

PARKS AND RECREATION DEPARTMENT

MID-YEAR REPORT

August 11, 2025

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:

Winter Recreation:

This winter season was one of our most successful in recent years. While none of our facilities opened until after the new year, we were able to offer an extended period of public access. The Jones Park ice skating rinks and The Goaltender officially opened on January 10, and with favorable conditions, we kept the ice and pavilion open through February 23 - providing seven full weeks of skating fun.



The Appleton pickup hockey group was even featured on local news, highlighting the Jones Park rinks and recognizing the hard work of our Parks staff in making the season a success. Snowfall was limited this year, allowing us to open the Cozy Clubhouse at Reid Golf Course for just two weekends. Although snow arrived at the start of February, staffing couldn't begin until the following weekend. Despite the shorter window, the sledding hill remained a popular destination for family fun throughout the season.

Preschool:

- Our Appletots Learning Center continues to thrive, offering early childhood education through a play-based learning approach. We provide a variety of parent/child and independent classes for children ages 0 to 5, hosted at the Scheig Center in Appleton Memorial Park and our studio spaces at Northland Mall. Seasonal sessions are offered throughout the year, and each class blends music, sensory play, crafts, and adventure into a well-rounded learning experience. Our winter, spring, and early summer 2025 sessions were especially well received, with strong participation and positive feedback from families.
- In June, we brought back our popular Friday Fun series, featuring themed classes like All Things Magical, Space Adventures, and Bugs & Blooms. These 45-minute, parent/child classes are a favorite among families seeking engaging summer activities for young children. Each session includes a movement activity, story time, sensory play, and a themed craft. All Friday Fun classes are currently held at Erb Park and continue to be a



community favorite.

Youth Sports Leagues and Camps:

- The A-League youth basketball program ran from January through early March and saw strong growth in 2025, with 548 participants across kindergarten through 8th grade—an increase from 2024. The season ran smoothly, thanks to the dedication of our participants, volunteer coaches, and staff. This year, the launch of our new basketball education website has been a valuable resource, making it easier for coaches to access drills, practice plans, and other instructional materials. Our ongoing partnership with the Appleton Area School District continues to be instrumental in securing appropriate gym space for Saturday games and weekly practices for our 3rd–6th grade teams.
- Our spring youth volleyball camp returned for its third year, running over four weeks in March and April. Sessions were held at both Madison and Einstein Middle School gyms. We welcomed a strong mix of returning participants, and the overall level of play noticeably improved compared to last year. The continued interest and development among participants reflect the growing success of this program.
- Participation in our A-League youth baseball, softball, and t-ball programs remains strong, with 819 participants in 2025—just slightly below our five-year average. As in previous years, we offered leagues ranging from kindergarten t-ball to our Teen Core program for 7th and 8th graders. The first half of the season presented some challenges due to an unusually wet June, resulting in multiple rainouts and the need for rescheduled games. Despite the weather, the season has remained active and well-supported. A new highlight this year is our partnership with the Village of Kimberly Recreation Department. Our 5th/6th grade baseball teams played intercommunity games against teams from Kimberly in what is considered a pilot program. Early feedback from both communities has been positive, and we’re optimistic about continuing and expanding the collaboration in future seasons.
- Summer sports camps started the week of June 9 and include tennis, soccer, basketball, flag football, multi-sports, pickleball, and sport exploration. Registration has been very strong for these camps with 449 participants in the first session.



Youth Programs:

- Our 2024–2025 Winter Open Gym season started strong but was impacted by poor weather, especially in February. Severe conditions forced us to close early on two weekends, which led to a drop in attendance during the second half of the season. We continued to operate out of one site at Ferber Elementary. Despite the challenges, the program remains a valued, free space for kids to play and stay active in the community.
- KidStage is an enrichment theater program that provides participants with acting exercises and theater skills. The winter session began on Monday, February 24, and will run through May 31 showcasing the popular musical, Annie Jr. In partnership with the Appleton Area School District, weekly practices are held at Huntley Elementary School.

