



Recreation Division 2022 Annual Report



TABLE OF CONTENTS

YEAR END SUMMARY	2
STAFF NOTES	3
RECREATION PROGRAMS/ENROLLMENT	3-25
VOLUNTEER NUMBERS	26
SPONSORSHIPS/DONATIONS	26-27
COMMUNITY PARTNERSHIPS/COMMUNITY OUTREACH	27-29
MARKETING HIGHLIGHTS	29-31
OTHER NOTABLE ACCOMPLISHMENTS	31

YEAR END SUMMARY

It is with great pleasure we present the 2022 annual report for the City of Appleton Recreation Division. Throughout 2022, the Recreation team of dedicated professionals continued to deliver high quality programs and services to our community. Connecting people through opportunities to recreate, socialize, gather, and play remained our primary focus.

Staff were extremely eager to get back to pursuing professional development opportunities which was made apparent by all their accomplishments this year. Through the past couple of years with COVID those opportunities were minimal. The same can be said about the initiative to get back out and engage with the community through outreach events at the schools, businesses, and through other providers.

This year we were faced with challenges when it came to hiring seasonal staff. With our rates being significantly lower than other entry level positions around the Fox Valley, our team worked tirelessly to develop creative ideas for staff recruitment. These efforts continued once they were hired with incentives, employee recognition opportunities, and morale boosting events to keep the motivation high and promote retention.

There were many program successes in 2022 including the revamp of our youth sports camps. We spent time evaluating our current programs. We chose to eliminate some partnerships and expand our existing sports camp lineup by offering a youth flag football camp and multi-sports camp allowing an additional 200 participants into our camps.

Training continued to be a high priority for our aquatics staff. Our outdoor pools had successful seasons overall this summer but not without emergency situations to manage. The staff were commended publicly a couple of times for their quick thinking and professionalism. Swim lessons continue to be popular at Erb and Mead with over 1,000 participants taking part in lessons during the summer alone.

Special events continue to be a demand in our community. Our team excels in developing creative events that foster community engagement through purposeful planning.

Marketing our programs is such a large undertaking and our Marketing Coordinator does a fantastic job managing the schedule of all we have to promote. We continue to create two activity guides per year but with the increase in cost of paper, we are now only printing/ mailing the spring/summer guide. The fall/winter guide is digital, but we still mail a postcard letting residents know it is available online.

We are looking forward to continuing to serve this great community in 2023!

Staff Notes/Trainings

- Jeff and Niki attended a training on January 27 with other City staff called “It’s Your Ship” presented by Captain Michael Abrashoff.
- Laura Tollefson started as a Recreation Coordinator for dance and preschool on February 7.
- Niki, Jeff, Krystal, and Liz attended the Wisconsin Park and Recreation conference in February in Wisconsin Dells.
- Krystal Ganz obtained her certification as an American Red Cross Lifeguard in March.
- Biff Floodstrand resigned from her position as the Youth Sports Coordinator on March 8.
- On April 4, Niki and Krystal attended the ServSafe course through the Wisconsin Restaurant Association to gain knowledge regarding our concession operations and best practices. They both received ServSafe Certification.
- Liz was invited to be a guest speaker for the City of Appleton’s Veterans Day ceremony.
- Liz attended a virtual learning opportunity class on Fitness Obstacle Courses through WPRA sponsored by BCI Burke in March.
- Steph attended the Parks and Recreation Office Support Workshop in Oshkosh through WPRA.
- Recreation Division staff attended numerous virtual IPRA webinars throughout the year focusing on leadership, diversity, staff development, sponsorships, etc.
- Jeff renewed as a Certified Parks and Recreation Professional through the National Recreation and Parks Association.
- Margaret met with Ashley Schmidt from Debbie Daanen Photography for a two-hour training on how to use her SLR camera.
- Jeff watched free online NPRA trainings including: “Once Upon a Pie Chart,” “Responding to Disaster: The Role of Parks and Recreation Departments,” and “What’s in your Water? Avoiding Water Quality Incidents.”
- Liz attended the virtual CVMIC Employee Enrichment Series: Emotional Intelligence class.
- Laura attended new supervisor training on April 12.
- Margaret attended the Digital Marketing Summit hosted by the Heart of the Valley Chamber on Wednesday, May 17.
- Liz was asked to help form a Veteran Resource Group for City of Appleton veteran employees. She attended the Veterans Fox Valley Veteran Roundtable with the City’s Diversity and Inclusion Coordinator at the Timber Rattlers Stadium to network and gather resources for the resource group.
- Margaret’s position was reclassified and went to Council for approval in September. Her new title is Marketing & Community Engagement Coordinator.
- Niki attended the Thrive Leadership Academy that included monthly half-day training sessions.
- Niki attended the National Recreation and Parks Association national conference in Phoenix September 20 – 23.
- Margaret attended a branding seminar hosted by the Heart of the Valley Chamber on Wednesday, November 2.
- Krystal received her certification as an American Red Cross Lifeguard Instructor on November 13.
- On December 7, Liz attended the CVMIC Virtual Training: Mentoring for Leaders class.
-

Recreation Programs / Enrollment

Pre-School/Early Childhood

This year we started out offering three Appletot's classes with a maximum of 12 participants in each class. These classes are located at the Scheig Center, with a parent present. Because of the high demand of these classes, this past fall we increased the maximum participants to 15 per class and offered three classes per session. Throughout the winter and fall sessions we offered a variety of classes such as Picasso Tots, Bookworm Tots, Color Tots, Nature Tots, and our most popular class, Family Groovy Tots. Each class consisted of a story, sensory play, and crafts. Our Summer Appletot's Extra class was located at the City Center. This class was offered for two hours, twice a week, for four weeks. Each week had a different theme for crafts, sensory play, and physical activities. This was an independent class for ages 3 to 5. We had a maximum of 15 participants for this class.



Preschool Dance thrived this year. The number of participants increased with each session, having our best session yet this fall. We increased the number of classes being offered and added some weekday classes. These classes were located inside City Center Plaza. We offer these independent classes for ages 3 to 7. We offer classes in 12-week sessions in tap, jazz, ballet, and tumbling. We started offering hip hop tots this past fall.



Our summer Friday Fun classes continue to be a big hit in our community. These early childhood themed classes are great for families with young children looking for things to do in the summer at City parks. Each class consists of a craft, movement game, a book, and a snack. Every week our classes were full.

We tried a new program this summer called Open Play. It was focused on ages 2-6 and a caregiver. We held it on Wednesday evenings throughout the summer rotating to different parks each week. The goal of the program was to promote our parks, get people to connect to the outdoors, and meet other families that live around their neighborhood. Our attendance was always very low (some weeks having no families that showed up). We still feel the idea behind the program is good (mobile recreation), but we need to place a heavier emphasis on marketing this program. We are also changing the name to Park Playdate to help market the program to families within our community.

Budding Chefs is a partnership program that offers interactive, hands-on cooking experiences for kids 3+. We continued to experience a decline in enrollment over 2021 and made the decision to discontinue this partnership after first quarter.

	<u>Participants</u>
Appletots	175
Preschool Dance	416
Friday Fun	365
Open Play	14
Budding Chef	9
<hr/>	
Total	979

Youth Activities

Our open gym program was able to proceed at Ferber and McKinley Elementary School gyms from the middle of November 2021 until the end of February 2022. After a year of not offering the program, the number of participants that came to open gym were approximately the same as they were in 2019-2020. The attendance and the cost of renting the space for the program is something that we discussed over the year and we decided to move forward with just the Ferber site for the 2022-2023 season.

KidStage is our partnership program for kids ages 4-12 who have an interest in theatre skills. Throughout the year we have made a few tweaks to improve the overall service of the program. We received some feedback from both the participants and our partners with Kidstage that the classes were getting difficult to manage due to the large size and young ages. We ended up offering two classes per session to create smaller class sizes and raised the age from four to five. These changes helped the instructors gain better control of their classes and offer a more organized theater program. The showcases offered in 2022 were Moana, Wizard of Oz, Jungle Book Summer Camp, and the Lion King.



