carts and range were ready for use on Tuesday April 19<sup>th</sup>.
- COVID barriers were removed to the delight of customers. They certainly served their purpose, but it was difficult to hear customers when they were in place.
- A Tuesday evening league did not return this year but was replaced with two new evening leagues.
- The first two family days have continued to be successful filling up the tee sheet from 2:00p.m. to twilight and they finally had good weather in June!
- Lawrence University club golf, Appleton East boys and Appleton North boys high school golf teams returned to Reid this spring.
- Junior Lesson Program sold out again filling up both sessions. Reid has seen an increase in junior play this year primarily from junior pass sales. Pass sales increased by 37 versus last season.



*Brian coaching up the juniors on the art of pitching and chipping.*

- The 3-4-5 tournament was played on May 15<sup>th</sup>, 28 two player teams participated.
- City Tournament participation also increased this year to 98 players participating in the 77<sup>th</sup> annual event, 71 players in 2021. After utilizing a split tee on Sunday last year to accommodate weather, staff decided to do the same to get participants done in a shorter window to keep some excitement from all flights. This worked out well with a full clubhouse for awards after everyone completed their rounds.
- The first half of 2022 has had great weather, rivaling some of the best years for the course after it opened for the year.
  - Precipitation on 32% of days the course has been open for play, outside of March's surplus of rainfall the course has received close to average precipitation for the months it has been open.
  - No major cart or course closures to begin the year, once it has been open it has tolerated the weather and traffic well.
- No new offerings to begin the year at Reid, but a major change was implementing a new point-of-sale (POS) on May 13<sup>th</sup>. Reid is still using GolfNow as the provider but needed to change due to software no longer being supported. Brian led the clubhouse staff through its implementation and still meets weekly with GolfNow with questions we may have. Although there have been some hiccups along the way overall it was a smooth transition. Technology Services and Finance were also involved in the change.
  - New POS is cloud and web based which allows managers remote access to address issues when needed.
  - This system has different capabilities too that have helped increase revenues. The previous POS needed manual blocking of tee times prior to leagues which required customers to call to reserve a tee time in that blocked window for 9 holes. Now the POS allows for 9-hole online bookings in this time period which most golfers prefer.

### **Financial Breakdown (through June 30<sup>th</sup>)**

- **\$459,085.73 in revenue has been run through Reid's POS**

- Annual Passes - \$104,543
  - Pass sales have increased by 31 this year. Most of the new sales come from junior passes, here are a few of the largest changes:
    - 10 additional junior annual (18 and under), totals 33 additional since 2020!
    - 5 additional junior associate (19-24)
    - 27 additional junior/college summer passes sold (Memorial Day-Labor Day).
  - The other pass categories are similar to last year.
  - Business Pass prices were increased to \$3,000 this year and all businesses returned. Many felt it is still a great value for them at the new price point.
  - Discount card sales also increased by 41, many more league players are taking advantage of the discount card this year.
- Green Fees - \$169,347
  - 15,590 rounds have been played this year down 1,458 compared to last year but 2,600 more than 2020. With two and half less weeks for golf the rounds trend is on the correct path through the middle of the year.
  - 745 team rounds played in the spring semester.
  - Passholder rounds have slightly decreased to 4,321. 195 less than last year.
  - Weekday, weekend, twilight and promotional rounds have all decreased slightly as well due to the two and half weeks the course was not open to start the season. 2021's use rate and revenues are difficult to catch up to, but current trends show the course trending towards increased use this year.
- Cart fees - \$83,201
  - Cart rentals are up 10% compared to last year. This partly is due to an increase to the rental fee. Trends are more people are choosing to ride in a cart.
  - Three additional annual cart passes purchased, equaling 23. Passholders have taken carts 2,331 times this year. This is a new measure staff is doing this year to track how many times the carts are on the course.
  - This is year three of the golf cart lease with Yamaha, the added use and new golfers have caused some damage to carts. A small price of doing business but another added headache to have a couple less carts at times and the labor to repair.
- Range - \$15,244
  - Range opened for use on Tuesday April 19<sup>th</sup>, two and half weeks later than last year. Revenues are down \$2,177 year to year.

- Range use continues to be very high and causes some of the more significant headaches in operations due to balls/baskets not returning and golfers not adhering to the range rules.
- Basket sizes were modified this year to try and keep more range balls on property as well as the baskets. Large baskets would go missing and staff were finding out that some golfers would hit half of their basket and take the rest home for another time, not ideal for operations. Instead of small (\$4) and large (\$10) baskets Reid shifted to warm-up (previous small \$5) and practice (medium \$7).
- Range balls were difficult to get last year, staff was able to purchase and receive this year's inventory in January.
- Merchandise - \$14,769
  - Sales have increased \$550 this year, primarily from ball sales and selling a custom set of clubs in the spring. The pro shop does not stock clubs outside of wedges due to their specific qualities and inventory costs. Staff does have the ability to special order clubs on request.
  - The pro shop has been a bit sparse to begin the season. Apparel and hats have not arrived with no ship date yet. This accounts for approximately \$3,800 less revenue this year. Staff is optimistic some will start to arrive early in the second half of the year, if not the orders may be cancelled to not bring in inventory (added costs) after the golf season.
- Food and Beverage - \$52,818
  - After a 57% increase to begin last year, food and beverage sales have remained close to that pace, only \$2,041 lower. Not having golfers at the course for two and half weeks in the spring equals the shortage and shows sales are catching up.
  - Food costs have increased this year while beer and non-alcoholic costs have remained similar year to year.
  - A breakdown of the different food and beverage areas:
    - Food sales - \$7,218, 11% increase.
    - Pepsi Product sales - \$9,564, 6% decrease.
    - Beer sales - \$35,514, 6% decrease.

## **Marketing 2022**

- A comprehensive 52-week marketing plan was developed as a template for the calendar year. This is a fluid document and changes constantly, with greater demand and less inventory to start the year fewer real-time promotions have been run this year. If staff begin to see daily dips in play these promotions will return.



