



# RECREATION DIVISION YEAR END REPORT



2019

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## YEAR END SUMMARY

The Recreation Division of the Parks, Recreation, and Facilities Management Department is committed to providing comprehensive, high quality recreation programs for the community of Appleton. Staff spent a considerable amount of time diligently planning their programs for 2019. New programs continue to be explored that focus on some of our initiatives such as outdoor adventure programming, fitness/wellness, adult programming, family focused events/programs, and diversity/outreach.

If we look at recreation program numbers (not including our open swim numbers) we were consistent with last year's numbers having increased 3% from 2018 to 2019. These increases are reflective of the following program categories: preschool, youth, youth sports, adults, fitness and special events. The biggest hit for us this year was the open swim attendance. As you will read in the report we dealt with unfavorable weather, above average rainfall, and storm damage causing pool closings. There was a 26% decrease in attendance this year. Thankfully with some price adjustments in 2019 we were still able to meet revenue projections for the pools as well as the concession operations.

Once again, we broke the record for the most participants in our learn to swim programs. This summer we introduced evening lessons at Mead Pool to help maximize pool use, provide an option for working families, and to save money on pool rental at Appleton East Pool.

This year brought on many changes for the staff including a new financial system (Tyler Munis), a new payroll system (Executime), an upgrade to our registration software program (RecTrac), a new activity guide format, and a new website. These changes, while challenging at the time of implementation, have created efficiencies and streamlined processes.

Marketing highlights for 2019 include our new website that went live in February, our new Appleton Parks and Recreation Activity Guide that is distributed twice a year to City of Appleton residents, our Tuesday Trivia segment on Facebook, and purchase of the publication program called Canva.

Partnerships and outreach continue to be a large part of what we do. As you will see in the report, we have some continued partnerships as well as some new partnerships we have pursued. We seek out partnerships and outreach opportunities to promote what we do and utilize the resources throughout the community.

## Staff Notes/Trainings

- On February 23 Nate had the honor of presenting at a regional conference at Lewis University in Chicago called the "Long Term Athletic Development Playground". There, Nate was able to share his insights about building a vibrant, healthy youth sports culture that promotes inclusion, age appropriate skill development, and life-long participation.
- On April 15 the Recreation Division Staff attended a social media training with BConnected Marketing. They review our social media accounts and website and then come in with recommendations for us on how to improve and to talk about trends/best practices.
- Kabel attended an Aquatic Technician workshop in Ashwaubenon Friday, April 26.
- Kabel renewed his America Red Cross Lifeguard Instructor Certification in Waunakee on Tuesday, May 14. This certification is valid for 2 years.
- July 18 – 21 Niki attended the General Assembly of YMCA's in Anaheim California. This conference takes place every three years and is their national conference and trade show. There were many beneficial sessions relating to leadership, management, and program development/management.
- Liz Konrath was promoted to Recreation Programmer on September 9 and has done a great job transitioning into her new role.
- Liz attended CVMIC's Coaching and Feedback class on September 24.
- Erin Zintek joined our recreation staff as the Recreation Coordinator on December 2. She will be overseeing our Appletots Learning Center and Unity Dance Academy programs. She comes with a wealth of dance, fitness and management experience.
- In September, Nate traveled to Detroit to attend the 2019 Project Play Summit. He moderated a session at this year's Summit focusing on Landscaping Community Needs and had the chance to share the story of Appleton's youth sports program, and interview representatives from Seattle, Honolulu, and Columbus.
- Kabel and Niki attended the Wisconsin Parks and Recreation Association's Annual Conference and trade show on November 6-8 in Wisconsin Dells.
- Kabel attended a CVMIC Training on November 15 in Neenah on Emotional Intelligence, time management, personalities in the workplace, and dealing with stress.

## Recreation Programs / Enrollment

### Pre-School/Early Childhood

This year we decided to transition from our traditional preschool program to 6-week classes that focus on various learning domains using age-appropriate activities. We hired two new teachers with an extensive background in early childhood programming. They played an integral part in planning the curriculum for our eight different classes we began offering in September. These classes vary between parent/child and independent classes. Our fall sessions proved to be a success with 85 kids registering. We continue to refine and survey our participants to learn what





this population is looking for. We have made minor adjustments to our new classes; such as, adding lengthier classes (45 minutes) for our older kids and offering S.T.E.M. classes (Science, Technology, Engineering and Math) into our program. Our most popular class continues to be our parent/child Groovy Tots.

Last year we experienced a 30% increase in enrollments with our Tap-Jazz-Ballet and Tumbling classes, so in anticipation for this continuous growth, we added more preschool dance classes to our summer programming. We were excited to see that this was exactly what our dance participants were looking for. Our summer preschool program grew by 165% from last summer.

Our Friday Fun program that runs mid-June through mid-August for ages 3-6 had another fun year of learning in our various parks throughout Appleton. Overall the total participation for summer was 232 participants. This year we implemented new themes such as Circus Fun, Superheroes, Kids in the Kitchen, Water Down Under, All About Space, Bugs and Bloom, Down and Dirty and APRD Olympics. We offered two classes per theme so siblings can be in classes together or take back to back classes without a gap in the middle.

Zumbini is a partner program that is offered for kids up to age 4. This class combines music, dance and early childhood education. These classes are typically offered in the evening, which is a great option for our families looking for evening programming.