We collaborated with North East Skateboard Trust (NEST) to offer skateboarding instruction at Telulah skate park. This summer we offered three sessions, three classes each, on Mondays and Saturdays. We had a total enrollment of 89 out of 108 possible enrollment slots. The enrollment was similar to 2021 but more spots were offered than the previous year.

We continue to partner with Tanya Rosenthal to offer babysitting certification courses to youth ages 10-15. In this course youth learn fundamentals and build confidence in childcare, safety, emergency consciousness, as well as CPR/AED for adults, children, and infants. Enrollment for this program does very well and we are able to fill the classes. In 2022 we were able to host three in person classes for a total enrollment of 72. Because of the COVID precautions in 2021 (smaller class size and virtual options), this was a large increase for the program.

Our marketing partnerships with Karate America and The Academy continue to offer karate instruction for ages 4-12 in a program called Karate Fun. Both organizations offered Karate Fun classes throughout the year. Class sizes are typically reported between 5-8 kids per session.

Urban Riders is for our school age kids looking to learn how to safely bike on the road to some of their favorite destinations. We offer two levels of Urban Riders. Level one teaches trails & lanes and level two teaches more road safety skills. Both of these classes are out of Telulah Park.



We partnered with Einstein Project to offer Free Mobile Makerspace Experiences for the children and families in Appleton downtown parks this summer. Einstein Project staff and community volunteers lead these free age appropriate, skills-based activities to promote creativity and critical thinking. They offered Mobile Makerspace experiences in City Park, Linwood Park, Highview Park, and Derks Park throughout July and August. They experienced a consistent turnout at each location with over 495 kids participating in July and August. This is a 45% increase from last summer with Highview Park experiencing the highest participation with 130 kids.

The summer playground program ran June 13 – August 11 at thirteen sites for ages 6-13. Final attendance for the summer was 1059. For the second year we required our families to register their children in advance and the first year to charge \$10 per participant. This has been a very helpful improvement to the program allowing us to communicate more effectively with parents. Special events included the Neighborhood Nights, Sports Afternoon, Wacky Olympics, Erb Pool Play Day, Kickball Tournament, Picnic in the Park, Children’s Week activities, and Breakfast in the Park. Our top three attended sites for the summer were Erb, Green Meadows, and Highview. Our lowest attended sites were Hoover, Linwood, and Appleton Memorial Park. Due to the very low numbers at Linwood and Hoover, we have decided to eliminate these sites for 2023 and bring Jaycee Park back. This program continues to be a staple in the City and provides a great opportunity to many children throughout the community.



The Appleton Public Library reached out to us earlier in the year requesting to use the Scheig Center, the City Center Studios, and some park spaces for their childhood, youth, and adult programming during the library construction project. This has been a great opportunity to show our community how we support and collaborate with each other in offering great educational and recreational programs.

	<u>Participants</u>
Open Gym	729
KidStage	174
Skateboard Instruction	89
Babysitting Course	74
Urban Riders	25
Einstein Project	495
Playground Program	1,059
Library Programming	2,538
<hr/>	
Total	5,183

Youth Sports Leagues/Camps

The 2022 Youth Basketball League was played during the traditional time of January and February after a year of it being moved to March in 2021 due to COVID. The participation in the program was solid considering we were still in the midst of the pandemic. There were 554 participants in our Kindergarten through 8th grade levels. The games and practices were played at Appleton Area School District gyms and families were allowed to watch the participants at each site. There were challenges throughout the season with the health and safety of staff, volunteer coaches, and participants. The program families and volunteer coaches had a positive experience participating in our basketball program. They appreciated the structure of game days, our commitment to the development of skills, and the consistent communication.



Our youth baseball/softball/t-ball programs saw an increase in participation from last year. In 2022 we had 833 kids play in our Monday-Wednesday night program. As in the past, we offered Kindergarten T-ball up to our Teen Core program for 7th and 8th grade participants. We are excited to see the increase in players again this year and have a great group of kids at the T-ball and Coach Pitch (1st/2nd) grade levels. The increase of players is encouraging to see over the past two years for a program that was cancelled in 2020 due to COVID. Early season weather cancellations created challenges in scheduling a full season of games; however we pushed through the weather issues and completed the season the week of August 3rd.



After a record high number of participants in youth tennis camps and little hitters in 2021, participation in tennis continued to be strong in 2022. During our two summer sessions, we had 275 participants in our tennis lessons for kids ages 8-14. These classes served beginners, intermediate, and advanced players. These numbers are down only 16 kids from 2021 and are still twice as many as we had in 2019. The numbers have increased for our little hitters program as well, which serves ages 4-7. We had 180 kids participate in our two sessions of little hitters, which was more than the previous record of 174 in 2021. Additional relationships are being established with the United States Tennis Association and Appleton Area School District high school coaches to continue to grow the game of tennis in the City of Appleton. In addition to the increase in our normal Monday – Thursday classes, our Friday morning team tennis drop-in program has seen great numbers. Each Friday we saw 20-30 of our participants from our normal programs come to Erb Park to play more match-based tennis.



Summer youth sports camps had a different look for 2022. We offered additional classes that include a multi-sport camp for ages 4–8, a flag football camp, as well as a new session of classes for our established basketball, soccer, and sports exploration camps. There are two four-week

sessions, one beginning in June and the second in July. The popularity of the additional classes was huge with us having a record 623 kids participate in our camps in 2022. This was more than double the number in 2021 (269). All the classes were held at Erb Park and discussions have begun regarding moving some camps to other parks throughout the City to take some pressure off this very busy site. Erb Park usage is at its peak with sports camps and lessons, playground program, and Erb Pool all taking place there at the same time.

With the addition of youth sports camps, we discontinued our introduction to golf classes (formerly called SNAG). Due to the public looking for more “professional” golf lessons and the challenges of finding quality golf instructors, it was decided to discontinue these classes and replace them with other sports offerings.

Appleton United Lacrosse has continued a partnership with us for the fifth year. These lacrosse clinics offer the fundamental skills of the sport in two sessions of three classes each based on grade levels. Out of the two classes, 37 out of 40 spots were filled. This is a slight increase from 2021 with still more opportunity to grow this program in the community.

Tuesday night youth football was back at the Appleton Memorial Park fields. Enrollment was slightly lower than in 2021 (241 to 222) but we were able to create a more manageable league. The league ran three age groups, from 1st-6th grade, with six teams per group. This allowed each age group to play at the same time, creating continuity week to week. Though kids seemed excited to be playing, there were some concerns from coaches and parents about the young referees this season. Additionally, there was some communication regarding coaches and meeting the expectations and philosophy of APRD sports leagues. These concerns were addressed and moderated as needed. We are looking into if there is an appropriate way to expand football into more middle school grade levels.



The Milwaukee Bucks youth basketball camps were held at the Community First Champion Center during the summer of 2022. These camps have partnered with our department over the years to provide a higher-level basketball camp for kids ages 8-15 in the Fox Cities. The promotion of the camp in our program guide was still useful for the organizers and we helped to connect 220 basketball players with this opportunity.



The 2022 youth soccer program continued to have strong attendance during our fall season. Our program services participants from kindergarten through 8th grade. We had 870 participants registered this season. We continue to see solid numbers across the younger age levels and then again in our older levels. This will lead to consistent numbers with a chance for growth moving forward. Our waitlist for soccer was larger than normal, with many people interested in joining after the final deadline passed. This process is something that we will continue to evaluate for the future.