- Running Club started at the end of May at Erb Park. In the beginning there were a few weather mishaps, but they adapted and kept going. There were 15 youth participating in the program.
- Our babysitting training classes were expanded this year because of high popularity. We have been offering classes each season to meet the need. This is a great way to build confidence as children enter the exciting world of babysitting or if they are starting to stay home alone for the first time by teaching care and CPR skills.

The 2025 Playground Program kicked off with staff orientation on June 9 & 10. We have 27 playground leaders assigned to 11 sites across the city. We have a total of 787 parkees enrolled in this program. Overall, the program has been going very well with youth being able to participate in sports, crafts, group games, and special events. Highlights in June included a pool day at Erb Park, Field Day at Pierce Park, and a variety of weekly themed activities.

- Our Urban Riders class began on Wednesday, June 12. We are offering three levels this year. Classes take place at Telulah Park where kids learn about basic bike safety, rules of the road, and enjoy bike rides throughout the City of Appleton.



Adult

- Our Spanish classes continue to be a popular option for adults looking to learn Spanish. All classes take place on Tuesdays at the Scheig Center. We offered various levels including beginner, intermediate, and advanced classes. We also provide a conversation class for participants that want to practice what they are learning in a conversational setting.
- The Seed Guild with Kari Witthuhn-Henning continued to offer unique, nature-based classes. We have had one class per month with varying topics. Attendance was varied and we did make the decision to discontinue these classes. Classes offered in 2025 were Fire Cider Workshop, Herbal Beauty, and Moss Wall Art.
- Tanya Rosenthal offered Pet First Aid and CPR classes to the community. This class focused on providing care for our furry family members. Manikins were used for individuals to learn and practice skills.
- Our fitness classes remain strong, with a variety of options for all levels. This spring, we introduced a restorative yoga class, bringing our total to six yoga offerings, along with Strong Bodies, Zumba, Pure Strength, and Power Hour.
While overall participation remains solid, we've seen a decline in enrollment over the past two sessions—most notably in Strong Bodies, possibly due to a change in instructor earlier this year. When weather allows, classes are held outdoors in the Scheig Center gardens, and this spring, Zumba and Pure Strength were relocated to Linwood Park for a fresh setting while Pierce Park was under construction.
- Our Mindfulness classes with Joy Jordan teaches adults in our community to be present in the moment in an open, non-judgmental way. Joy offers mindfulness retreats and Mindfulness 101 classes at the Scheig Center throughout the year. These programs are very popular.
- Our adult racquet sport programs continue to thrive, with strong participation in both

pickleball and tennis. Six pickleball clinics are scheduled from June through August and continue to fill quickly as community interest in learning the game remains high. Evening adult tennis lessons at Erb Park also began in June and have been going very well, with 20 participants currently enrolled.

Aquatics Programs

- Winter swim lessons began in January. Group lesson enrollment was consistent with previous seasons. Private and semi-private lessons continue to be successful for our community. By shifting time on Saturdays, as well as offering more lessons during time slots, we were able to accommodate all requests. Overall, there were 284 participants enrolled in winter lessons. This included 27 we were able to accommodate in private swim lessons.
- The summer of 2025 kicked off with the continued staggered pool opening schedule. Mead Pool opened for the season the weekend of May 31, then closed during the week, with both Mead and Erb Pools officially opening for daily operations on Friday, June 6. This alternating start has continued to help balance pool operations and staffing. As part of this schedule, Mead Pool will close for the season on Friday, August 15, followed by the popular Dog Day event on August 16. Erb Pool will remain open through Sunday, August 24.



- On June 9, the swim teams started to practice at Erb Pool. The Summer Classic Swim Meet hosted by the Fox Cities YMCA Swim Team was held June 14-15. This event drew thousands of people to the area and was a great success.
- In 2025, we brought back our aqua fitness classes. Erb Pool now offers Aqua Blast on Mondays and Wednesdays, while Mead Pool hosts Aqua Yoga and the new Aqua Fit class, offered twice weekly.