	<u>Participants</u>
Preschool Tots	22
Teacher and Tots	24
Preschool Extra	19
Appletots Fall classes	85
Preschool Dance	290
Tumbling Tots	18
Parent & Tots Fitness	23
Friday Fun	232
Zumbini	40
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Total	753



**Youth Activities**

Our Youth Open Gym program had another solid year of attendance in 2018/2019. The program ran from November 24, 2018 through March 2, 2019. This was the second consecutive year in which we were able to offer two locations each Saturday (Ferber Elementary School and McKinley Elementary School). Overall open gym participation numbers rose slightly in 2018/2019, up to 1092 participants. This was a 30 participant increase from 2017/2018. While attendance at Ferber was robust, attendance at McKinley was disappointingly low for most of the season. We had hoped that heading into our second year at this site, word would have spread, and attendance would have increased, but most weeks saw fewer than 15 kids participating. Heading into the 2019/2020 Open Gym season, we made the strategic decision to identify the McKinley site as a “Teen Core” site for kids 12-16 years old, and early response to this focused audience seems to be positive, Overall feedback from the public regarding Open Gym availability remains overwhelmingly positive, and we feel the community greatly

appreciates having this programming amenity available to them on an annual basis and continues to support it strongly.

KidStage is our partnership program for kids ages 4 – 12 who have an interest in theatre skills. Last year they experienced a 18% decrease in participants. KidStage took some time to re-evaluate their program and made some program improvements to include dropping the age to 4. This year, KidStage added 25 more participants to their overall totals for the year. They offered 4 different theatre classes: Annie, Charlotte’s Web, Disney’s the Aristocats Kids, and Little Mermaid. Overall, KidStage had 114 participants.

Camp APRD saw another successful year with a total of 235 participants. This is a slight decline from last summer with 244 participants. We ran all 8 weeks of camp with 4 of them at capacity or over capacity (to allow siblings in together) with waitlists. We continue to open registration for camp on January 1 to help parents with summer planning. We changed up some of our themes as well as some field trips and the feedback we received from parents was very positive! This is definitely one of the “go to” camps in the area and our camp supervisors continue to do a great job!



Backyard Hackers continues to be a great partnership program for us. This is a STEM computer based children’s programming class for ages 6-17. We ran nine classes at the Scheig Center this summer with Minecraft Server Design being the most popular. Overall, there were 85 kids that participated in this program. Most classes were approximately half full; therefore, a more concentrated effort in marketing this class earlier will hopefully fill these classes in 2020.

Skateboard class was held in conjunction with the NEST (North East Skateboard Trust) at the Telulah Skate Park. This year, we agreed to do more classes with NEST which offered a little more instruction and smaller instructor to participant ratios. The classes are very well received and we had 71 kids register for skateboard classes this summer. All classes and instruction are led by members from the Surfin’ Bird Skateshop.

Archery continues to be a popular class with 13 participants in the winter session and 15 in the summer session. All equipment and instruction is provided by National Archery in the School Program certified instructor, Kabel Helmbrecht, and the class is held at the Scheig Center.

Our partner programs with Karate America and The Academy’s Karate Fun program continues to be a great way to introduce youth to Karate and gives an opportunity for them to explore martial arts in a 4-week session.

Urban Riders, an education bike program, is offered each summer for ages 8 – 18 taking place at Telulah Park. This program is broken into two age/ability groups that focus on how to handle a bike safety while biking city streets and trails and learning basic rules of the road.

The summer playground program wrapped up on Thursday, August 8. Final attendance for the summer was 11,043. This is up 13% from 2018. In 2019 we had 14 locations open either at park

or school sites. Special events included the Ice Cream Social, Sports Afternoon, Wacky Olympics, Mead Pool play day, the Kickball tournament, picnic in the park, Children’s Week activities and breakfast in the park. Our top three attended sites for the summer were Alicia, Vosters, Erb. Our lowest attended sites were Ferber, Green Meadows, Schaefer. This drop-in program continues to be a staple in the City and provides a great opportunity to many children throughout the community at no cost.

	<u>Participants</u>
Open Gym	1092
Backyard Hackers	85
KidStage	114
Karate	103
Camp APRD	235
Playground Program	11,043
Archery Instruction	28
Skateboard Instruction	71
Urban Riders	23
Total	12,794



**Youth Sports Leagues/Camps**

The youth basketball program for boys and girls continued its strong momentum in 2019, increasing participation levels by 17% in 2018. The league ran from January 5 through February 23. Games were hosted at Einstein Middle School, Madison Middle School, and a newly added third site, Huntley Elementary School. For the 2019 season we had 608 children participate in the league, up from 520 in 2018. Once again, much of this growth can be attributed to enthusiastic turnout at the K through 2<sup>nd</sup> grade levels, along with strong retention and modest growth at the 3<sup>rd</sup> through 6<sup>th</sup> grade levels, as well as the addition of a 7<sup>th</sup> & 8<sup>th</sup> Grade Teen Core basketball league. The program format and vision continue to resonate with parents, with an intense focus on lesson planning, intentional skill progression, and reinforcing a culture of inclusion, encouragement, and nurturing a lifelong interest in the game. The addition of the Huntley site has given us some much-needed flexibility in terms of our ability to expand and continue to keep pace with our program growth. We expect that we can now accommodate several more teams before reaching a facility capacity that we would consider to be our “maximum”.

Our youth baseball/softball/t-ball league posted another record number in terms of league participants, crossing the 900 mark in 2019. Overall, the program grew by 5.1% over 2018 numbers, finishing at 908 participants (compared to 864 in 2018). While the youngest age groups continue to make up a large percentage of our overall participation, a continuing high level of program satisfaction and program loyalty has driven strong growth in our upper age groups as well. This growth represents our efforts in the past 4-5 years to increase program quality through lesson planning, coach training, and staff training. It also reinforces the way in which the public has embraced our message and core values as their own.