The overall format of the program remained the same with gamedays on Saturdays at the USA Sports Complex and a weekly practice set up by volunteer coaches. Simplifying logistics as much

as possible at the USA Sports Complex has been a priority. Allowing time for parking and making signage and overall communication easier for all families and fans was a goal for the year. Our staff has some veterans with a longtime connection to our program and new young referees that improved each week. We offered an in-person coaches’ clinic prior to the season. The clinic was successful with 15 coaches stopping in to learn more about techniques of soccer as well as developing practice plans.

APRD Running Club was back in 2022 after a successful start in 2021. The spring session was offered to grades 4-12. With no enrollment over grade 8, we combined the session but still had an overall enrollment of 22. When planning for fall, we only offered to grades 4-8. Enrollment decreased for the fall to 12 participants. We noticed that there are a lot of cross country programs at the local middle schools during the fall and this could account for the decreased enrollment. We have used this information to help us plan for the future of the program.

	<u>Participants</u>
Youth Basketball Leagues	554
Youth Baseball, SB, T-Ball	833
Soccer League	870
Flag Football League	222
Youth Tennis Camp	275
Lacrosse Camp	37
Little Hitters Tennis Camp	180
Runners Club	13
Youth Basketball Camp	150
Youth Soccer Camp	174
Flag Football Camp	52
Multi-Sports Camp	151
Sports Exploration Camp	96
Milwaukee Bucks Camp	220
Total	3,827



Teens

After a year away, Teen Core basketball was back in 2022. The program was held during the week rather than on Saturdays and gave 30 kids the opportunity to practice and play on their own stage. These games were held at Huntley and Franklin Elementary schools. The fundamentals of Teen Core were used to make the games and practices fun for all the participants. Response and attendance for the program was well received.



Teen Core baseball/softball had 29 participants for the summer season. The participants and the staff enjoyed a great season, and the Teen Core program continues to draw interest from 7th and 8th graders looking to play sports in a positive environment.

The Teen Core soccer program continued in the fall of 2022 with its established format. Allowing the kids to make some decisions for the program while enjoying the structure of soccer game play was successful. We had 40 kids participate in the Teen Core soccer program with some of them coming from the refugee program at the Appleton Area School District. The kids enjoyed practice at Hoover Park, while gamedays were played at the end of the day at the USA Youth Sports Complex.



In coordination with our summer playground program, we offer a junior leader opportunity. This offers young adults ages 14-17 an opportunity to gain both experience and knowledge in the skills it takes to become a playground leader. This summer we had a total of 8 junior leaders, which is a significant decrease from the previous year. We will be placing more emphasis in recruiting for this position for 2023 as it has been a great way to grow our playground talent pool.

	<u>Participants</u>
Teen Core Leagues	99
Junior Leader Program	8
<u>Total</u>	<u>107</u>

Adult Activities



Our adult dance classes have continued to grow throughout the year. We began offering fun new classes like Ballet Barre and Hip Hop. Not only did we offer these classes on Wednesday evenings, but we added a class on Saturday mornings that went well. We offered Belly dance through Nevaeh Mirage. After several sessions of low enrollment, we decided to end our partnership in December.

The Spanish classes are a great option for adults wanting to learn another language. Our Spanish classes take place at the Scheig Center throughout the year. We offer Spanish Beginner, Intermediate, Advanced, and a conversational class. We experienced a 10% increase in participation from last year.

We offered one Savvy City Cycling class designed for adults to explore different areas of the City while learning safe routes to their favorite places. We had eight participants for this class.

Adult tennis lesson participation in 2022 had a total of 42 participants. This program is well received as the participants have a great time learning about tennis while getting to play matches

with other players. We offer beginner lessons and then combined intermediate/advanced lessons.



We offered a two-day adult photography class in partnership with Debbie Daanen Photography on May 12 and 19. The class took place at the Scheig Center where participants learned about their cameras, how to capture the perfect picture, and practiced taking pictures in the beautiful gardens. The class was well attended with 17 participants.

Our partnership with the New Horizons Music Fox Valley continued during the fall. The number of registrations we receive through our office has decreased for both their band and orchestra programs. We have made the decision to not continue with this partnership in 2023.

The Seed Guild nature-based program, ran by Kari Witthuhn, continued to grow this past summer. New topics covered were seed starting, how to use herbs and edible plants in the kitchen, as well as creating salves. Classes were centered on teaching how to use cultivated and wild plants to create health focused products at home. Classes spanned March-August with a total of 101 participants. This almost tripled enrollment from previous years. We were not able to host any classes in the fall due to schedule conflicts. This program continues to grow with a variety of new topics being offered.

	<u>Participants</u>
Belly Dance	56
Adult Dance	82
Spanish	100
Seed Guild	101
Tennis Lessons	42
Photography	17
New Horizons Music	4
Savvy City Cycling	8
Total	410

Adult Sports Leagues

The Adult Flag Football League thrived again during the fall season in 2022. The league had 12 teams this year and was played at the Appleton Memorial Park softball fields (in the outfield). The league consists of teams from around the Fox Valley. For the second year in a row, we worked through the season with field monitors rather than having officials for the games. The league has not seen a drop off in play or participation with this change and we will continue with this structure until the availability of football referees increases.



Our adult pickleball leagues were smaller in size this year after record numbers in 2021. The leagues had a size limit because of space constraints, but we still had 37 participants in our leagues. Scheduling conflicts are a challenge for participants to play their scheduled matches. Discussion with the participants about the best way to schedule moving forward has helped with future planning. This is especially important with the new Telulah Park pickleball courts and 2023 planning.

	<u>Participants</u>
Adult Flag Football	180
Adult Pickleball League	37
<hr/>	
Total	217

Aquatics

There were a lot of changes for the aquatic team this year. It started in the spring with offering four different opportunities for lifeguard training. With so much interest, we offered an additional course in July. Overall, these courses yielded 24 new lifeguard staff. When looking at the program as a whole we had just under 50% of staff returning including two managers and a majority of the cashier and concessionaire staff at Erb. Luckily, we were able to promote within for three additional manager spots, which allowed some continuity. All in all, aquatics had 105 staff members and a 37% increase in lifeguard staff.

At the beginning of the season there was a focus on training with so many new staff. For lifeguard and water slide attendant staff, we offered three different trainings that each focused on an aspect of their responsibilities. This allowed the staff to acclimate slowly to the season instead of one long training. Each team also held a “live call” where they called 911 and Appleton Fire Department responded showing continued care and giving feedback. This helps show the staff their role in an emergency situation. There were some minimal changes to procedures that staff took to quickly. Other aquatic roles had one training to go over the point-of-sale program. We were able to get the demo site up and running so they were able to practice without making real sales. Again, this helped with introducing staff to roles and responsibilities.

Overall, the season went well. To help with team morale, picture day was added to the calendar where the staff were encouraged to attend to be in a team photo. We held staff appreciation night where we offered fun and games at Appleton Memorial Park away from the hustle and bustle of the pools. We also continued with the inter-team competition between Erb and Mead staff. This year we went bowling and Mead walked away with the coveted “Tube”. Something new we introduced for the managers (pool and concessions), were bi-weekly meetings to share information, talk about successes and challenges, and allow for better communication with the management staff.



The season was not without its extraordinary situations. In July, Erb had a medical emergency with a toddler which required emergency medical personnel to be involved. Then in August, there was a lockdown event with a possible weapon in the park. However, no matter what occurred at the facilities, the teams were able to handle it well, all while showing professionalism and perseverance and keeping patrons safe.

Swim Lessons

Swim lessons were back at East and West Pools in 2022. There was a lot of excitement for winter swim lessons. We started at the locations in late January with a mitigation plan, reduced class sizes, and parents in the water with preschool and kindergarten swimmers. Winter participation in swim lessons was 93%.