- Community Color Mailer offering specials to get people to the course is scheduled for three mailings, May, July and September. Each mailing has similar golf promotions but also a targeted area. For example, July's targeted ad promotes prorated annual passes as well as a foursome special.
- Radio ads have been used multiple times throughout the year to promote tournaments, course opening, family days, etc. Jeff has also had multiple opportunities to join different Woodward radio shows this year to talk Reid and promote golf!
- Constant Contact email marketing continues in 2022, Reid's email database has grown to 4,250. The use of email marketing has been very economical and beneficial to Reid. On average two email marketing blasts are produced monthly.
- Reid Golf Course was also in the Valpak Spring Golf Flyer distributed throughout the Valley. These promotions were tiered to get people in the door right away and keep them coming throughout the year.
- Drone hole videos were added to Reid's website allowing golfers a view of what to expect when they come to Reid.

### **Staffing update**

- Most of the clubhouse returned for another year! The few new faces have fit in well and have operations running smoothly despite the extra demand!
- Grounds staff was very sparse through the first month the course was open. Few to no applicants, employee issues and job changes made it a challenging start to the season. As college and high school wrapped up for the year Jeff was able to build a solid grounds staff.
- Grounds staff returned 50% of employees from 2021 which helps with training, safety and efficiency, but also means 50% are new to all the tasks that are needed to maintain Reid safely and efficiently.
- It has been increasingly difficult to find the shoulder month employees, but the retired demographic has been a great resource for Reid. Their reliability and readiness to work early in the morning help keep operations running smoothly throughout the year.
- Overall hiring has become more difficult in the past few years with little to no loyalty when other opportunities arise, work related or vacations. Staff have been able to assemble a good staff for 2022 but have had a few hiccups along the way including staff leaving unexpectedly and going through hiring process and not responding to calls and emails when it was time to start work. The hiring portion of the season seems to encompass the entire golf season now.

### **Grounds**

- Golf Course made it through winter with no significant winter injury.

- Twelve dead trees were removed in the offseason, the majority in areas unnoticeable by golfers.
- Irrigation startup was extremely smooth with only a couple of leaks. This was a pleasant surprise for grounds staff as the ground moves significantly during the winter.
- Through the end of June 2,885,000 gallons of water was irrigated, the weather has been great for golf but there have been some timely rains too. When turf is healthy it does not require as much water, improving plant health to tolerate extremes is the top priority of the agronomic plan.
  - The amount of water irrigated is the middle of the road for gallons through the first half of the year. Gallons irrigated has been as high as 4,500,00 and as low as 254,000 in 2019 when it rained all the time.
  - Multiple other leaks have popped up through the course of the year requiring repair.
- Nice spring weather made pre-emergent applications easy to schedule but lack of staff made it difficult to apply. They were all executed in the various windows of application.
- After an entire year of not having the American Flag on the cell phone tower, the flag has returned. Due to delayed panel upgrades by the cell phone company, the flag could not be flown.



*Flag flying on a beautiful spring day!*

- A couple items of note for the golf course through June:
  - Crabgrass applications are holding up well, but untreated areas are beginning to show breakthrough.
  - Fall broadleaf applications did their job and left the course with minimal weeds to start the year. Staff is seeing some clover breakthrough and will spot treat as conditions warrant.
  - 30 acres of fairways and rough are typically fertilized in the spring for the season. Although the fertilizer was purchased in 2021 it has not been needed to begin the year. Fertilizer prices have soared up to 300% in the past 18 months. Increasing costs have been a tough balancing act of what is a necessity vs. can it get by this year.
  - Reid participated in No Mow May by not mowing the area North of the maintenance building. An additional half acre of no mow turf was added to the course this year expanding existing no mow areas. These areas are not no maintenance but low maintenance areas.
  - Due to high fuel prices grounds staff has been mowing some areas of turf less frequently than before. This is completely weather related, non-irrigated turf shows stress before irrigated turf and can be skipped. If rains continue the turf stays healthy and needs routine mowing.
- Grounds projects beyond routine maintenance finished in first half of 2022:
  - Tee markers were refinished this winter. The refinishing added new life to them and will hopefully delay the need for purchasing new.
  - Memorial benches were installed at #9 and 12 tee boxes. Three additional memorial benches have been ordered for second half projects.
  - Cart path exits have been a continual project this year to smooth out the transition from path to grass.
  - Marigolds were planted at no cost to Reid in both flower beds on the course to be an extension of the Marigold Mile working with Mary Beth Nienhaus.



*Marigolds planted at #1 tee*

## **Facilities Management Division**

### **Projects and Successes**

- Completed the 2021 MSB HVAC Project.
- Completed the 2021 AWWTP Painting Project.
- Completed the 2021 AWWTP S-Building HVAC Project
- Completed the 2021 AWWTP D-Building HVAC Project
- Completed the 2021 AWWTP Lighting Upgrades Project
- Completed the 2021 Green Ramp Lighting Replacement Project
- Completed the 2021 Water Treatment Facility Gate Replacement Project
- Currently working on 2022 Pierce Hardscape Renovation Project. Project is under construction and scheduled to be completed in July 2022.
- Currently working on 2022 Parks ADA Upgrades Project. Project is under construction and scheduled to be completed in September 2022.
- Currently working on 2022 AWWTP Hardscapes Project. Project is under construction and scheduled to be completed in October 2022.
- Currently working on 2021 AWWTP Electrical Upgrades Project. Project is under construction and scheduled to be completed in July 2023.
- Currently working on Valley Transit Whitman Ave Facility Renovation Project. Project is in design and construction is scheduled to be completed in December 2024.
- Currently working on Transit Center Facility Replacement Project. Project is in planning stage.
- Currently working on 2022 AWWTP F-1 Building Renovation Project. Project is in design and construction is scheduled to be completed in December 2023.
- Currently working on 2022 Red Ramp Elevator Renovation Project. Project is in design and construction is scheduled to be completed in December 2023.
- Currently working on 2022 Telulah Park Pavilion Renovation Project. Project is in design and construction is scheduled to be completed in December 2022.
- Currently working on 2022 AWWTP HVAC Upgrades Project. Project is in design and construction is scheduled to be completed in December 2023.
- Currently working on 2022 Lake Station Gate Replacement Project. Project is in design and construction is scheduled to be completed in December 2022.
- Currently working on 2022 AWWTP Painting Project. Project is in design and construction is scheduled to be completed in December 2022.
- Currently working on 2022 AWWTP Asbestos Remediation Project. Project is in design and construction is scheduled to be completed in December 2022.
- Currently working on 2022 Water Treatment Facility HVAC Upgrades Project. Project is in design and construction is scheduled to be completed in December 2023.