Unity Dance and Acrobatics:

- Unity Dance & Acrobatics is our non-competitive, cost effective, and inclusive program offering preschool, youth, and adult dance and acrobatics instruction. Our program offers a variety of genres for all ages and abilities.
- The annual Unity Dance & Acrobatics recital was held on May 2 and 3, at Appleton West High School. This year's theme was "A Night at The Movies". The recital featured songs from some of our favorite films. The recital was a perfect way to end our 26-week program. We had 694 participants in our recital program this year which comprised of ballet, jazz, pom & kick, acrobatics, hip hop, lyrical, tap, modern, and musical theater along with an opening number of about 45 participants, and a senior dance of 13 participants.



- Our summer dance session began on June 9 and includes 35 youth dance classes and six preschool classes; all held at our Northland Mall studio location. Total summer enrollment reached 400 participants across youth and preschool age groups.

Special Events:

- The Toy Ride along was the week of January 27 - 31. We had 10 toys go to Public Works, 19 to the Fire Department, and 35 to the Police Department. The event went well; we were featured on WFRV and WBAY. Public Works did a great job in their first year.



- Our annual Mom Prom event took place on Saturday, March 8, 2025, at the Paper Valley Hilton Hotel. The event was a success, with approximately 360 participants enjoying a variety of activities, including: walking the runway with themed cardboard cutouts, dancing and photo opportunities, and trying their luck at raffle baskets. This was the first year we incorporated raffle ticket sales, which required collaboration with the

parking department to utilize their credit card reader system. This approach streamlined the payment process and helped facilitate raffle ticket sales, which brought in approximately \$2,500. In total, the event raised an estimated \$12,472 to support the fee waiver scholarship program, ensuring more youth have access to Parks and Recreation programs. Overall, the event was well-received and continues to be an impactful fundraiser for the community.

- Our bike rodeos remain popular community events, with two held this year, one in May for Bike Safety Month and another in June. In partnership with Safe Routes to School and the East Central Planning Commission, we offered safety stations on braking, signaling, pedestrian awareness, and bike maintenance. We had 56 children registered for the first rodeo and 35 for the second. Based on last year's feedback that 15 kids per station was too much, we reduced group sizes to 10. While this limited total participation, it allowed for better management and more one-on-one instruction for each child.



- On June 19, we hosted the first of two kids' fun runs, themed *Moana's Wayfinding Voyage*, at Appleton Memorial Park. The event was paired with Movie on the Hill to create a fun evening for families, though the movie was postponed due to a thunderstorm.
- On June 19, we hosted our first Movie on the Hill (MOTH) event at the Appleton Memorial Park Amphitheatre, featuring *Moana 2*. Unfortunately, a thunderstorm forced us to postpone to the following Thursday, which was also rained out.
- On June 13, we held our fourth Ties and Tiaras event. We had 122 participants including dads with daughters, moms and sons, best friends, grandparents, 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 ten minute dance lesson instructed by the Unity Dance & Acrobatics instructors, crafts, a free style dance party, and a tri-shaw bike ride around the park.

Scheig Center

- The Scheig Center continues to be a great venue for bridal showers, baby showers, weddings, and birthday parties. In the first half of the year, we had 50 private rentals. The Scheig Center also provides programming space for programs such as, preschool, fitness, mindfulness, Spanish, seed guild, photography, and more.

Marketing Highlights:

- The spring/summer activity guide was again only available online. We had an aggressive marketing plan to get the word out about the online guide that included distributing flyers, social media posts, constant contact, social media ad, Go Valley Kids Ads, and Fox Cities Magazine Ad. As of now we have had over 6,200 views of the online guide.
- Margaret and Niki went on the WHBY'S Focus Fox Valley with Hayley Tenpas on February 25 to discuss Mom Prom, the activity guide, and our spring/summer programs.
- We sent out 13 "APRD News You Can Use" newsletters in the first half of the year. Each one contained our top 5 trending programs at the time of distribution. Our open rate for these newsletters is 44%.
- We put together 37 targeted emails through constant contact to help with proactive communication with participants in our different programs.
- 161 Facebook posts were put out there in the first half of the year with a reach of 806,508. We increased our followers by 1,265. We also posted 10 reels in the 2nd quarter with 106,955 reel views.
- 124 Instagram posts with a reach of 44,512. We gained 299 followers in the first half of the year.
- The second quarter marked the launch of our newly redesigned Parks and Recreation website that is now housed under the City's website, featuring a fresh look, streamlined navigation, and enhanced functionality to better serve the community and make it easier for users to find and register for programs.