Erb and Mead Pools offered swim lessons with some modifications from previous summers. The lessons were a hybrid of 2019 and 2021 seasons with levels, times, and enrollment numbers offered. We were able to bring back special needs swim lessons as well as increase specific levels. Additionally, we brought back evening swim lessons at Erb pool two days per week, allowing us to reduce Mead's evening swim lessons to two days per week. We started off with slightly lower enrollment numbers to accommodate existing participants passing throughout the levels from session to session. This also allowed facilities to ensure there were enough staff to appropriately run lessons. We were able to bring back the dedicated Director of Instructor positions to the pools to help ensure lessons were run appropriately and help with any changes.

Lessons had four morning sessions at each location. In typical swim lesson fashion, the lower levels were filled for most sessions with the higher levels almost full. No sessions or classes needed to be cancelled as in 2021, but we did need to reduce the enrollment for special needs levels because of the one-on-one attention necessary for success. Overall, Erb swim lessons had a participation rate of 98% and Mead was at 89%.

This summer we were able to reinstate swim lessons with the Even Start Program at Fox Valley Technical College (FVTC). The Even Start Program works with family literacy for non-English-speaking parents. Most of the families who participated in the program are refugees. We work with FVTC to ensure these families qualify for the fee waiver program and offer the swim lessons at the reduced rate. This summer we worked with 51 children, ages ranging from 3- 13 years old, in teaching basic swim skills and water safety. This is a positive and heartwarming program for both the participants and the instructors.

Fall swim lessons kicked off in September. To help with clarification of class descriptions, we renamed the preschool and kindergarten classes as aqua tots and swim tots, respectively. With communication from Directors of Instruction and past trends, we kept these levels at a lower number of participants but increased other classes for the fall classes. Overall, participation for fall swim lessons was 93%.

	<u>Participants</u>
East Pool Swim Lessons	187
Erb Pool Swim Lessons	765
Mead Pool Swim Lessons	725
West Pool Swim Lessons	276
Even Start Program	51
Total	2,004

Open Swim

Outdoor pool season began on Friday, June 3 with a bang—full throttle into the season with a beautiful day and a lot of people at the pool. The summer brought different temperatures and weather conditions, but we had a majority of typical summer days to enjoy the pools.

Mead Pool had weekly visits from the Boys and Girls Club in Appleton, which were set up at the beginning of the summer. This helped the facilities staff appropriately accommodate a large group. Erb Pool held Rock N Roll Fun Day on August 13th. This was an exciting twist on open swim for the staff and patrons alike. Staff played games with prizes for the participants. This event was advertised on site only and had good attendance.

After a lot of work and communication with Vermont Systems and our IT department, we were able to get RecTrac back on track. We were able to correctly monitor daily attendance and revenue by location to get more accurate numbers. Records show, from 2021, the daily paid admission increased by 5%.

	<u>Full Summer 2022</u>
Mead Pool	
Lap Swim (paid)	65
Open Swim (paid)	23,736
Lap and Open Swim (passes)	5,728
Erb Pool	
Lap Swim (paid)	267
Open Swim (paid)	35,536
Lap and Open Swim (passes)	4,944
Total	70,276

Swim Passes

Pool passes are a good value option for individuals and families to visit the pools in the summer. Passes have changed from an annual pass to a summer pass since we have eliminated open swim programming at the high schools in the fall, winter, and spring.

We offered discount pass prices for summer passes for residents from mid-November until the beginning of May. Non-resident rates are slightly more than the full price resident rates. 12-admission punch cards are available to residents and non-residents at the same rate year-round.

Knowing that there were issues with RecTrac reporting in 2021, we are not sure if that affected the documentation of pass sales. If all sales are correct, 2022 saw a 21% increase in pass sales. Family passes and 12-admission punch cards seem to be the most popular in the community.

Pass	Discount Price Sales 11/18/2021- 5/5/2022	Full Price Sales Starting 5/6/2022	Total Sales
Adult Pass	18	22	40
Senior Pass	18	9	27
Youth Pass	16	45	61
Family Pass	224	277	501
Family Additional	589	809	1,398
Adult Punch Pass	11	131	142
Senior Punch Pass	6	31	37
Youth Punch Pass	15	302	317
Total Pass Sales for 2022			2,523
These sales represent both resident and non- resident passes			

Pool Rentals

Pool rentals continue to be a popular option for summer parties and gatherings. This season we were able to offer the Oasis Room at Erb Pool, which was not available in 2021. However, we did limit private rentals on weekends to help with staffing and reduce overtime hours. This helped to a point. Overall, we had a successful number of rentals throughout the summer and increased overall rentals by 25% from 2021.

	<u># of 2022 Rentals</u>
<u>PRIVATE RENTALS</u>	
Erb 50-Meter Pool	4
Erb Pool – Leisure	8
Erb Pool- Both	4
Mead Pool	13
<u>SHADE RENTALS</u>	
Erb Pool Cabana	22
Erb Pool Oasis	14
Mead Pool Shade	16
Total Rentals	81

Three area swim teams continued to rent the Erb 50-Meter Pool in the morning hours six days a week. Fox Cities YMCA, Fox Valley Wave, and Mid-Wisconsin Wavemakers share pool space to have practice before the pool opens for community programming. They all rent the pool space from when the pool opens through the end of July.

Aquatic Special Events

The annual Dog Swim was held on Saturday, August 20 at Mead Pool. This is always a popular event to pet owners in the area. We offered two sessions, one for smaller dogs and one for larger. Both sessions saw good registration, but the larger dog community was more receptive filling all

the spots. The day of the event, overall feedback was very positive with community sharing appreciation for the event.

	<u>Participants</u>
Doggie Day at the Pool	64
<hr/>	
Total	64



The Fox Cities YMCA Swim Team hosted two large swim meets at Erb Pool. The Summer Classic was held June 18 and 19 and the Bird Bath Invitational on July 8-10. This season we held meetings with YMCA staff to ensure that needs are met, and expectations communicated. An established timeline was shared with the YMCA and pool management staff to have continuity for the events. Appleton Parks and Recreation lifeguards and management staff helped oversee the safety of the athletes during the events. The Fox Cities YMCA Swim Team is charged a special events rental fee for the multi-day swim meets.

Pool Concessions

This season we were proactive and ordered product early to make sure we had all the tasty treats on location for the opening of the facilities. We did run into two issues this summer: out of stock items and excessive wholesale pricing. There were a lot of sharing of supplies between the two locations to make sure that there was enough product to go around. Sam’s Club was a savior when it came to last minute needs as well as finding less expensive products. However, these food runs were often time consuming. Additionally, there were a few concerns regarding deliveries and where the company was placing the freezer products when delivered. We were able to remedy that by staff doing a better job preparing the facility for deliveries.

We offered different options for concessions in the past. The infamous slushie was taken off the menu, but other frozen treat options were offered in its place. Other new options included pickle bites, bags of cookies, peanut butter krispies, which all did very well. There were slight increases in prices this summer, but we do not think that effected sales. However, the increase in wholesale did affect the amount of revenue that was brought in.

2022	<u>Revenues</u>	<u>Expenses</u>	<u>Net Revenue</u>
Mead Pool	\$50,815.37	\$48,992.93	\$1,822.44
Erb Pool	<u>\$70,845.62</u>	<u>\$63,056.88</u>	<u>\$7,788.74</u>
	\$121,660.99	\$112,049.81	\$9,611.18

Fitness and Wellness

We offer a variety of fitness classes in the community, which include Yoga, Strongbodies, Zumba, and Pure Strength. We also offered a few sessions of Cardio Funk and Tai Chi; however, with low enrollment these classes have been discontinued for 2023. During spring, summer, and fall, if weather permitted we encourage our classes to get outside and enjoy the park scenery while taking the class. Our Yoga and StrongBodies classes continue to be the most popular fitness classes.



We continue to partner with Lisa Kramer with Sunny Side Up Yoga. She offered a yoga class at City Park on August 3 from 6:00 – 7:00 p.m. This class was called “Rock Om” as kick off to Mile of Music. We had approximately 70 participants attend.