### **Staffing, Training, and Safety**

- HVAC Technician/Pipe Fitter retired January 4<sup>th</sup> 2020. The position remains vacant due to challenges finding qualified applicants.

- One summer seasonal started in June.
- All maintenance staff completed required safety trainings.
- Electricians attended electrical code update seminar.
- Master Plumber attended cross connection training.
- Facilities Management Support Specialist and Facilities Manager received training on HVAC controls software.
- Aquatic facility operator (AFO) certification obtained by Facility Technician, Master Plumber, and Facilities Manager.
- No work related injuries occurred.

### **Budget**

- Year to Date and Facilities Monthly Billings completed and reviewed monthly.
- Annual Department budget meetings conducted in April.
- 2023 Facilities and Construction Management budget submitted.
- 5-year CIP plan updated and submitted.

### **Operations & Maintenance Summary**

- **COVID-19**
  - Staff purchased and delivered COVID PPE supplies for departments.
  - Staff delivered 45 social distancing barriers for spring primary elections.
  - Staff assisted with relocating the COVID testing and vaccination site to the Best Buy building.
  - Staff assisted with relocating the COVID testing and vaccination site to the Office Max building.
  - Electricians completed installing new light switches and removing existing drop down electrical cords.
  - Staff assisted with closing the COVID testing and vaccination site.
- **City Hall**
  - HR Department had multiple staff receive new furniture.
  - Health Officer office renovation and new furniture completed.
  - IT Server Room cooling upgrades is in-progress.
  - IT Server Room new 100 amp emergency power panel and outlets installed.
  - 5<sup>th</sup> floor employee restroom lights placed on generator power.
  - Appleton Street flag improvements in-progress.
- **Dance Studios:**
  - Studio II dance floor recoated.
  - Ceiling fans installed in Studio I.
- **Facilities & Grounds Operations Center**
  - Failing exterior light pole base replaced.

- **Fire Stations**
  - **Fire Station #1:**
    - Exterior LED lighting upgrades in-progress.
    - Rig room plymovent upgrades completed for rig 9341.
    - Aerial rig, 9341, ladder boom was raised inside building. Facilities and structural engineer evaluated roof damages.
    - Bell tower lighting is in-progress.
    - Exterior display sign removed.
    - Fall heroes display lighting installed.
    - Kitchen received new window blinds.
  - **Fire Station #2:**
    - Outlet installed in exercise room for exercise equipment.
  - **Fire Station #3:**
    - Water main inside building had a leak repaired.
    - Rig room received partial painting.
    - Water heater failed and replaced.
  - **Fire Station #4:**
    - Basement partition wall in exercise removed, requested by AFD.
    - Failing living room window replaced.
  - **Fire Station #5:**
    - Office renovation completed.
  - **Fire Station #6:**
    - Exterior LED lighting upgrades in-progress.
- **Golf Course**
  - Clubhouse attic insulation repairs completed.
  - Clubhouse sanitary drain repairs completed.
  - Clubhouse central chimney repairs completed.
  - Maintenance building cold storage east overhead door upgrades completed.
  - Maintenance building south side gutter improvements in-progress.
- **Lake Station**
  - WE Energies completed replacing existing gas service.
  - Front entrance gate card reader damaged and replaced.
  - Exterior south side flood light install in-progress.

- **Library**
  - **Temporary Library Site (Old Best Buy)**
    - Existing light fixture relamp completed.
    - Emergency light battery replacement completed.
    - Staff assisted with setting up circulation desks.
  -
- **Mackville Storage Building**
  - Facilities and DPW staff collaborated on renovating the north storage building to allow for additional equipment to be stored.
- **MSB**
  - Partial office renovation completed. Two new offices, breakroom, copy room, and field staff workstations were renovated.
  - Salt shed building repairs are in-progress.
  - Mechanical room stairwell painting completed.
  - Office HVAC upgrades are in-progress.
  - Additional hose bibs installation in vehicle garage completed.
  - Outlet installed for plasma cutter.
  - Sign shop renovations completed.
  - Overhead door W-5 had a broken spring replaced.
  - Overhead door W-5 received new operator upgrades.
  - Overhead door I-1 had a broken spring replaced.
  - Overhead Door E-4 had a broken cable replaced.
  - Overhead Door E-4 received repairs from being struck by vehicle.
  - Overhead Door I-3 received repairs from being struck by vehicle.
  - Salt shed door opening struck by vehicle. Damage repairs are in-progress.
  - Salt shed interior light fixture upgrades to LED completed.
  - Storage building infrared heater replacement in-progress.
  - Glendale Yardwaste site received new storm door.
  - Whitman Yardwaste site received new storm door.
- **Parks and Parks Facilities**
  - Park pavilions prepped and opened May 1<sup>st</sup>.
  - Park sanitary lateral inspections in-progress.
  - Appleton Memorial Park west parking lot lighting replaced with LED fixtures.
  - Appleton Memorial Pavilion water supply line repairs completed.
  - City Park fountain inspected, cleaned, and turned on in spring.
  - City Park fountain storm drain froze during winter months.
  - City Park fountain main circulation and sand pump replacement completed.
  - Houdini Plaza fountain inspected, cleaned, and turned on in spring.
  - Houdini Plaza fountain tower pictures replaced.
  - Houdini Plaza fountain lighting improvements are in-progress.
  - Erb Park pavilion all gender restroom door replaced due to vandalism.