Community Partnerships:

The recreation division has continued to strengthen community partnerships and outreach in 2025 by collaborating with numerous local businesses and organizations. Through these relationships, we have enhanced our programs and events, bringing more value to our community. Additionally, our team has actively engaged with various community groups, advocating for our services and ensuring they meet the diverse needs of our residents. These efforts demonstrate our ongoing commitment to fostering a vibrant, connected, and healthy community.

Total number of partnerships as of mid-year: 38

Total number of outreach events/presentations as of mid-year: 12

Parks and Grounds Division

Contracted Projects

- Lower Telulah Park Trail Repair
 - Repair from 2024 was poor and needed to be redone by the contractor. Will be combined with root repairs to trail in front of the hotel.
- Universal Playground Spinner Project
 - The spinner is compliant, and the surface was repaired by Northland Recreation.



- Miracle League Fence Work.
 - Backstop fabric replacement and the addition of flag poles complete.
- Highview Park Playground
 - Lee Recreation added some more features to the Highview Park Playground.
- Wastewater Perimeter Fence
 - Perimeter posts pounded down to close the bottom gap by Century Fence.
- MSB Perimeter Fence
 - Posts leveled. Bent posts replaced.
- Memorial Park Lot Closure Gates.
 - Contract at Attorney's Office.
- Police Department Gate.
 - Vendor replaced track and rollers after they failed prematurely.

Contracted Services

- ASR Property Services were contracted for snow removal at the Police Department.
- The Weed Mowing Contract was awarded to B&V Maintenance.
- The Porta-pot contract was awarded to P&C Portables.
- The topsoil and ball diamond mix contract were awarded to Swinkles.
- Fall herbicide applications for Fire Stations were awarded to TruGreen.

Operations

- Safety supplies, PPE and seasonal shirts ordered.
- Bird and Bee City renewal fees paid.
- TP, garbage liners, and cleaning supplies have been ordered for pavilion cleaning.
- Herbicides and grass seed purchased.
- Organize the work and meet with the Friends of the Scheig Gardens volunteer group.
- Seasonal hiring.
- Grounds Coordinator hiring.
- Researched and implemented a new parking application at the Lutz boat landing.
- Tier 2 Report complete.
- Goose Nest and Egg Depredation Permit applied for and received.
- Worked with seasonals to get them their DNR UTV Certification before starting this season.
- Keep pavilion supplies such as toilet paper, garbage bags, urinal screens, cleaners, and paper towels in stock.
- Keep safety supplies, PPE, herbicides, small equipment, and fuel in stock.
- Goals added to Neogov.
- Organize and coordinate the purchase, planting and care of annual and perennial plantings at the Scheig Center.
- Mowing maps were updated with GIS.
- Manage weed mowing of Business Parks for Economic Development.
- Small equipment research and purchase.
- Ordered six new picnic tables for Linwood Park.
- Park and Recreation Safety Agendas, meetings, and minutes.
- RFPs and contracts for Weed Mowing, portable toilets, contracted herbicide, and topsoil/ballmix.
- Working with Lee Recreation on the cost of adding more items to the Highview Playground.

Annual Staff Responsibilities

Winter

- Performed snow removal at parks, Fire Stations, Wastewater, Library, various sidewalks and trails.
- Brushing and low limb pruning.
- Picnic tables hauled to shop for refurbishment.

- Old picnic tables refurbished, and ten new tables assembled for Lundgaard Park.
- Invasives removed at Newberry Trail, Arbutus, Pierce, Jones, Woodland, and Memorial Parks.
- City Park benches and Scheig benches refurbished.
- Park signs built. Park and Recreation office sign changes.
- Rinks were flooded. We had a successful seven week skating season in 2025. We struggled with the Highview and family rink at Jones Park early on with no snow available to berm for holding water.