We continue to partner with Joy Jordan. She offered a Mindfulness series along with three Mindfulness retreats throughout the year. The Mindfulness classes have two sections, 101 and 201, which include formal instruction on meditation, current mindfulness practices, and working through how to control difficult emotions.

We partner with Christy Sprotte, founder of Fox Valley Mindful Learners LLC. Christy is a nationally certified school psychologist with years of mindfulness coaching. Christy has been with us for a couple of years and has tried various mindfulness classes. Through trial and error and soliciting feedback from her participants she is finding participants like classes that are more family focused. Christy offered two different family retreats and one parenting class. Unfortunately, class participation was very low. Christy would like to try one more session of classes restructuring the program to be more interactive with “mindfulness play” to include crafting, building, and scrap booking. We will plan to introduce these classes in the spring of 2023, and hope this will encourage more families to come learn healthy and fun mindfulness practices.

Outdoor fitness has been in high demand in the past few years. We have partnered with the YMCA for a second summer to offer free outdoor fitness classes at City Park and Houdini Plaza. These drop-in classes took place throughout the week June through August with an average of 45 participants each week.

	<u>Participants</u>
Zumba	84
Pure Strength	63
Yoga	289
YMCA Yoga in the Park	528
Strong Bodies	80
Mindfulness	91
Yoga in the Park “Rock Om”	70
Tai Chi	39
Cardio Funk	32
Mindfulness for Families	20
Total	1,296



Unity Dance Academy



The annual Unity Dance Academy recital was held once again at Appleton North High School. The recital was called "Streaming Now" and consisted of four shows on March 25 and 26. This year we had a lot of success offering a beginner only show, beginner/advanced show, and two intermediate/advanced shows. We had 379 dancers in our recital program this year, which was comprised of 36 classes in various genres, including ballet, jazz, acrobatics, hip hop, lyrical, tap, and musical theater. Over 1,867 tickets were sold between the four shows. We sold three business advertisements and seven dancer advertisements to help offset the cost of the recital program book. The dancers and staff did a wonderful job putting on four successful shows. This will be the last year we host our recital at North High School. In 2023, we are excited to move to West High School as a venue where they will be able to accommodate our growing dance and acrobatics program.

Our summer dance program began June 20th. This summer we offered 25 youth dance classes for 6-weeks. Our summer enrollment saw a large increase from last summer.

Our fall youth dance season began on September 12 and experienced another year of growth with 516 participants dancing in our program comprised of 49 classes. We offered ballet, jazz, acrobatics, hip hop, tap, and musical theater. We are also excited to add more talent to our staff this year bringing our total of instructors and assistants to 12.

	<u>Participants</u>
Summer Youth Dance	288
Fall Youth Dance	516
Total	804

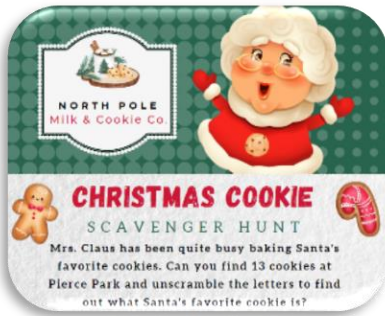


Special Events/Trips

For the second year, we teamed up with the Appleton Police Department to do a Toy Ride-Along. Just as last year, we hit our maximum participation with 50 toys signed up. Margaret worked with Meghan Cash from APD to coordinate the event, with the toy drop off and pick up at our office. Participants were given a certificate that included photos of their toys from throughout the week. The Police Department had increased participation amongst their officers this year, which made for a very smooth event. We shared pictures on social media and many officers took time to write a personal note to the toy's owners as well. It became a fun event for the Police Department as well and we look forward to continuing next year.



We continue to participate in the statewide Be Active Wisconsin Community Challenge. During the month of March, we encouraged people to get out and be active. The community with the highest average active minutes based on number of participants was crowned the fittest community (unfortunately it was not Appleton...maybe 2023). This program was very well received with 49 communities participating and 1,156 total participants throughout the state. Appleton had 71 participants join the challenge. We heard so many success stories of how this event motivated people across the state to get active.

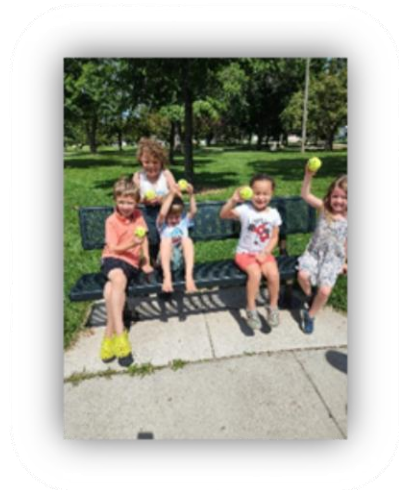


When the pandemic began in 2020, Appleton Parks and Recreation team brainstormed safe, educational, and fun scavenger hunts for the community. The scavenger hunts involved collaboration and pooling of resources with other agencies, volunteers, and local business donations to demonstrate a joint effort in providing outstanding services. Each scavenger hunt was created to reach different populations and ages throughout the community. We experienced so much success with these scavenger hunts, we continue to include these in our 2022 program offering. We offered four unique scavenger hunts including the Giggle and

Egg Hunt, The Great Ball Pursuit, The Great Holiday Dash, and The Christmas Cookie Hunt.

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 to collect 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.

The Great Ball Pursuit – For the third year, we took the tennis balls that were ready to be recycled from our summer tennis programs and used them for a community engagement event. We numbered 400 balls and had four different drop times at 16 different parks. Community members participating were asked to only grab one ball. We announced four winning numbers, and each winner received a \$25 gift card to either Badger Sports Park or Play It Again Sports. After tweaking the event over the past two years, we found that this year’s event went the smoothest. We were asked to write an article about the program for a Parks and Recreation Business Magazine that will come out early 2023.





On Friday, June 10, we held our Ties and Tiaras event located at the Scheig Center. We had 75 couples attend in three – one hour time slots. Our families enjoyed a magical evening filled with a bike ride for two, a professional photo by Debbie Daanen Photography, crafts, refreshments and snacks, and a dance party including a dance lesson for two. The Fox Cities Cycling Without Age donated four tri-shaws and pilots, and Crumbl Cookie donated cookies. We also had several local businesses donate gift cards for door prizes.

We had two Kid's Fun Runs this summer. 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 decided to start a new partnership with RunAway Shoes to help us organize this event. Nick from Nick's DJ Services provided the musical entertainment. We had 110 kids run the race. The second Kid's Fun Run was held on July 24. The theme was Jersey Jaunt so kids dressed up in their favorite team apparel/jerseys. We noticed a sizeable increase in attendance in both Fun Run events this summer. We also received a generous donation from Community First Fox Cities Marathon in the amount of \$750 to help offset the costs of the fun runs and provide water bottles to each runner.



We had four movies on the hill during the summer months of 2022. The weather was in our favor for every movie. On June 23 we played Sing 2. This showing was the best attended of all four shows. This is partly because we coordinated this movie to be on the same day as the Smiles and Movie Fun Run event. Families enjoyed watching their kids run in the race and then head over to the amphitheater for a fun family movie night. On July 7, we showed Encanto. On July 21, we showed Spiderman: No Way Home and on August 4, we played Luca. The movies kick off at dusk, but families come early as we have open canoe/kayak on the pond as well as children's games starting at 7:00 p.m. We average 200 plus people that showed up for each show.

U.S. Venture Children's Week was held July 24 – 30. Our division had numerous activities going on throughout the week:

Sunday, July 24 was free day at the pool (which was not as busy as we predicted...which was a nice break for the aquatics staff). We also had our second Kid's Fun Run. This was the kick-off event for Children's Week. We partnered with RunAway Shoes to help with the race logistics and Nick the DJ for entertainment. The event went well, and we had a total of 133 kids sign in for the run.