- Highview Park pavilion restroom door replacement in-progress.
- Union Springs Park electrical service removal was completed.
- Staff tended to several graffiti and vandalism incidents.
- **Aquatic Facilities**
  - **Mead Pool:**
    - Pool buildings, tanks, and decks cleaned and prepped for opening June 3rd.
    - 5-year state required slide inspection is in-progress.
    - Main pump and slide pump VFD installation in-progress.
    - Pool tank coating repairs completed.
    - Bathhouse exterior door replacement in-progress.
    - Concession building received new freezers and refrigerator.
    - Equipment building electrical distribution wiring and conduit improvements completed.
    - Robotic vacuum replacement completed.
    - High-dive diving board replacement completed.
    - Installation of fiber line between bathhouse and equipment completed.
    - Concession appliances inspected.
    - Surge pit cleaned.
    - Slide waxed.
    - Safety inspection completed and all items corrected.
  - **Erb Pool:**
    - Pool buildings, tanks, and decks cleaned and prepped for opening June 3rd.
    - 5-year state required slide inspection is in-progress.
    - Bathhouse hot water circulation pump replaced.
    - Leisure Pool tile repairs completed.
    - Leisure Pool UV equipment inspection completed.
    - Concession appliances inspected.
- **Police Station**
  - Main electrical panel breaker replaced.
  - Evidence area lighting upgrades in-progress.
  - Foundation wall weather proofing replacement in-progress.
  - Failed water heater replacement completed.
- **Valley Transit**
  - Installed new 20 amp outlet for new bandsaw.
  - Stand-by generator natural gas pipe leak fixed.
- **Wastewater Treatment Plant**



- Methane boilers to received annual inspection in June.
  - L-bldg card access improvements completed.
  - L-bldg fire alarm system upgrades are in-progress.
  - S-bldg furniture replacement plans completed. Depending on funding, replacement to occur in late 2022 or early 2023.
  - F2-bldg received a new emergency eyewash station.
  - F2-bldg MCC room cooling replacement in-progress.
  - J-bldg non-potable water line froze in January, repairs were made.
  - S-bldg drywall repairs completed.
  - S-bldg roll up door replacement in-progress.
  - A-bldg conference room masonry repairs completed.
  - M-bldg service door replaced.
  - M-bldg exhaust fan replaced.
  - V2-bldg roof drain repairs completed.
  - Roof drain improvements completed T-bldg, FG-N, and FG-S.
  - Fire alarm device noise level adjustment completed.
  - Liftstation building assessment completed.
- **Water Treatment Plant**
    - UPS battery replacement completed.
    - Natural gas service provider transition is in-progress. To be completed in November.
    - Multiple roof leaks repaired in spring.
    - Electrical distribution testing planning is in-progress. Testing to occur in October.
    - Electrical switchgear battery replacement is in-progress. To be completed in July.
    - Administrative staff office flooring replacement in-progress.
    - PRV station assessment completed.
- **AEDs**
    - All AEDs and components scheduled to be replaced in 2022 have been replaced.
- **Backup Batteries:**
    - All backup batteries scheduled to be replaced in 2022 were replaced in spring.
- **Elections**
    - In February, staff assisted with spring primary voting setup by delivering 45 voting barriers to polling locations.
- **Exterior Lighting Survey:**
    - Semi-annual exterior facility and parks lighting survey completed in spring.
- **Generator Maintenance:**

- Monthly generator inspections completed.
- Annual generator testing and inspection completed.
- **Vehicles and Equipment:**
  - Articulating boom lift failed its annual inspection, requiring a leveling sensor to be replaced.
- **Contracted Services:**
  - Custodial services provider has overall been meeting majority of expectations and dealing with intermittent staffing challenges.
  - UPS inspections completed at City Hall, Police Station, and Water Plant.
  - Annual overhead door inspection completed by Arbon.
  - Quarterly, semi-annual, and annual fire suppression and fire detection inspections completed by Summit.
  - Erb Pool and Mead Pool annual security alarm testing completed.
  - Erb Pool and Mead Pool pest control inspections began April 1<sup>st</sup>-October.
  - Facility vertical transportation survey completed.
  - Monthly pest control services by Valley Pest Control completed.
  - Pool water management agreement executed in spring for 2022 pool season.
  - HVAC service provider, EC&D, completed quarterly inspections.
  - Emergency notification sirens received annual inspection and testing in March by Faith Technologies.
  - Elevator annual inspections completed.

**Work Order Performance**

DATE	CREATED		CLOSED	
	'21-Q2	'22-Q2	'21-Q2	'22-Q2
January	235	250	222	221
February	190	180	216	175
March	294	249	239	177
April	313	305	329	340
May	273	279	260	261
June	214	209	242	232
<b>TOTAL</b>	<b>1305</b>	<b>1472</b>	<b>1,266</b>	<b>1,406</b>
<b>AVERAGE</b>	<b>261</b>	<b>245</b>	<b>253</b>	<b>234</b>

**Emergencies**

Emergency maintenance is any activity that requires immediate repair because of impending danger to the occupants, business processes, the building, or a building system. Total of 14 after business hour emergencies have occurred in 2022 that required attention from Facilities Management personnel. The emergencies consist of a variety of overhead door repairs, fire and security alarms, power outages, HVAC and plumbing repairs.

Emergency Maintenance Quantity			
	2020	2021	2022
January	4	2	2
February	3	4	0
March	1	6	2
April	4	1	2
May	2	0	1
June	1	6	7
TOTAL	15	19	14

**Energy Use & Efficiency**

Utility bills for facility electric and natural gas use and cost have been entered on a monthly basis. Natural gas usage has no change from last year. The overall electric usage has decreased 2%.