Participation in our 2019 youth soccer season remained relatively stable yet declined slightly from 2018. Final participation numbers came in at 1,011 kids, down 14 kids (1.3%) from 1,025 in 2018. We saw large declines in a couple of key age groups, including 1<sup>st</sup> Grade Boys, 1<sup>st</sup> Grade Girls, 3<sup>rd</sup> Grade Girls, and 4<sup>th</sup> Grade Boys. These declines were offset somewhat by huge numbers in our 5<sup>th</sup>/6<sup>th</sup> grade boys age division. Since experiencing significant weather and field related challenges in 2018, we expected some effects on participant enthusiasm heading into 2019, and that appears to have had some merit as we look at those participation declines. We have also encountered some challenges with our facility partners at the USA Youth Sports Complex which has not benefitted us in terms of restoring a sense of routine or confidence in our partnership. As we navigate yet another season of horrendous fall weather and



continue to push for a new MOU with the USA Youth Sports

Complex, we will have to wait and see how these factors affect our participation trends into 2020. 2019 featured an exciting collaboration with the Chicago Fire this fall, and they have provided great lesson plan content to our coaches and also hosted a two-day coach training seminar in late August. They also hosted a free skills clinic for the kids in our program on October 10, which was a scheduled bye week for our leagues.

Flag Football experienced another year of growth in 2019 up another 23 kids from 2018 for a total of 206 participants. This year was a bit of a challenge as we experienced record amounts of rain leaving our fields unplayable. The Recreation team salvaged the season by reserving Appleton East high school field for the last two weeks of the season making play possible on their turf fields. We had 90 kids in our 1<sup>st</sup>/2<sup>nd</sup> grade league, an all-time high, and were able to get four teams in our 5<sup>th</sup>/6<sup>th</sup> grade league for the first time in several years. For whatever reason, the teen core program has not taken off for flag football as we only had two 7<sup>th</sup>/8<sup>th</sup> grade kids register. We continue to have a shortage of refs for flag football as we only had one returner in 2019. Games take place on Tuesday evenings at Appleton Memorial Park Diamonds 2,3, and 6 from early September to late October.



For the first time in over ten years, we did not get enough kids to run a youth kickball league this summer. It was scheduled to take place July 18 through August 22 at Appleton Memorial Park, but extremely low numbers did not allow this to happen. It was puzzling to say the least as we had a 43% increase in enrollment from 2017 to 2018 but for whatever reason, those numbers plummeted in 2019. Perhaps it is just a matter of that the program has run its course as popularity prior to 2018 was in steep decline. We will continue to evaluate the potential of adding different programs to the youth sports line-up.

The partnership with Appleton United Lacrosse continues to be successful. The camp ran Monday evenings June 3–24 at the Scheig Center event grounds for girls and boys ages 6-9. This third year saw another maxed-out class with 20 participants. Sticks and practice “Swax Lax” balls were provided by Appleton United as well as all instruction. Kids practiced scooping, throwing, and catching the ball, basic rules of the game, as well as communication skills and shooting. Unfortunately, instructors were not available to do a girl’s lacrosse camp this year.



Participation in our summer youth sports camps and activities was quite good in 2019. Our youth soccer camp participation remains strong, nearly selling out at 148 participants. Our youth basketball camp participation rose in 2019 as well, to 76 participants, up from 71 in 2018. Demand for our Sports Exploration Camp remains strong, selling out yet again at 60 participants, with another 40 on our wait list. This response will lead us to give more consideration as to how to adequately satisfy this demand in 2020.

Our youth tennis camp for kids ages 8-14 hosted a total of 161 kids, a 7% drop from 2018, overall. Our Little Hitters Tennis program for kids 4-7-years old hosted a total of 142 participants. This represents a 7% increase from 2018. Staffing and instruction quality was a challenge in 2019, with staff members who possessed less experience than in past years. We believe this may have had an impact on lower than expected session 2 numbers for youth tennis camp, with fewer children from session 1 signing up for an additional session, as had been the trend in past years.



Participation in our Intro Golf Camp remained stable in 2019. This year's program served 111 participants, down 1 child from 2018. As with our youth tennis camps, instruction quality was a challenge with this program this year. Feedback received from parents was less than complimentary, and while instruction quality improved after feedback was shared & guidance given, improved instructional stability, retention, expertise, and oversight is needed to ensure the long-term success of this program, moving forward.



2019 saw the introduction of a new program partnership, Introduction to Hurling, in collaboration with the Fox River Hurling Club. The club hosted a 4-week camp in July to introduce the game to kids ages 8-14. The camp saw 8 kids register initially, and featured as many as 12 kids, friends, and family participating on specific nights. The club considered this turnout a success and are looking forward to a continued partnership in 2020.

2019 marked our 6th and final year of collaboration with the Challenger International Soccer Academy. As in 2018, Challenger once again hosted two, week-long youth soccer camps, one in mid-July, and another in mid-August. Combined, these camps hosted 73 participants, an increase of 1 camper from 2018. After being presented with an exciting new partnership opportunity with the Chicago Fire Soccer Club, we will be transitioning our camp management to the Fire in 2020 and utilizing their content and services for our fall youth soccer league.

Our Milwaukee Bucks Youth Basketball Camp was once again a huge success in 2019. As in 2018, both week-long camps offered in Appleton sold out within weeks of registration being opened. 150 campers attended our sold-out Bucks Camp in July, and another 100 campers attended our August camp at Appleton Alliance Church. Due to continuing high demand (which has certainly been aided by the success of the Bucks in general), we are in conversation with the Champion Center in Grand Chute about their ability to host this camp in 2020, which would increase our capacity and allow us to serve approximately 400 kids in a single camp.