Tuesday, July 26 was the Kid's Rummage Sale at Pierce Park from 9:00-noon. The vendor list was full with 30 vendors. Kids set up on the picnic tables and customers could come and shop with them. We had a great turnout of shoppers, and it was consistent throughout the three-hour timeframe.

Also on Tuesday was our Dance-O-Rama event at the studios. We had low enrollment of only 18 kids due to the event not getting



placed on the main Children’s Week lineup. The 18 kids that attended had a great time and all were given information on classes for fall.

Wednesday was the annual Children’s Parade that marched from Houdini Plaza to City Park. The playground program participates in this every year with some of the parkees. This event is primarily run through the Building for Kids with our assistance. Overall, they thought they had approximately 1,000 people in attendance.



Thursday and Friday we held our annual Playground Fair at Pierce Park. The event went from 2:00 – 8:00 p.m. each day. We do have a separate time on Friday from 12:30 – 2:00 for families with children with special needs. The event went well! The two playground coordinators, Alli and Emma, I did a fantastic job, and we had a lot of support from our Recreation Division team during the event. Based on revenue this was the highest attended fair to date.

We used Clowning Around for all the attractions and trackless train rides. Einstein Project provided free STEM classes. The Academy provided karate demonstrations and free headbands. We had Kona Ice on both Thursday and Friday as well as selling concessions internally out of the pavilion.

We scheduled three bus trips in 2022. We decided to not offer any spring bus trip due to COVID-19 still prevalent in our community. In the summer we took one bus to Art Fair on the Square in Madison, in fall we took one bus to Door County, and in the late fall we took two busses to Chicago. All three bus trips were well attended.

On April 23, we teamed up with local Geo Cachers and the Wisconsin Geocaching Association (WGA) for the second year 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. The weather was absolutely perfect bringing over 60 participants to this event. After the presentation, families searched for geo caches hidden in Telulah Park, Derks Park, Mead Park, Colony Oaks Park, Appleton Memorial 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. At the end of the event, the Wisconsin Geocaching Association donated \$150 to pay for the event supplies and food.





The Bike Rodeos continue to be a huge success that the community enjoys. Both the month of May (Bike to School Month) and June we partnered with East Central WI Regional Planning Commission/Safe Routes to School and the Appleton Police Department for both Bike Rodeos. Participants were taken through various stations teaching basic skills needed to bike safely on the road.

We continue to partner with the Appleton Public Library offering a Story Walk® with monthly rotating books on display located on the trails behind the Scheig Center. The Story Walk® was incorporated in some of our scavenger hunts and holiday events. It is impossible to calculate how many families enjoyed the Story Walk®, but we can estimate that approximately 300 families walked through the Story Walk® throughout the year.

We held our annual “A Day in the Park” event on September 20 at Riverside Park. This program is a collaboration between Neenah, Menasha, and Fox Crossing Parks and Recreation Departments along with the YMCA of Fox Cities. We had several sponsors including Thompson Center, Touchmark, Network Health, Eagle Point, and Highlands for financial program support. Participants gathered to enjoy a fun day of Bingo and lunch.



2022 boasted the 3rd Annual Glow in the Park event at the Scheig Center. This season we continued with the illuminated story walk with story related activities, Halloween related games and scavenger hunt, visit from Appleton Fire Department, along with the Spooky House which housed community organizations- Debbie Daanen Photography, Girl Scouts, Dairy Queen, Appleton Public Library, and Appleton YMCA- who helped with the trick or treat trail by handing out treats and playing games. Each child left with a goodie bag with goodies and trinkets from 12 other community sponsors and a pumpkin from Warner’s Market. On top of the sponsors, Kaukauna High School Key Club and the Kiwanis Club helped with set up, tear down, and running games and activities throughout the evening. This season we opened up the number of families that were able to come through the event. 100 families signed up for five time slots throughout the evening. This was up from 75 in 2021. Additionally, we charged a nominal fee for the event this season- \$12 for residents/ \$17 for non- residents. This helped cover supplies for the event.





This was our third year offering the Letters to Santa program. It continues to be a great program for kids to write to Santa and received a letter back before Christmas. We provide a template for kids to fill out and drop off during the holiday season. The Recreation team enjoyed reading each letter and wrote back to 470 children, which was 125 more letters than last year.

Fox Communities Credit Union was excited to sponsor the Great Holiday Dash again in 2022, so we opted to organize the event for the 3rd year. This is a fun road rally where teams “dash” around town to shoot short videos, take pictures, mark GPS spots, and answer trivia questions during the 3-hour competition. We again utilized the GooseChase app to which we uploaded 100 clues pertaining to our Christmas theme and Appleton Area businesses and landmarks. The top five teams took home cash prizes donated by Fox Communities Credit Union. We had 51 teams with an average of four people per team participate. We incorporated a few more props this year that teams had to pick up. It was a huge success and people are already asking for it again next year.



	<u>Participants</u>
Toy Ride-Along	50
Be Active Wisconsin	1,156
Giggle and Egg Hunt	50
Christmas Cookie Hunt	22
Ties and Tiaras	150
Kids Fun Runs	243
Letters to Santa	470
Bike Rodeos	134
Kids Rummage Sale	228
Movie on the Hill/Canoe	800
Appleton Children’s Week	8,000
Bus Trips	195
Story Walk	300
Great Ball Pursuit	400
Glow in the Park	423
Great Holiday Dash	204 (51 teams)
CITO	60
A Day in the Park	210
Total:	13,095



Facilities

Scheig Center

We had a very busy year with rentals. We almost doubled the rentals from 2021, with 89 rentals taking place at the Scheig Center in 2022. The Recreation Division has also continued their use of the Scheig Center by offering programs on-site such as Yoga, Strength Training, Seed Guild, Mindfulness, Appletots, photography classes, and library programming. Internal groups have been consistently using the Scheig Center as well. The Friends of the Gardens group meets to have their volunteer meetings throughout the year.

Winter Recreation Facilities –

Opened December 28, 2021, and closed February 27, 2022

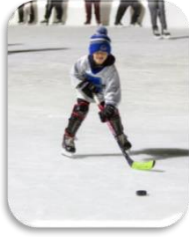
Winter Recreation did start a little off schedule waiting for colder weather and snow. Took well into January to be able to get enough snow to groom the ski trails as well as mid-January to be cold enough to open the ice-skating rinks across the city. There was a streak of warm temperatures in February which required closing of the ice rinks, but we were able to keep skaters off the rinks and save the ice for an additional week. Snow was lacking this season and caused for low attendance and closing amenities early in the season. Concessions were brought back to Reid's Cozy Clubhouse and the warming facility at Jones Park.

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 for patrons. There was one weekend with extremely cold temperatures but was temperate for majority of the season. With a lack of snow, the Cozy Clubhouse closed two weeks earlier than scheduled. The mix of colder temperatures and lack of snow did not have high attendance at the sledding hill. Overall attendance for Reid sledding hill and the Cozy Clubhouse was 1,047 in 14 days open to the community.



Temperatures were too warm to open Jones Park ice skating rinks until January 12. Once opened there was great use from the community, especially the hockey rink. Jones gathering was open to the public seven days a week: Monday- Fridays in the evenings and 12-8pm 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 excited to be able to plan for ice skate rentals in 2022- 2023 season. With a total of 39 days open, there were 2,194 visitors to the Jones ice rinks and the gathering inside.

Concession sales were not as popular as in the past. It may be because COVID- 19 was still in the community, need for wearing a mask inside, or the reintroduction to the service. Inventory and offerings have been considered for the future.



Once again, we flooded a hockey rink and recreational rink at Pierce Park to accommodate skaters and did some regrading of the park green space to make it easier to flood the hockey rink. Erb Park was also flooded for a recreational rink but did not have a warming area.