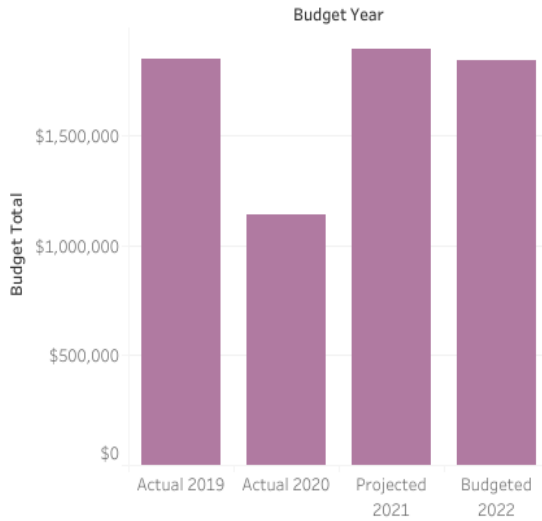
**Performance Data:**

# Appleton Recreation (Draft)

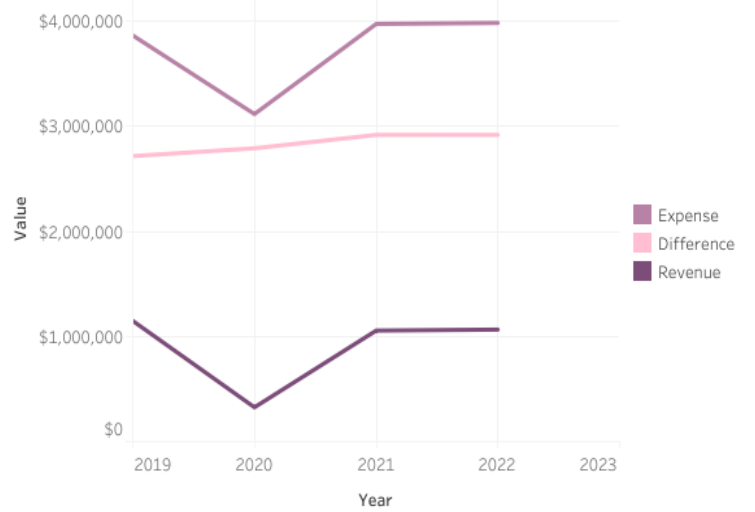
The Recreation Division of the Parks, Recreation, and Facilities Management Department is committed to providing comprehensive, high quality recreation programs for the Appleton community. We know recreation is a key part of the quality of life in any community, and especially so in Appleton. We remain committed to providing balanced, value-focused programming for all ages and abilities.

\*Please note that the COVID-19 pandemic of 2020 greatly impacted many aspects of recreation, including lower participation in opportunities.

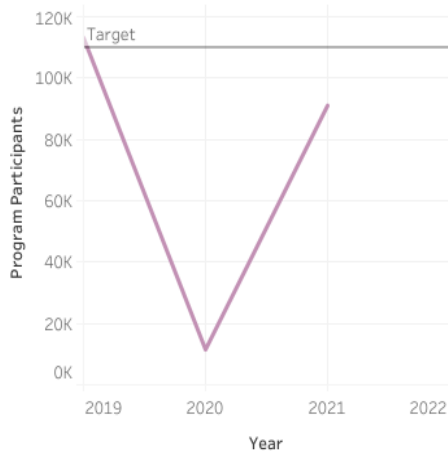
Department Budget Total (Recreation)