- Warming shelters and sled hills cleaned and maintained.
- Cross country ski trails were maintained at Reid and Memorial Park when snow was available.
- Dasher boards, goals and puck containment nets were disassembled and put into storage.
- Snow equipment removed and put away for the season.
- Snow stakes removed.
- Plow damage repaired.
- The Telulah soccer field and outfield received a top dressing of compost.



Spring

- Pavilion decks are power washed.
- Parking spaces were numbered, and signage was installed for the new parking application at the Lutz Park Boat Launch.
- The Schieg prairie was burned by staff. Native grass seeds were overseeded into the prairie.
- All Grounds trailers were brought to MSB for their annual inspection.
- Cold patching of parking lots and drives.
- Tennis, pickleball and volleyball nets put up.
- Shade sails removed from playgrounds and structures.
- The Lutz Park and Telulah Park kayak launches were installed for the season. The Telulah Park launch had some issues that needed to be repaired.
- Pavilions and bathrooms are being cleaned and prepared for the season.
- Limbs and stick clean up.
- Playgrounds inspected monthly; repairs were completed as needed.
- Remove rabbit guards from the Scheig Center Gardens.
- Landscape beds were cut back and cleaned up.
- Homeless encampments on the Arbutus Park steps were removed twice.
- New soccer goals were installed at Highview Park.
- Gate PMs were performed on the MSB, VT, WW, Water, and Lake Station gates.
- Staff hauled a stockpile of mulch from Sandra to the bin at our shop.
- School site playgrounds had holes under the swings and slides pushed in during spring break.
- Field aeration and rolling take place when moisture levels allow.
- Baseball diamonds ready for play on weekdays and weekends.

Summer

- Daily park cleaning. Litter, garbage, clean pavilions and bathrooms, blow hard surfaces. May 1 – October.
- Graffiti removal and vandalism repair.
- Monthly safety inspections of playgrounds.
- Monthly PMs on the City Facility security gates.
- Score board and light program and repair.
- Weekly mowing, trimming, and weed control of parks, boulevards/triangles, and other city properties.
- Hard surface median and round-about cracks treated for weeds.
- Move City Band items from North High School to Pierce Park.
- Playground mulch top-dressed.
- Grooming, chalking of seventeen baseball diamonds. Weekend prep for tournaments and Sunday Adult League.
- Maintain irrigation at Erb Pool, Houdini Plaza, Memorial Park diamonds, and the Scheig Center.

- Line painting for soccer fields, and foul lines.
- Periodic blowing or sweeping of trails and walkways for debris and goose droppings.
- Goose repellent applied to problem parks.
- Return City Band items from Pierce to North High School.
- Weed mowing of right of way.
- Tables and trash cans delivered for Fire Department events, Art in the Park, Pioneer Park neighborhood picnic, and Touch A Truck.

Grounds Staff Projects

- Wastewater perimeter fence had several issues that were repaired.
- Houdini Plaza had some soil added to areas that had a lot of surface tree roots to eliminate trip hazards.
- Concrete was poured around the training area gate posts at Fire Station 6.
- Signs built and installed at Park and Recreation Office, Peabody and Highview Parks.
- Staff moved some shelves and wire room dividers at the Pierce Park pavilion to make room for the family restroom installation. Staff reinstalled shelves after remodel was finished.
- The Vosters Park native planting had the flowing heads removed from the Sweet Clover.
- Lips removed from infield/outfield edge.
- Variable resistance bench-presses were installed at Pierce and Erb Parks.



- Memorial bench slabs were installed at Jones Park and the Apple Creek Trail.
- Dugout covers were installed at Field 6 in Memorial Park.

- The heaved steps at Arbutus Park were repaired.



- Field 2 had eight tons of amendment added to the infield.



- The entrance beds to the Scheig were relandscaped.