Reid Golf Course	<u>Cozy Clubhouse</u> 131	<u>Sledding Hill</u> 853		<u>Total</u> 984
Jones Park	<u>Gathering</u> 543	<u>Hockey Rink</u> 1385	<u>Recreation Rink</u> 266	2,194
<hr/>				
Total				3,178

2022 Program Participants:

Program Category	Participants
Pre-School/Early Childhood	979
Youth Activities	5,183
Youth Sports Leagues/Camps	3,827
Teens	107
Adult Activities	410
Adult Sports Leagues	217
Swim Lessons	2,004
Open Swim	70,276
Aquatics programs/events	64
Fitness/Wellness	1,296
Unity Dance Academy	804
Special Events/Trips	13,095
Winter Recreation Facilities <small>*only Reid, Erb, Jones get recorded</small>	3,178
Total:	101,440



Volunteer Numbers

Youth Basketball	85	Coaches for leagues
Youth Baseball	102	Coaches for leagues
Youth Flag Football	30	Coaches for leagues
Youth Soccer	84	Coaches for leagues
Unity Dance Recital	59	Ushers, backstage volunteers
Playground Fair	23	Volunteers to help with games/inflatables
Junior Leader Program	8	Volunteer at Playground sites during summer program
Glow in the Park	17	Set up and running games/ activities
Total	408	

Sponsorships/Donations

Donations:

- The Wisconsin Geocaching Association donated \$150 to Appleton Parks and Recreation for putting on a Cache In Trash Out event in support of Earth Day.
- Community First Fox Cities Marathon presented APRD a check for \$750 to donated toward the Kids' Fun Runs.
- The Fox Cities Cycling Without Age donated 2 tri-shaws and the pilots for our Ties and Tiaras event.
- Evergreen Credit Union was the sponsor of the Youth Basketball League T-Shirts for \$2,000.
- Alliance Industries was the sponsor of the Youth Soccer League for \$2,000.
- Received a \$100 in monetary donation from NEST, as well as receiving candy, trinkets, and/ or coupons from Appleton Police Department, Appleton Public Library, Appleton YMCA, Badger Sports Park, Dairy Queen, Fox Cities Performing Arts Center, Funset Boulevard, Girl Scouts, Happy Bellies Bake Shop, Monkey Joe's, Play It Again Sports, The Academy, and Urban Air.
- Kim Kamp's family pumpkin farm, Warner's Market, donated pumpkins for the Glow in the Park event.
- Building for Kids donated an annual family pass to Glow in the Park.
- Simple Simon donated five frees cookies for the Christmas Cookie Scavenger Hunt
- Toms donated several large bags of popcorn for our Movies on the Hill events
- Dance and acrobatic parents and local businesses donated \$1,050 to help offset the cost of our recital program. They in return received a picture of their dancer or a business advertisement in the program.
- \$9,250 was our portion of the proceeds given by local businesses and organizations toward Children's Week events.
- Fox Communities Credit Union provided us with a \$1,000 sponsorship for our Great Holiday Dash event in December. The money was used for cash prizes in exchange we used their logo in our marketing and used their Appleton locations for clue placement where we were able to provide videos and pictures of our participants for their future marketing purposes.
- Badger Sports Park contributed \$50 in gift cards and Play It Again Sports contributed \$50 in gift cards for our prizes for the Great Ball Pursuit.



- The 2022 Red Smith Youth Sports Grant of \$1,000 was awarded to the APRD Sports Programs in August.
- Our youth baseball/softball league was sponsored again this year by Engage Orthodontics of Appleton. They provided a financial donation (\$2000) in exchange for logo placement on t-shirts and signage at our facility on game days. They also contributed branded water bottles for every participant this season.

Community Partnerships / Community Outreach

Community Partnerships:

- Partnered once again with the Police Department on the Toy Ride Along program.
- Partnered with Run Away Shoes and Nick the DJ to offer race logistics and music entertainment for our two Fun Runs.
- Partnered with Run Away Shoes to offer free gait assessments and shoe fittings for City employees.
- Partnered with the Einstein Project to offer a mobile STEM experience during the Children's Playground Fair.
- Partnered with The Academy to offer karate demonstrations during the Children's Playground Fair.
- Coordinated with the fire department to provide first aid training and how to handle emergencies in the parks with playground staff
- Partnered with Konrathink Inc. to provide a Unity Dance Academy t-shirt design for the recital
- Partnered with Appleton Police and Fire Department for guest speakers during our Paw Patrol Friday Fun Theme Day. Unfortunately, due to unfavorable weather, this class was canceled.
- Partnered with the Simple Simon Bakery to offer free cookies for our Christmas Cookie Hunt.
- Partnered with Einstein Project to offer mobile stem activities throughout our city parks.
- Partnered with Wisconsin Geocaching Association to offer a Cache In Trash Out event to celebrate Earth Day.
- Worked with Appleton Fire Department to provide Emergency Procedures Training at Mead and Erb Pools.
- We partnered with the Fox Cities YMCA Swim Team to put on the Fox Cities Summer Classic and the Bird Bath Swim Meets.
- Partnered with Fox Cities Cycling Without Age to offer bike rides for our Ties and Tiaras event
- Partnered with the Appleton Public Library to offer library programming for early childhood, youth, and adults in our community. They used the Scheig Center, City Center studios, and Kiwanis Park for these programs.
- Partnered with East Central Wisconsin Regional Planning Commission for our two Bike Rodeos located at Mead Park and Jefferson Elementary School.
- Partnered with the YMCA to offer Zumba and Yoga classes at Houdini and City Park.
- Partnered with the Building for Kids, the Appleton YMCA and other community businesses/organizations to host the annual Children's Week event.
- We continue to partner with the Appleton Public Library to offer monthly rotating books on our StoryWalk® in Memorial Park.
- Partnered with Jennifer Kornowski's (Navah Mirage Belly Dance) to provide adult belly dance classes in the studios for APRD participants.

- Continued to collaborate with Neenah, Menasha and Fox Crossing Parks and Recreation Departments along with the YMCA of Fox Cities for the annual “A Day in the Park” which was held at Riverside Park in Neenah on September 20. We had several sponsors including Thompson Center, Touchmark, Network Health, Eagle Point, and Highlands for financial program support.
- Partnered with Lisa Kramer with Sunny Side Up Yoga to offer Yoga in the Park on August 3.
- Worked in coordination with Fox Valley Athletics to ensure the continued success of the adult softball leagues at Appleton Memorial Park.
- We worked with Play It Again Sports and Badger Sports Park on donations for the Great Ball Pursuit event.
- Partnered with Debbie Daanen Photography to provide Fundamentals of Photography class this spring at the Scheig Center.
- Continued our marketing partnership with Karate America and The Academy to offer Karate Fun classes for ages 4-12.
- 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 the Feb. 6th Herd game in Oshkosh.
- McKinley Elementary School asked for used soccer goals from the APRD and we were able to donate two used soccer goals for you McKinley Elementary to use at their school field.
- Partnered with Joy Born to offer Mindfulness classes.
- Partnered with NEW Horizon Fox Valley on the adult band/orchestra programs for 2022.
- Partnered with Christy Sprotte to offer family mindfulness classes.
- Partnered with Kidstage to offer fun theatre-based classes for ages 4-12.
- Partnered with Debbie Daanen Photography to offer a free photo opportunity for the Ties and Tiaras event as well as the Glow in the Park event.
- We partnered with the Fox Valley Technical School Even Start program to provide swim lessons to refugee families. This took place at Erb Pool August 1-12 and we were able to serve 52 youth participants.
- Each year we collaborate with USA Youth Sports Complex on the use of their soccer fields for our youth soccer leagues for grades K-8.
- Partnered with Appleton Public Library, Appleton YMCA, Dairy Queen, and Girl Scouts to offer stations on the trick or treat trail during Glow in the Park.
- Partnership continued with Tanya Rosenthal to teach babysitting training classes to 10- 15-year-olds.
- Partnered with Kari Witthuhn- Henning with the Seed Guild to provide Nature programs for adults.
- Continued partnership with Appleton United Lacrosse Club to work with youth grades 1- 8.
- Northeast Skateboarding Trust (NEST) continued to partner to give skateboarding lessons to youth ages 5-16.
- Shifted to a marketing partnership with the Fox Valley Rowing Club to offer Learn to Row Classes held at the Telulah Park Boat Launch.