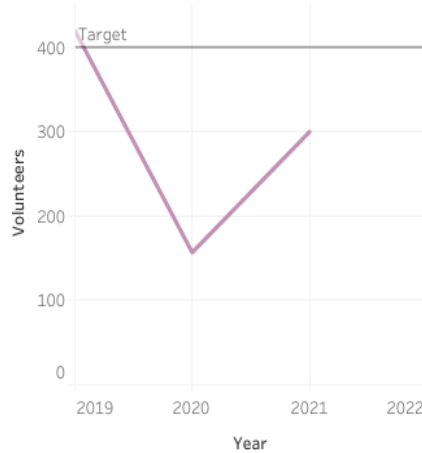
Expense and Revenue



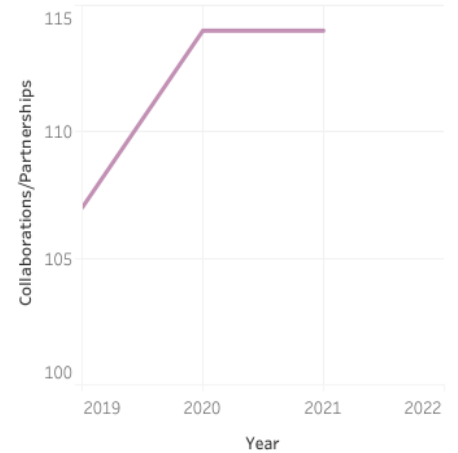
Program Participants



Volunteers



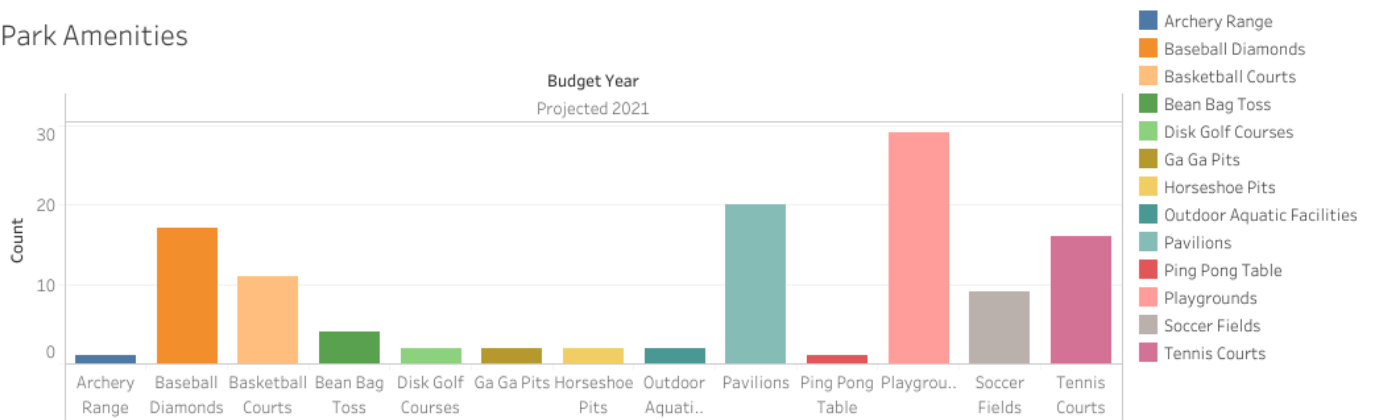
Collaborations and Partnerships



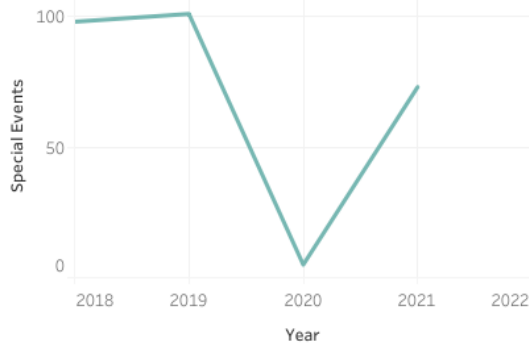
# Appleton Parks and Grounds (Draft)

Parks and Recreation is a tangible reflection of the quality of life in a community. Together, they provide gathering places and opportunities for families and social groups, as well as for individuals of all ages and economic status. The Grounds Division of the Parks, Recreation, and Facilities Management Department proactively manages 610 acres of park grounds and 12.8 miles of paved trails. In 2022, it is our objective to continue to provide opportunities for community experiences that promote cultural awareness and celebrate diversity.

## Park Amenities



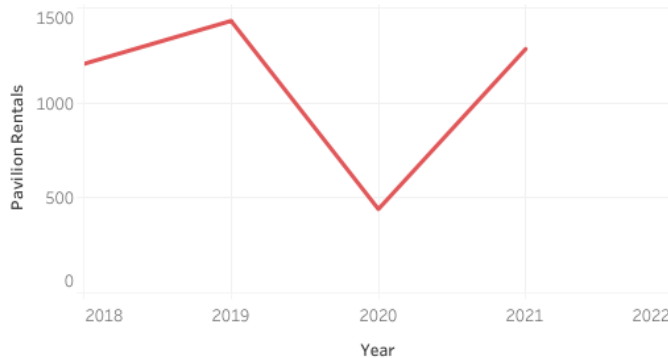
## Number of Special Events Supported



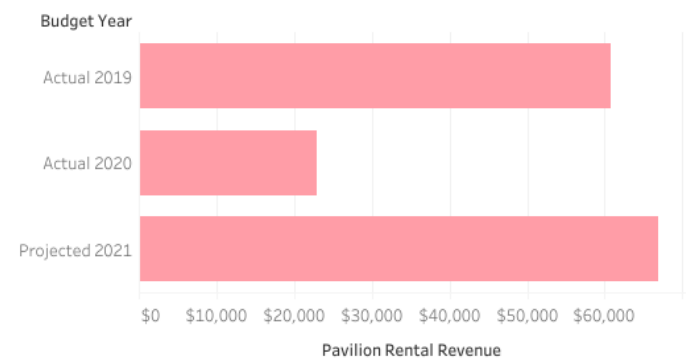
## Tournaments Hosted and Tournament Revenue



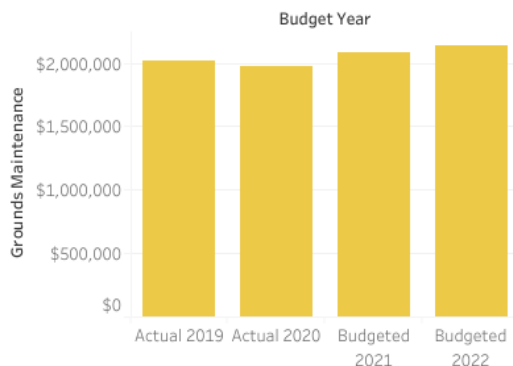
## Pavilion Rentals



## Pavilion Rental Revenue



## Department Budget Summary (Parks and Grounds)



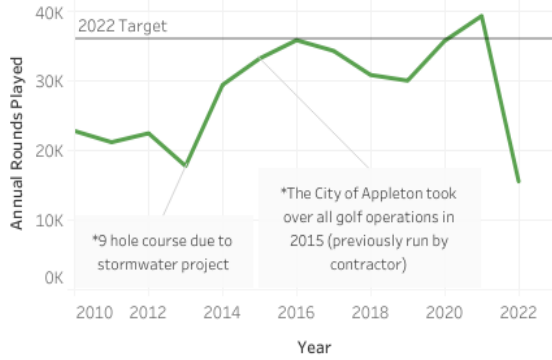
# Reid Golf Course (Draft)

Reid Golf Course is dedicated to growing the game of golf by providing competitive rates, a golf course conforming to high standards, quality facilities and sincere customer service to golfers at all skill levels. It is the goal of Reid Golf Course to maintain high quality, skilled, customer service-oriented staff to operate the golf course.

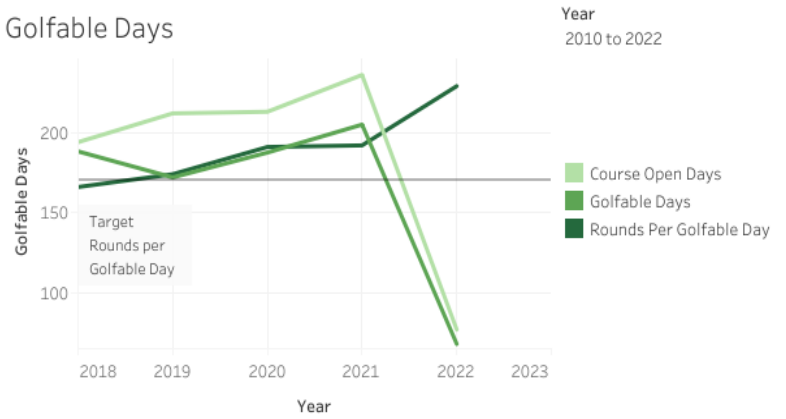
\*Data given for the year 2021 reflects actual data through 12/14/21.