	<u>Participants</u>
Youth Basketball Leagues	608
Youth Baseball, SB, T-Ball	908
Soccer League	1011
Flag Football League	206
Youth Tennis Camp	161
Lacrosse Camp	20
Intro Hurling Camp	12
Little Hitters Tennis Camp	142
Youth Basketball Camp	76
Youth Soccer Camp	148
Sports Exploration Camp	60
SNAG Golf Camp	111
Milwaukee Bucks Camp	250
Challenger Soccer Camp	73
Total	3,786

## Teens

The Teen Core segment of youth sports leagues has been a success story in 2019. Our participating teens have embraced and owned the format and the program has provided a stark contrast to 2018 when we were first experimenting with the format, and trying to get the program off the ground. Participation was solid in basketball, baseball/softball and soccer, and the Teen Core leagues are definitely starting to develop a personality and are generating momentum because of it. Kids are excited, are bringing friends, and the program is most certainly heading in a positive direction.



In 2019 we had 8 individuals apply and get accepted into our Junior Leader Program which is a program to offer young adults who are ages 14 – 17 an opportunity to gain both experience and knowledge of the skills it takes to become a playground leader.

	<u>Participants</u>
Teen Core Leagues	129
Teen Core Event (broomball)	15
Junior Leader Program	8
Total	152

## Adult Activities



Our adult dance classes are continuing to gain momentum in enrollments. We continue to partner with Navah Mirage to provide Belly Dance class. Our Unity Dance Academy staff taught adult Hip Hop and Tap classes both in the spring and fall. Our oldest participant in Adult Tap is 90 years old. She has been tapping with us for years and is a great example of how dance can be beneficial at any age.

The Spanish classes continue to be a popular option for adults wanting to learn another language. We offer 3 levels (beginner, intermediate and advanced) of Spanish. These classes are held at the Appleton library.

Adult Tennis Lesson participation in 2019 has remained relatively stable, with 44 participants in the program this year. The adult lesson program seems to continue to fill a need in the community, and we're hopeful that this may feed additional adult tennis opportunities in future years. An unexpected tennis related success story in 2018 was the creation and management of an Appleton Tennis Meet Up Group, and this group has continued to provide an innovative and rewarding tennis competition outlet to the greater Appleton community. The success of this group has surpassed our expectations, and activity within the group is frequent and consistent from week to week. Players have appreciated having a forum in which to connect with other players, and the work necessary to properly manage the effectiveness of the group has been minimal. We anticipate continuing in the management of this group as long as it remains a viable resource for the community.

We continue to partner with Debbie Daanen Photography in offering adult photography classes. This has been a great addition to our program line-up for adult enrichment. This class teaches the participants how to use all the buttons and add-on features of a camera. Then they get a chance to practice what they learn taking pictures of the Scheig gardens.



Our partnership with the New Horizons Music Fox Valley saw its first program registrations in the fall of 2019, with three individuals registering for the Orchestra program and three individuals registering for the Band program. This represents more new member registrations at one time than they have experienced in several years, so they are pleased with the outcome of the partnership to this point. This program provides affordable music education, training, and performance opportunities for adults of any level of musical experience.

We started a new partnership with the Seed Guild to offer some outdoor gardening and nature based classes at the Scheig Center. The first class, "Nibbling Nature", provided participants how to eat seasonally by introducing wild edibles in their routine, identify them in the wild, and create two seasonally fresh products to take home. We also offered a class on Herbal Bitters, Grow It – Healing Herbal Garden, and the Herbal Home. All classes are focused on teaching participants herbal remedies that can be found right in their backyards to help boost immune systems, how to forage ethically in your yard and parks, and simple recipes that can be used in the kitchen.

Our presentations with naturalist Rob Zimmer continued throughout the year over at the Scheig Center. These programs are funded with the help of the Fred and Mary Scheig Foundation Grant who helps pay for Rob’s presentation fee. Rob usually provides a thorough presentation complete with pictures and if the weather is decent, a walk outside with live identification and observation sessions. Rob is still on board for 2020 as he guides participants on twelve months closer to nature.

We partnered with Board and Brush this year and had a few classes offered throughout the year. The first class ran with 6 participants. All other classes were canceled due to low enrollment. We have decided not to partner with Board and Brush in 2020.

Genealogy is a new class we offered this year. This class focused on how to research your family’s past and all participants left the session with great resources to continue their genealogy search.

	<u>Participants</u>
Belly Dance	27
Tap Dance	21
Hip Hop	10
Spanish	83
Seed Guild	25
Rob Zimmer	282
Tennis Lessons	44
Photography	20
Board and Brush	6
Genealogy	8
New Horizons Music	6
Total	532

**Adult Sports Leagues**

In 2019, we had a decrease in the amount of adult flag football teams going from 14 to 12. We could have easily added more teams, but with only two referees it would have made it challenging to have more teams. Each team had a roster of about 15 people totaling approximately 180 participants. Games are played on Wednesday evenings at Appleton Memorial Park beginning in early September and concluding in late October. Finding quality staff members to referee our adult games has become increasingly more difficult to find. We continue to struggle finding any referees for our adult league despite additional recruitment efforts.



Our adult Pickleball league entered the second season of play and had good success again with 20 people registering for intermediate and novice leagues. This league is held at Summit Park on Tuesdays and Thursdays. The league is a mixed doubles format where each participant plays 3 games per day switching partners after each game. Standings are kept on total points scored throughout the season.