Grounds Division Collaborative and Volunteer Projects

- The Friends of the Scheig Center Gardens continued relationship for labor and expertise in maintaining the gardens.
- Coordinated workdays with the various Adopt a Park groups.
- Coordinated with school groups, volunteer groups and scouting troops to pick up litter, sticks, trail clean up and Eagle Scout projects.
- Continued sharing of equipment with the Department of Public Works.

Training

- Two full-time staff received DNR certification for operating ATV/UTVs. The remaining staff are old enough not to require certification.
- Three grounds staff and the Grounds Manager certified or recertified to be Wisconsin Pesticide Applicators.
- All Grounds staff completed General Safety Training and forklift certification.

Reid Golf Course

Season Overview

- Golf course opened for walking play on Wednesday April 9th, this was a month later than March 3rd's opening in 2024. April 5th is Reid's average opening day over the last 15 years.
 - Carts were allowed April 12th and due to turf not recovering early in the season the range did not open until April 18th.
 - Golf course has been open for 83 days to date, compared to 105 days in 2024.
- During the first week of play, white tee players were asked to play the par 3's on artificial turf mats until the grass woke up and recovers on its own. These were in place through April 17th.
- Hole-in-one plaques were removed from the course in spring 2024 due to vandalism. Staff entered spreadsheets and ordered plaques for the clubhouse. They were installed this spring, a nice upgrade and great conversations starter. They are located between the restrooms, as this area was selected to allow for growth as plaques fill up.



- Family days have continued to be successful filling up the tee sheet from 2:00 p.m. to twilight, however, weather has been an issue on 2 of the 3 dates this year.
- Lawrence University club golf, Appleton East and Appleton North boys high school golf teams returned to Reid this spring. Appleton East middle schools also ran a small program at the range during the spring semester, this is to act as a feeder to high school golf.
- Junior Lesson Program sold out again filling up both sessions. Reid continues to see a healthy junior program and number of juniors playing at Reid.



Staff created a putt putt course on the main practice green for the last day of junior lessons, kids really enjoyed it!

- The 3-4-5 tournament was played May 18th, 28 two-player teams participated. An increase of 10 teams compared to last year.
- Continued hosting a Wisconsin Junior PGA Event, this is the seventh year Reid has hosted the event.
- City Tournament participation decreased this year with 100 players participating in the 80th annual event, 104 in 2024. The tournament continued with Sunday split tee start to encourage more participants to stick around until all flights finished.
 - New for 2025 Net divisions were created for Senior and Lady Flights, this is to encourage more players to play in the tournament. It may take a year or two of advertising and word of mouth to increase these flights.



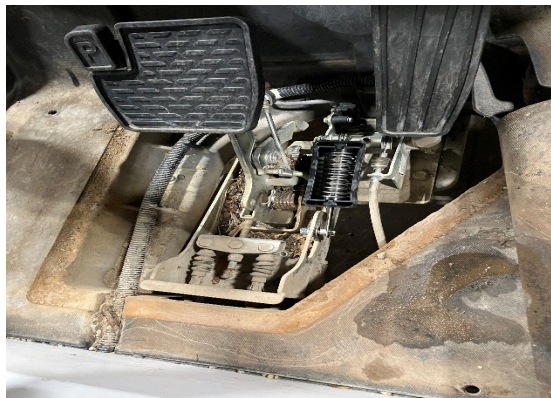
John Zeimer is the 2025 City Tournament Champion.

- Two golf outings were held in June, X-Golf and Scott Ott Memorial Outing. Both are return business from previous years.
- The first half of 2025 did not have the best weather, but it has been better than last year.
 - 89% of the days the course was open were measured as golfable.
 - New for 2025 staff is tracking no range days, it usually coincides with no cart days. To date the range has been closed for 8 days since it opened, no carts for 8.5 days.
 - Precipitation on 38% of days the course has been open for play, compared to last year's 48%. The last two weeks of June had precipitation on 7 of 14 days, rains this year have been consistent but not overwhelming as they were in 2024.
- Reid took delivery of a new fairway and tee mower and new PTO driven verticut unit. This piece of equipment will improve playing conditions and will be used during fall aerification.