\*\*The City of Appleton took over all golf operations for Reid Golf Course in 2015. It had been previously run by a contractor who ran clubhouse operations and received revenue from clubhouse operations.

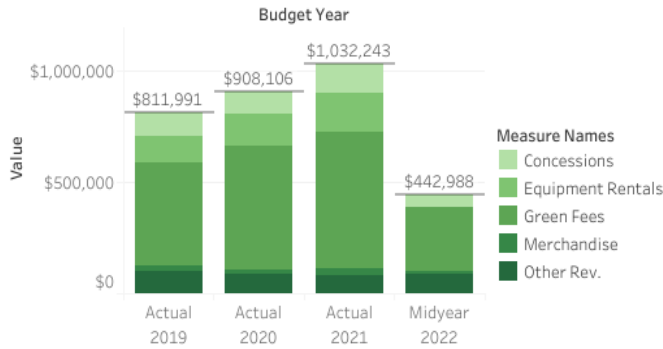
## Rounds of Golf Played Annually



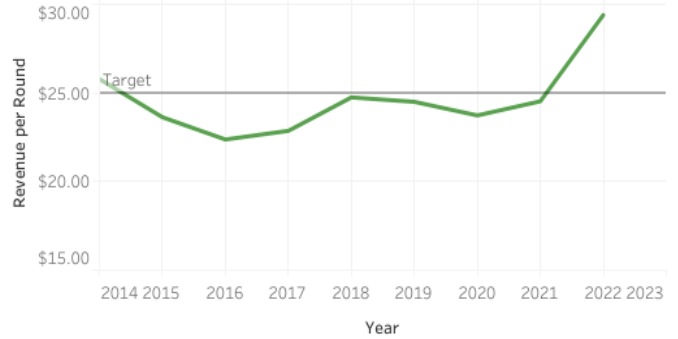
## Golfable Days



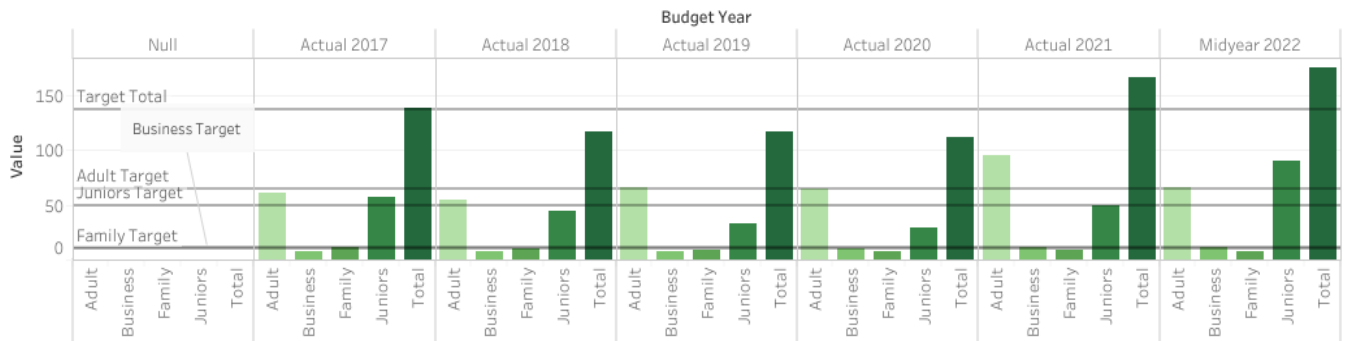
## Revenue by Area



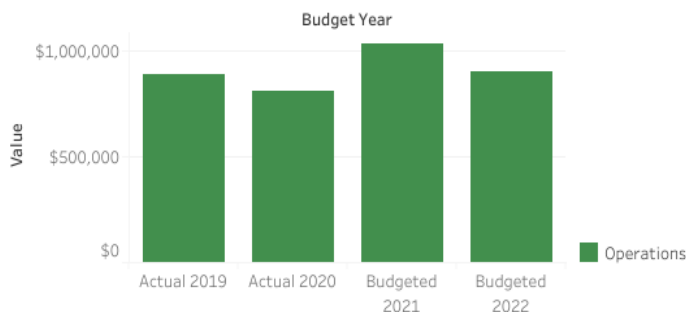
## Revenue per Round



## Annual Passholders



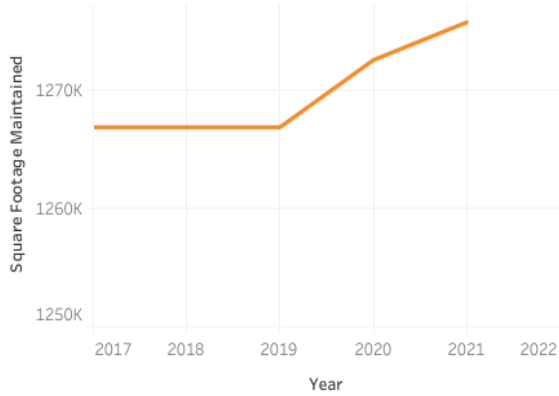
## Department Budget Summary



# Facilities and Construction Management (Draft)

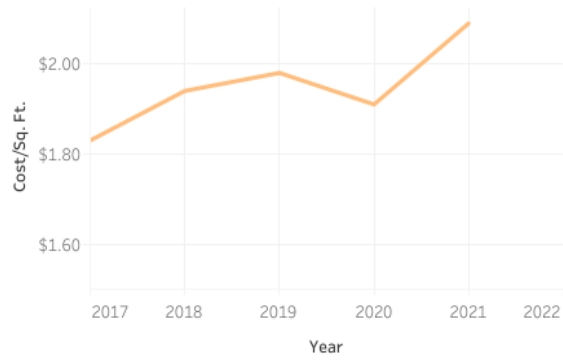
It is the objective of the Facilities and Construction Management Division of the Parks, Recreation, and Facilities and Construction Management Department to provide a high level of customer service by meeting or exceeding our customers' expectations for quality, timeliness, and professionalism. Doing so reflects our mission statement: "Building communities and enriching lives where we live, work and play."