	<u>Participants</u>
Adult Flag Football	180
Adult Pickleball League	20
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Total	200

### **Aquatics**

The summer of 2019 was one filled with high expectations and anticipation as this would be the second full summer that Erb Pool would be open. Between the pools, we had seven new managers supervising over 70 lifeguards, concessionaires, slide attendants, and cashiers at the pools seven days a week. 2019 saw a little bit of everything with cold and wet weather in June, a hot July with severe storms (that left our pools without power for multiple days), and a cool August which ultimately led to an up and down summer. Despite the erratic summer, we still managed to obtain record numbers for swim lessons, host multiple swim meets and special events, and meet or exceed projected revenues for the pools.

### **Swim Lessons**

Our swim lesson program continues to be one of our department's most popular recreational offerings as 2,609 participants enrolled in our learn to swim program in 2019. The total number of lesson participants is highlighted by a record number at Erb Pool with 1,154 participants. New this year was the introduction of evening swim lessons at Mead Pool during the month of August on Tuesday & Thursday evenings. The lessons were developed to help maximize pool use, to provide working families another evening opportunity, to save money on pool rentals at Appleton East Pool (\$1,300 in pool rental costs saved), and to minimize any staffing issues we normally would experience if lessons were held at East Pool.

	<u>Participants</u>
East Swim Lessons	380
Erb Pool Lessons	1,154
Mead Lessons	666
West Pool Lessons	409
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Total	2,609



### **Open Swim**

After below average temperatures and above average rainfall, the pools had their best month in July experiencing above average temperatures and average precipitation. We did lose a total of five open swim days between Mead and Erb Pools due to a large wind storm that left us



without power over the weekend and into the following week. We had seven new managers this year (between the pools and concession operations) so there was added time and energy spent on training and supervision this summer.

	<u>Participants</u>
Erb Pool Open/Lap Swim	45,378
Mead Pool Open/Lap Swim	28,618
West Pool Open/Lap Swim	1,982
<b>Total</b>	<b>75,978</b>

### Aquatics Programs

Appleton Parks and Recreation also offered some non-traditional aquatic programming for youth, adults, and even dogs at our indoor and outdoor aquatic facilities in 2019. We teamed up with North East Wisconsin Paddlers to offer a Kayak Skills class at the Erb Pool, the Fox Valley Rowing Club offered a rowing class at the Telulah Park Boat Launch, and we partnered with Mountain Bay Scuba to offer Snorkeling and Scuba classes at Erb Pool. Each of these classes offers a unique opportunity for programming to our community. We were also able to offer our first Lifeguard certification class in quite some time at West Pool.



	<u>Participants</u>
Kayak Skills Class	3
Recreational Rowing	21
Snorkeling	20
Discover Scuba	20
Lifeguard Certification	4
<b>Total</b>	<b>68</b>

### Pool Rentals

We had a total of 156 events (birthday parties, private rentals/reservations) between Erb, Mead, and West Pools in 2019 totaling over \$28,447 in revenue. Erb Pool's Cabana and Oasis areas were reserved 42 times during the summer for birthday parties and get togethers. The reason Erb 50-meter rental is so high is because we took into account each day the pool was used for private rentals as well as swim team practices (which occurred 5 times per week).

	<u>Rentals</u>
Erb 50-Meter Pool	70
Erb Pool – Leisure	13
Mead Pool	18
Erb Pool Cabana	21
Erb Pool Oasis	21
Mead Pool Shade	8
West Pool Birthday	5
<b>Total Rentals</b>	<b>156</b>

**Aquatic Special Events**

2019 provided us time to prepare some additional special events to be held at the pools to further enhance our patrons experience. Due to a powerful storm that came through Appleton prior to Children’s Week in July, we were not able to show our annual “Dive in Movie” at Erb Pool this summer. However, Erb staff did host “Family Game Night” at the pool which consisted of a mom/dad splash contest, Erb Pool Trivia, the world’s largest game of sharks and minnows, plus many more. Items were donated by patrons upon entrance which were donated to the Harbor House at the conclusion of the event. Mead Pool also held a special event “Toy Story Day” on Thursday, August 15. This event was themed after the popular movie this summer, Toy Story 4. Mead staff played a variety of themed games, coloring contest, splash contest, log rolling, and a special treasure hunt. Mead



Pool was also host to a local band “Figure it Out” which was comprised of four local teenage musicians. They played a variety of cover hits on Wednesday, August 21 from 6-7 p.m. in front of numerous swim patrons and about 100 local fans who came out to see the band play. It was a great event and provided some of the teen demographic a positive, safe event before the end of summer. We also held three different special events at West Pool during the off season – one over spring break, a Halloween themed event and one during holiday break. These events help boost attendance and provide something fun for kids to do when they are not in school.

Our annual Doggie Day at the Pool was held on Saturday, August 24 at Mead Pool. Two sessions were held, one for small dogs and one for big dogs. People love this event for their furry companions and the dogs love it just as much! About 60 dogs and happy owners enjoyed the event. Once again, we had to apply for a variance and be approved by the State of Wisconsin in order to host this event. It required additional regulations and safety precautions to protect people from Recreational Water Illnesses.

	<u>Participants</u>
Winter Water Carnival	92
Spring Fling	86
Splash Bash	61
Doggie Day at the Pool	60
Log Rolling	11
Toy Story Day	250
Music @ Mead	100
Family Game Night	500
<b>Total</b>	<b>1,160</b>

**Swim Passes**

Annual pool passes are available to City of Appleton residents for a discounted rate beginning in December and ending in early May. After the discount deadline, they may be purchased at the regular pass price. We sell a variety of passes including youth (4-17), adult (18-61), seniors

(62+), and everything ranging from a family of 2 to 6+. Annual passes are available for non-residents at a higher rate. These passes are good at Erb and Mead Pools during the summer months and at West Pool September through May. Photo ID pool passes are issued through our registration software program RecTrac that allows pass holders to simply scan their ID's to gain admittance into the pools. Photo ID swim passes are issued at the Customer Service Center January through December or at Mead and Erb Pools June through August. 722 passes were sold totaling \$57,890 in revenue.