Community Outreach:

- Jeff shared summer program information on a virtual call with the Youth Advocacy Coalition.
- Krystal attended the Hispanic Family Celebration at Appleton Bilingual School on February 25 to promote the upcoming summer. Some information was provided for parents who are Spanish- speaking in their native language.
- Jeff shared upcoming summer programs at Badger Elementary School.
- March 19 we 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 on March 23. This was a COVID-19 vaccine pop-up event combined with non-profit organizations providing resources for the community.
- On March 30 Niki gave a presentation for the Appleton Housing Authority regarding summer programs/events, parks/trails, and the fee waiver program.
- Niki, Margaret, Laura, and Liz attended the Kids Expo on Saturday, April 9. We provided an informational booth, games, and prizes. This was a great way to promote and educate the community on our recreation programs.
- On Thursday, April 28, Niki and Greg went to Appleton West High School over their lunch hours to promote our seasonal open positions we still have.
- On May 5 Krystal presented at the Launch Studio at Appleton East High School to discuss summer jobs with interested students.
- Krystal went to North High School to promote summer hiring on May 12.
- Laura attended a community event on May 19 at Wilson Middle School where she was able to promote summer programs.
- Liz attended the Fox Valley Veteran Roundtable on May 10 with Timber Smith at the Timber Rattlers Stadium to network and learned about all the veteran resources available.
- Niki worked with Long Vue from the NEW Hmong Professionals group to collaborate on a volleyball program that took place at Kiwanis Park on Tuesday and Thursday evenings.
- Krystal attended a community event at Johnston Elementary School on November 16. At this vent were able to provide information on programs offered in the winter season.
- Niki continued the community collaboration group including the YMCA, Building for Kids, Boys and Girls Club and Appleton Public Library leaders. We meet monthly to talk about programming, long-term plans, successes, and challenges. This continues to be a great network to collaborate with.



Marketing Highlights

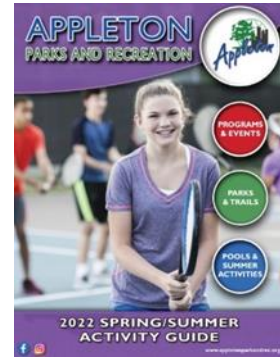
- In 2022, we posted 395 Facebook posts and 294 Instagram posts. Our Facebook reach was 1,160,421 which was an increase of 12% from last year. Instagram reach was 97,791 which was

down 11% from 2021. We attracted 2,415 new Facebook followers to bring us to 13,442. Our Instagram followers increased by 265, putting us at 2,415.

- Some of top reaching posts of the year were about our Letters to Santa, Recognition for lifesaving efforts at Erb Pool, and ribbon cutting at the new pickleball complex.
- The entire team brainstormed great pool opening video ideas and Laura came through as an amazing “Buddy”. The video was viewed over 10,000 times and shared over 50 times.
- A new logo was developed for the Playground program, and we began drawing attention to it by placing it on all Playground Program material. Lawn signs with QR codes were put up at each playground site and flyers were handed out at multiple community outreach events this spring.
- During the playground leader orientation, Margaret took photos of each leader along with collecting bio information on them. She compiled 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. We hope to reach a few people who utilize our parks to also check out all the opportunities we have available for the community.
- Margaret spent a lot of time updating and creating new signage throughout our department. She worked to create new signs for pool closing for swim meets. She made signs for sandwich boards for private events at the Scheig Center, playgrounds at Erb, and fitness classes. She also made new bulletin board graphics for UDA waiting rooms/bulletin boards and updated the bulletin boards at Mead Pool and the Customer Service Center.
- Baseball/Soccer schedule layout maps were designed for each night of youth games to try and alleviate any confusions on where each game is being played. We also put out QR codes throughout the fields so participant’s families could have easy access to the information.
- Margaret captured new photos of swim lessons, sports camps, playground events, and more to update our content library.
- New field signs were designed for the youth soccer league to help minimalize the confusion out at the field. So far feedback has been positive.
- Margaret has worked through paperwork for eight refugee children from the Congo and Afghanistan, so they can participate in our soccer league. This is run through AASD, so they covered the copay for each child and the rest was covered by our recreation fee waiver program. The contact informed us that the kids are LOVING the program.
- Margaret designed three ads for the Greater Valley Guide promoting our youth sports leagues, summer camps, and holiday events.
- We continued with our “APRD News You Can Use” newsletter. We sent a total of 25 newsletters for a total of 450,440 emails. 40% of those were opened. This is a VERY impressive open rate for the amount of emails we send. This means that we are reaching a significant amount of people with our e-newsletter.
- We continue to send target email communications through Constant Contact for our programs and events. Overall, we sent 38 targeted emails which was up 50% from 2022. We have found this to be a successful form of communication as our open rate on these emails is 70%.
- Part of these targeted emails include new newsletter style communication for our youth sports leagues. We used this for Baseball, Soccer and Basketball to be more proactive to participants questions. It has shown a great improvement to the number of calls/emails we receive.



- We continue to use Google Analytics to track our website usage. In 2022, we had over 212,180 visitors to our website and 540,275 page views. This an increase of 15% from 2021.
- Margaret and Niki attended monthly City Communication Team Meetings.
- July was Parks and Recreation Month. We changed our Facebook cover photo to celebrate the month.
- Once again, we developed and distributed two activity guides in 2022. The spring/summer one was printed and mailed to all City residents. The fall/winter one we chose not to print due to the increase in cost of paper. Instead, a postcard was mailed to all residents stating the guide would be available digitally only on our website.
- We had a lot of promotion/marketing for Children’s Week this year. Niki was involved with the creation of promotional videos, in-studio radio appearances, live TV segments, etc.



Other Notable Accomplishments/Areas of Interest

- Niki worked in coordination with Legal Services, the Mayor, and members of our team to develop an MOU with the Appleton City Band.
- Margaret and Stephanie worked with IT to redo the main parks and recreation phone line. We found it was inefficient and contained a lot of outdated information. The message is now much more streamlined and easier for the customer to navigate, therefore is providing much better customer service.
- Niki worked with the division staff to complete their position analysis questionnaires as part of the compensation study.
- Margaret worked with Todd Vanevenhoven to update some verbiage in WebTrac to make instructions easier of facility searches and new account creation. This will hopefully lead to less emails to add household members and manual pavilion searches by Stephanie.
- Liz was actively involved in the Health Smart Team. She took the lead in coordinating shoe fittings with RunAway Shoes for city employees and offering free yoga classes for city employees. Liz also helped run the health screenings on two different occasions at the P&R site.
- Monday, August 1st the Mayor presented recognition to the Erb Pool staff members who were involved in the incident that required emergency medical care for a toddler on July 17th.
- On August 2, the recreation division staff met with Cassidy to talk about emergency preparedness in our programs and talk about a new initiative that AASD has adopted and will be implementing starting this school year. We will be continuing to work with Cassidy moving forward on implementing our revised emergency preparedness plans for our programs/events.
- Niki has had conversations with Kyle Anderson regarding his project on inclusion of BIPOC and LGBTQ individuals in outdoor spaces and activities in collaboration with the Community Foundation, United Way Fox Cities, and the Brigade.
- Stephanie and Niki worked with Maureen and Tom on developing procedures for the special event process to create consistency and accuracy within our department.