Financial Breakdown (through June 30th)

- **\$616,374 in revenue has been run through Reid's POS**
 - Annual Passes - \$151,430
 - Pass sales remain consistent year to year with 221 sold compared to 233 in 2024, but revenue has increased \$5004. This increase comes from price modifications for 2025.

- Discount card sales have remained similar year to year with 206 sold. Staff continue to discuss discount cards with golfers who frequently play Reid.
- Green Fees - \$223,891
 - 18,894 rounds have been played this year down 1812 compared to last year. The decrease in rounds is from opening the course a month later this year. The decrease in rounds is \$18,273 lower green fee revenue.
 - 902 team rounds played in the spring semester. They consist of Appleton East and North Boys and Lawrence University Club Golf.
 - Passholder rounds have decreased to 5,166. 558 less than last year. Staff continually discuss how added passholders could hurt daily revenues, but daily sales do not show this to be true.
- Cart fees - \$115,903
 - Cart rentals continue to increase, \$5,206 in revenue year to year. The weather has been more conducive for cart availability this year and staff continue to comment on an increase in junior golfers desire to ride when they play. Increasing junior riding rates to senior/military prices this year has not deterred their desire to ride.
 - Yamaha contacted Reid for a recall on the leased carts in March with directions to not drive them until it was remedied. At the time of contact they did not have parts for the repairs. To get them fixed before they were needed Reid staff repaired the carts in-house and received \$30 credit per cart for the repairs. Staff were able to get them fixed before ground conditions allowed cart usage and the course lost no revenue from the recall.



Throttle return spring prompted the recall and in the photo is repaired.

- This is the final year in the golf cart lease with Yamaha. Staff have been working with Yamaha on budget numbers for the next lease which will include additional carts to appease demand.

- 31 annual cart passes sold this year.
- 11,125 total (passholder and paying) cart usages this year.
- Range - \$17,770
 - Range opened for use on Friday April 18th.
 - Range revenues have declined \$3,025 this year, the range has been open a week less than last year.
 - Range use continues to be very high and causes the most headaches in operations due to balls/baskets not returning and golfers not adhering to range rules.
- Merchandise - \$18,262
 - Sales have increased \$2,042 this year, primarily from ball, hat and apparel sales.
- Food and Beverage - \$58,714
 - Food and beverage sales have decreased \$7,446. The golf course has been open 22 less days this year compared to last year. Food and beverage sales coincide with the amount of golf Reid has, open less is less opportunity for sales.
 - Food and beverage costs and pricing are looked at annually, this year only minor price modifications were needed to keep margins due to increased costs.

Marketing 2025

- 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 no real-time promotions have been run this year. If staff begin to see daily dips in play these promotions will return.
- The Mailer (previously 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 ad based on time of year, 25% off apparel for example.
- Radio ads have been used multiple times throughout the year to promote tournaments, course opening, family days, etc. Reid staff have also made guest appearances on live radio shows to promote different events at Reid.
- Constant Contact email marketing continues in 2025, Reid's email database has remained similar year to year. The use of email marketing has been very economical and beneficial to Reid. On average two email marketing blasts are produced monthly.
- Increased play the past few years equates to less marketing needed to fill the tee sheet, but the plan is in place if rounds and revenues drop.

Staffing update

- Long time City and Reid employee Jim Pedersen decided to retire in May this year. Jim worked 30+ years at the City with 20+ being dedicated to Reid. His presence will be missed and a new hire has been selected to fill the role in mid-July.



Jim never mailed in a day, here he is pulling in a dead varmint out of the pond on his last day!

- All pro shop staff returned for another year! This really helps with golf operations especially with the increased volume of play and point-of-sale operation. There has not been much turnover in food and beverage operations either. Golfers have become accustomed to seeing familiar faces at Reid.
- Ground staff had all the working retirees return and most of the summer seasonal staff returned too.
- Despite the continued high golf volume there have been little to no issues involving operations this year. This is a direct reflection on the staff Reid has in place.