**Pool Concessions**

There were not a lot of changes for the 2019 concession season at Erb and Mead Pools. We did put in a lot of work during the off season to remodel the Mead Pool Concession stand as it was starting to show its age. New floors, storage shelving, new concession equipment, and some plumbing issues were taken care of. We had four new concession managers this year (two at Erb and two at Mead) that supervised a staff of six concessionaires at each pool. Erb and Mead Pools both utilize our point of sale system through RecTrac which allows us to view real-time inventory and help control product theft. Our concession managers were each given procurement cards this year that allowed them to purchase minor items they had run out of or did not receive during their weekly orders. We used Holiday Wholesale from Wisconsin Dells as our major distributor for concession products at the pools. We switched pizza distributors from Engelhardt Dairy to Birds Eye Dairy out of De Pere due to consistent delivery shortages and customer service issues. We did add Dipn’ Dots to Mead Pool this summer to help boost sales. Even though attendance was down at both pools this summer, we were able to meet revenue expectations while reducing staff expenses.

<b>2018</b>	<b>Revenues</b>	<b>Expenses</b>	<b>Net Revenue</b>
Mead Pool	\$41,472.25	\$33,181.06	\$8,291.19
Erb Pool	\$68,856.45	\$52,204.42	\$16,652.03
	<b>\$110,328.70</b>	<b>\$85,385.48</b>	<b>\$24,943.22</b>
<b>2019</b>	<b>Revenues</b>	<b>Expenses</b>	<b>Net Revenue</b>
Mead Pool	\$42,090.00	\$33,902.29	\$8,187.71
Erb Pool	\$66,256.00	\$43,467.98	\$22,788.02
	<b>\$108,346</b>	<b>\$77,370.27</b>	<b>\$30,975.73</b>

**Fitness and Wellness**

Fitness is an area we continue to monitor to see if this is still a program need in our community. We offered both adult and active older adult fitness and wellness classes. New to our 2019 programming was Strong Bodies, which is a low impact strength and cardiovascular class for all ages and abilities. Our yoga classes at the Scheig Center continue to be a hit, especially due to the scenic location. Pure Strength continues to be a favorite among our fitness participants. Space continues to be an issue, with UDA expanding their offerings, so it is very nice have the option to go outside during the summer. This year we were able to add a wage for certified instructors and we hope this will retain our current staff and attract future candidates.

We partnered with Empower Yoga to provide yoga in the park on Wednesday evenings at City Park. This program is extremely successful attracting approximately 200-300 participants per week. The program is great at attracting people of all levels and getting them outside in our parks.



This was our third summer partnering with the S.W.A.T. Team and Firefighters to bring the workouts they do to our community. Firefighters were scheduled to have their workout in June; however, it was canceled due to weather. S.W.A.T. did their workout in August. The S.W.A.T. workout was a lot of fun; however, we had low attendance. We have decided to try offering this class next summer and place a more concentrated effort in marketing this program to both the teenage and adult populations.

Our Mindfulness series with Joy Jordan continues to be a huge hit. She offered a new class this year called Mindful Eating. The Mindfulness classes include formal instruction on meditation, current mindfulness practices and working through how to control difficult emotions. Joy plans to expand her program to offer half-day Mindfulness mini-retreat in 2020.

We partnered with Lorrie Formella from Seasons of Life this year to offer a series of Tai Chi classes ranging from Tai Chi Easy, Qigong practice and a Tai Chi workshop for families. The classes focus on relaxation practices, breathing exercises, and stress management techniques.

This year we are excited to partner with Alo Health for various wellness presentations covering topics on food sensitives, Brain-Gut connection, and various other topics. These classes were offered at the Scheig Center throughout the fall.

	<b>Participants</b>
Zumba	100
Pure Strength	96
Yoga	301
Family Yoga	10
Yoga in the Park	3,000
Police/SWAT	8
Chair Yoga	37
Stretch and Strength	38
Forever Fit	112
Strong Bodies	82
Mindfulness	85
Tai Chi	22
Alo Health Presentations	36
<b>Total</b>	<b>3,927</b>





## Unity Dance Academy

The annual Unity Dance Academy recital was held at North High School on March 22-23, 2019 where the theme was Dedications. We had 550 participants in our recital program this year which comprised of 51 classes of ballet, jazz, acro, hip hop, lyrical, tap, stomp and a senior number. Over 2,340 tickets were sold between the four shows. Five dancer advertisements and



five business advertisements were sold to help offset the cost of the program we create for the recital. The dance staff did an amazing job putting on four successful shows during recital weekend. This summer, UDA participated in Children's Week by putting on Dance-O-Rama. This was a day-long event that kids could try different styles of dance at no cost. Our youth dance program this fall experienced another year of growth with 580 participants dancing in our 7- month program. We are also excited to add more talent to our staff this year hiring a new recreation coordinator, two new teachers and two new dance assistants. In all 2019 dance and acrobatic youth programs there was a total of 792 participants.

## Special Events/Trips

February 24 was our Hoops for the Herd Event at the Menominee Nation Arena. Unfortunately, this was also the day that we had terrible weather and the unfortunate accident on 41. There were many families who were unable to make it because of the weather. We worked with the Herd and they issued vouchers for another game to families who were unable to attend. For those that still made it, they did a really nice job with the on-court clinic after the game and the kids seemed to really have a good time.