## Square Footage Maintained

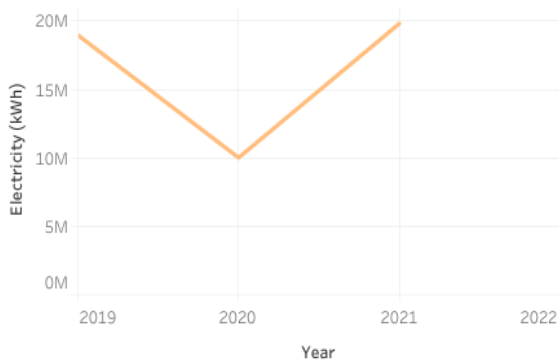


## Maintenance and Janitorial Cost per Square Foot

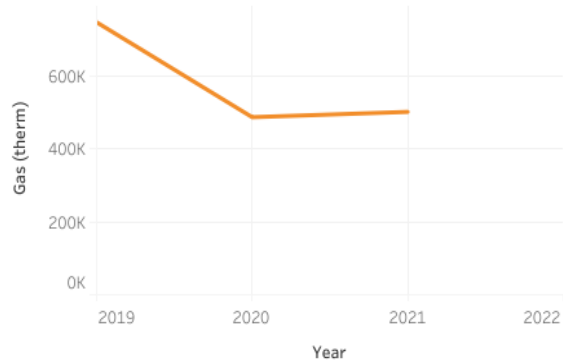
Year  
2017 to 2022



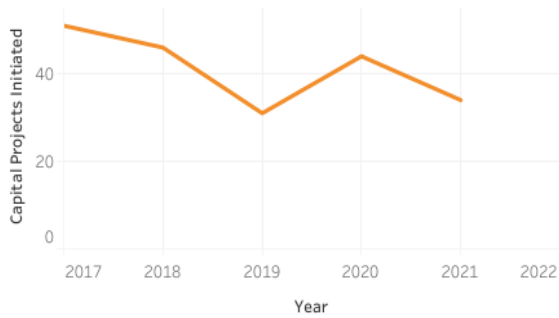
## Utility Use - Electricity



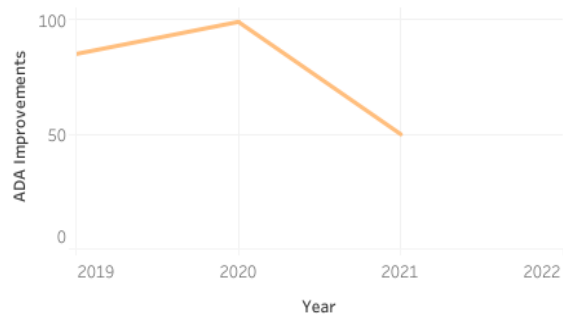
## Utility Use - Gas



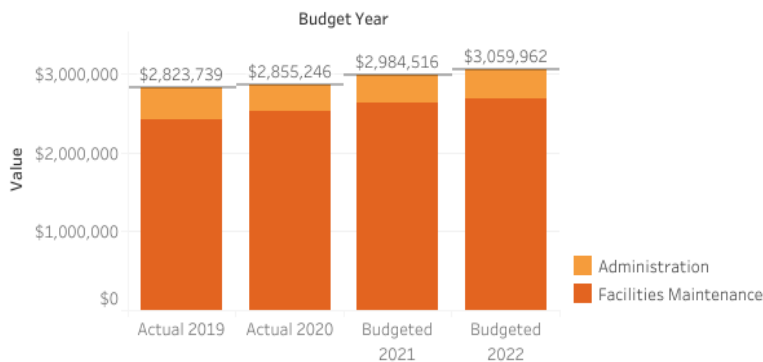
## Capital Projects Initiated



## ADA Improvements



## Department Budget Summary



**Budget Performance Summary (Parks & Recreation)**

*This section is to follow the year-to-date budget report of program revenues and expenses and is to present a discussion of budget variances.*

<b>Description</b>	<b>Year to Date</b>	<b>Full Year Amended Budget</b>	<b>Percent of Amended Budget</b>
PARK & RECREATION			
16532 Park Maintenance – Revenues	171,626	198,435	86%
16532 Park Maintenance – Expenses	891,066	2,155,286	41%
16532 Park Maintenance – Net Exp.	719,440	1,956,851	37%
16541 Recreation Programs – Revenues	487,282	867,162	56%
16541 Recreation Programs – Expenses	901,043	1,846,401	49%
16541 Recreation Programs – Net Exp.	413,761	979,239	42%

**Budget Performance Summary (Facilities Management)**

<b>Description</b>	<b>Year to Date</b>	<b>Full Year Amended Budget</b>	<b>Percent of Amended Budget</b>
Facilities Administration	205,317	375,148	54%
Facilities Maintenance	1,315,670	2,684,814	49%
Total – Facilities Mgmt. Internal Service	1,520,987	3,059,962	49%

**Budget Performance Summary (Reid Golf Course)**

<b>Description</b>	<b>Year to Date</b>	<b>Full Year Amended Budget</b>	<b>Percent of Amended Budget</b>
Reid Golf Course			
Reid Golf Course – Revenues	516,481	940,233	54%
Reid Golf Course – Expenses	438,392	930,150	47%
Reid Golf Course – Net Exp.	78,089	10,083	777%

Again, please feel free to contact me at 832-5572 or at [dean.gazza@appleton.org](mailto:dean.gazza@appleton.org) with any questions.

Sincerely  
Dean Gazza