Grounds

- Golf Course made it through winter with no significant winter injury and was relatively dry heading towards spring when most of the snow fell this winter.
 - Grass was very slow to wake up this year, the small amount of winter injury took a bit to recover but did not affect playing conditions.
- Consistent rain, properly timed fertilizer applications has the course playing very well this year. Recent warm temperatures have turf growing quickly and thick rough is prevalent throughout.
- Irrigation startup was smooth with only a couple heads acting up and no leaks. This was a pleasant surprise for staff as open winter conditions heaved turf considerably and drove frost deep. Eventually, five pipe leaks were noticed and staff have them repaired. Many courses had major issues after winter when charging up irrigation.

- With not needing much irrigation to date, weeping heads are the only irrigation issues staff have needed to address.
- Through the end of June 2023 - 7,000,000 gallons of water irrigated, only 740,000 gallons through the same period last year and 1,500,000 this year. Dry stretches have been few and far between this year, but the irrigation system has been running well. When water sits too long in the pipes issues tend to occur, weeping heads, sprinklers stick on, pipe leaks, etc. Reid irrigates out of the pond on #7 and the pond is filled using an underground well.
 - This is the first year of the upgraded Lynx Software system, it has been working great especially creating new programs to irrigate dry areas and new seed.
- Nice spring weather made pre-emergent applications easy to schedule and mother nature handled watering them in. They were all executed in the various windows of application. To date minimal breakthrough of seedhead and crabgrass, but staff believe crabgrass pressure will be high this year.
 - Clover is the #1 nuisance weed at Reid, it appears to have an extended seeding period this year making it more noticeable.
 - Crabgrass applications are holding up well, but untreated areas are beginning to show breakthrough.
- The American Flag at the cell phone tower remains down this year. Winter upgrades changed the circumference of the tower and new lines needed to be updated. No date has been given as to when the work will be completed to fly the flag again.
- Drain tile was installed near an existing path where water was getting trapped. This path is tentatively scheduled for paving this fall.
- Fall broadleaf applications did their job and left the course with minimal weeds to start the year. Staff is seeing clover breakthrough and will spot treat as conditions warrant.
- Grounds projects beyond routine maintenance finished in first half of 2025:
 - New tee markers, cup cutter, cups and bunker rakes were purchased this winter. These all are upgrades from what was on the course prior and golfers have noticed.
 - Cart path exits have been a continual project this year to smooth out the transition from path to grass. Excess precipitation also causes paths to washout and create potholes, which have kept staff busy repairing this year.
 - Marigolds were planted at no cost to Reid in three flower beds on the course to be an extension of the Marigold Mile working with Mary Beth Nienhaus.
 - 25 Ash Trees were removed, stumps ground and seeded this winter. Staff are continuing to work on removals as time and ground conditions allow.
 - Select low branch pruning and buckthorn removal continue, this winter allowed for tree work as ground conditions were frozen solid with minimal snow cover. Every few years staff make it completely around the golf course raising low branches.



Before and after pruning between #1 and #8.

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.

Description	Year to Date	Full Year Amended Budget	Percent of Amended Budget
PARK & RECREATION			
16532 Park Maintenance – Revenues	\$126,598	\$191,535	66%
16532 Park Maintenance – Expenses	\$988,197	\$2,259,113	44%
16532 Park Maintenance – Net Exp.	\$861,599	\$2,067,578	42%
16541 Recreation Programs – Revenues	\$388,779	\$1,047,307	37%
16541 Recreation Programs – Expenses	\$1,177,053	\$2,316,280	51%
16541 Recreation Programs – Net Exp.	\$788,274	\$1,268,973	62%

Budget Performance Summary (Reid Golf Course)

Description	Year to Date	Full Year Amended Budget	Percent of Amended Budget
REID GOLF COURSE			
Reid Golf Course – Revenues	\$657,520	\$1,212,606	54%
Reid Golf Course – Expenses	\$541,465	\$1,211,341	44%
Reid Golf Course – Net Exp.	\$122,973-	\$1,265	9,700%

Again, please feel free to contact me at 832-5572 or at dean.gazza@appleton.org with any questions.

Sincerely
Dean Gazza