Our Movie on the Hill program continues to be a family favorite over the summer. This year we were lucky to not be rained out for any of our events. Our lineup for the summer was: June 20 – "Ralph Breaks the Internet", July 11 – "Bumblebee", July 18 – "Incredibles 2", and August 1 – "Mary Poppins". We average about 250 people per movie. The movies kick off at dusk, but families come early as we have open canoe on the pond as well as children's games starting at 7:00 p.m.



This was a big year for Children's Week as we celebrated our 10<sup>th</sup> year and we also welcomed US Venture as the title sponsor of Children's Week. They entered into a three-year agreement for \$20,000/year to be the title sponsor. US Venture hired Element Marketing to help get their branding out which in turn brought a lot of publicity to the event. A new logo was created, we had a huge presence through media sources (TV and radio), they assisted with the Children's Week website as well as our social media accounts. We are looking forward to continuing this relationship and continuing to grow this great community event.

July 21<sup>st</sup> was the kick-off to Children's Week and we sure started off the week with a bang. July 20<sup>th</sup> there was a severe storm that came through the City. This caused some complications with our kick-off event (the Kids Fun Run) that was originally scheduled at Erb Park. Due to the power outages and tree damage, it was decided last minute to move the Fun Run event to Appleton Memorial Park. Overall, we were able to communicate the change and we still had a great

turnout. Unfortunately, we had to cancel the free day at the pool and the dive -in movie because of all the damage.

The week continued to be busy for our department with free small bucket of range balls for kids at Reid on Monday, Dance-o-Rama and the Kid's Rummage Sale on Tuesday, the Children's Parade on Wednesday, and then the Playground Fair Thursday and Friday. These are just the events that we ran through our department. Overall, all the events run through our department went well. We ended up having to close the Playground Fair a couple hours early on Friday due to rain so that was unfortunate. Throughout the week other businesses and organizations offer free or reduced cost activities for children to participate in...so there are many options for families throughout that week.



The Kids' Fun Runs had another fantastic year! We made each run fun new and exciting, giving away t-shirts at the first run, Superhero Training Run with special guests from the Police and S.W.A.T for the second run, and a mascot race for our third run which was the kickoff party for Children's Week. Our partnership with Fleet Feet Sports continues to produce an engaging event that consistently generates great public response. Fox Cities Marathon continues to generously donate funds for our t-shirts.

This year we planned to run four bus trips. We canceled our Cedarburg Strawberry Festival Trip scheduled in June due to low enrollment. The other three bus trips continue to be popular destinations. We took two Chicago trips (spring and fall) and both were full with a waitlist. We planned our Door County trip to correspond with the Sister Bay Fall Festival. This is a fun destination for our participants to enjoy the fall foliage and all the unique shopping too. In 2020, we are looking forward to adding Madison's Art Fair on the Square and the Farmer's Market with a special trip to New Glarus for a brewery tour.

We offered two Parent's Night Out events in the spring and fall of 2019. They continue to be popular with the parents of young children. We ordered pizza, watched movies and made festive crafts.

Santa calling numbers experienced a significant decrease in over 150 less interested participants desiring a phone call from Santa this year. We experienced a challenge coordinating with the Golden K's for this year's event; however, we were still able to get 5 volunteers to show up to make calls to the children. We would like to continue this program going forward but we plan to explore other volunteer organizations to help build excitement around this program in the future.

Our Bike Rodeos continue to be a popular program offered for ages 4-9. We offer two bike rodeos in May and June with special guests from the Appleton Police and Fire departments. This coordinated effort is a great way to build bike safety awareness during Bike to School Month in May.



	<u>Participants</u>
Hoops with the Herd	90
Kid's Fun Runs	961
Parent's Night Out	48
Santa Calling	105
Bike Rodeos	98
Kids Rummage Sale	300
Movie on the Hill/Canoe	1,000
Appleton Children's Parade	2,500
Playground Fair	4,000
Door County Trip	50
Chicago Trips	198 (spring trip 100, fall trip 98)
<b>Total</b>	<b>9,260</b>

**Facilities**

Scheig Center

98 rentals took place at the Scheig Center in 2019 which is slightly down from 2018. Scheig Center and gardens continues to be a great place for bridal/baby showers, anniversary parties, graduations, and weddings. The Recreation Division has also continued their use of the Scheig Center by offering programs on-site such as fitness classes like Yoga, Strength Training, Tai Chi, Mindfulness, Backyard Hackers – STEM based program, and photography classes. Internal groups have been consistently using the Scheig Center as well. Once a month the Friends of the Gardens group meets to have their volunteer meeting. They also hosted their third Volunteer Appreciation Celebration that staff was invited to.



Winter Recreation Facilities –

Opened December 23, 2018 and closed March 3, 2019

The 2018-2019 winter season was a mix of weather where we had some favorable winter conditions but also some rain and unseasonable warm/cold temps. Erb and Reid were the locations we were able to utilize this winter with Jones Park anticipated opening slated for fall of 2019. 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. Ice conditions were decent this winter as the weather did remain relatively cold, and we did have a few days where kids were able to get out and sled. Numbers continue to disappoint at Erb Park as it is not being utilized as much as was anticipated.

Neither Reid nor Erb were ready for the opening of the season December 23 (due to warm weather) and missed a huge opportunity for families to enjoy the outdoors during holiday break. Reid Winter Recreation Center was only open for 12 days but did have 807 participants at the sled hill, down more than 200 people. Erb Park was open during the week and weekends for a total of 22 days this winter, down from 36 days last year. We only saw about 253 sledders and 67 skaters during open hours. Erb made \$175 in snack sales while Reid made around \$200 for the winter.



**2019 Program Participants:**

Program Category	Participants
Pre-School/Early Childhood	753
Youth Activities	12,794
Youth Sports Leagues/Camps	3,786
Teens	152
Adult Activities	532
Adult Sports Leagues	200
Swim Lessons	2,609
Open Swim	75,978
Aquatics programs/events	1,228
Fitness/Wellness	3,927
Unity Dance Academy	792
Special Events/Trips	9,260
Winter Recreation Facilities	1,127
<b>Total:</b>	<b>113,138</b>





## Volunteer Numbers

Youth Basketball	89	Coaches for leagues
Youth Baseball	108	Coaches for leagues
Youth Flag Football	24	Coaches for leagues
Youth Soccer	105	Coaches for leagues
Unity Dance Recital	47	Ushers, backstage volunteers
Playground Fair	39	Volunteers to help with games/inflatables
Junior Leader Program	8	Volunteer at Playground sites during summer program
<b>Total</b>	<b>420</b>	

## Sponsorships/Donations

### Donations:

- \$9,000 was given by local businesses and organizations toward Children’s Week events. This was a \$4,000 increase from 2018 (with the money coming from the US Venture title sponsor). Other items were donated to be used as prizes/raffles.
- Once again, the Community First Fox Cities Marathon awarded us a grant in the amount of \$1,000 (down \$1,000 from the previous year) for use towards Appleton Kid’s Fun Runs to continue to promote healthy options of fun and fitness to families in our community.
- Our youth baseball/softball league was sponsored again this year by Engage Orthodontics of Appleton. They provided a financial donation (\$2,350) 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.
- A total donation of \$2,000 was received in the fall of 2019 from Kimberly Clark for the purchase of youth sports equipment, as an employee benefit for multiple coaches in our youth sports program.
- A donation in the amount of \$1,200 (\$100 per monthly class offered by Rob Zimmer) was received from the Henry and Mary Scheig Endowment Fund to be used to provide nature-based programs at the Scheig Center.

## Community Partnerships / Community Outreach

### Community Partnerships:

- Renewal of our relationship with the Milwaukee Bucks to provide two one-week youth basketball camps during the summer of 2019 to the Appleton community.
- Through a new partnership with the Fox River Hurling Club, we were able to offer an Intro to Hurling Camp to kids and teens in the Appleton Community.
- Partnered with Appleton Alliance Church to host the second Milwaukee Bucks Camp and Challenger Soccer Camps.

- Continued partnership with WHBY radio station to host a monthly in-studio on air conversation (20-30 minutes) to discuss youth sports topics and events. On-air appearance precedes a scheduled advertising run, reinforcing APRD's role as a voice and content leader in the region.
- Partnered with British Challenger International Soccer to host two soccer camps, one July 22 – 26 and the second one August 12 – 16. Camps were for ages 3 – 16.
- Finalized the creation of a new partnership with the Chicago Fire Soccer in the Community initiative to take over the hosting of our summer youth soccer development camps, as well as provide logistical and training support for our annual youth soccer league. Chicago Fire will take over the role previously filled by Challenger.
- Partnered with Empower Yoga to offer free yoga in the park at City Park for 15 weeks beginning in late spring and running through the summer. This was an awesome opportunity to showcase our park and provide a free wellness option to those in our community.
- We continue to partner with Fleet Feet Sports and Community First Fox Cities Marathon on the Appleton Kids Fun Runs. We averaged 320 kids per fun run. We were given a \$1,000 donation from the marathon to use for the runs.
- Camp APRD partnered with the Forestry Division to have them come out once a week to do demonstrations about tree climbing etc. The kids even get harnessed up and get the chance to climb a tree. The police and fire department come and educate the kids during the summer as well.
- Partnered with the Building for Kids, the Appleton YMCA and other community businesses/organizations to host the 10<sup>th</sup> annual Children's Week.
- Once again, we partnered with the Appleton Public Library on their summer reading program. We developed some "missions" for the readers to complete that incorporate either our parks or programs.
- Partnered with the Police Department to provide a presentation for summer Playground Leaders on creating a safe environment for our participants and what to look for at their park that might be suspicious behavior.
- Partnered with the Police Department's Police Explorer program to provide security for annual Unity Dance Academy recital and our annual Playground Fair.
- Partnered with the Appleton Fire Department to provide a presentation for our Appletots Learning Center Preschool class on fire safety.
- Partnered with Heid Music to provide a presentation on a variety of musical instruments for our Appletots Learning Center Preschool.
- Partnered with the Appleton Police Department to provide a presentation for our Appletots Learning Center Preschool on basic safety tips.
- Partnered with Jennifer Kornowski's (Navage Mirage Belly Dance) to provide adult belly dance classes in the studios for APRD participants.
- Worked with Appleton Police Department, Gold Cross, And Appleton Fire Department to provide Emergency Procedures Training at Erb and Mead Pools.
- Continue work with Neenah and Menasha Parks and Recreation Departments and the YMCA of Fox Cities for the annual senior games which was held at Fritsch park this year. This group meets monthly in preparation for this event. There were 200 participants in attendance at this year's event.
- Worked in coordination with a new partner (Fox Valley Athletics) to ensure the continued



success of the adult softball leagues at Appleton Memorial Park. This has been a great partnership and Eric has been very responsive to the reporting/payments. He also continued with fall leagues. Through summer and fall he had a total of 122 team participate.

- Partnered with Even Start Literacy/Fox Valley Technical College to offer swim lessons for minorities at Erb Pool.
- Worked with three local swim teams to host swim team practices at Erb Pool throughout the summer as well as two regional swim meets.
- Partnered with Debbie Daanen Photography to provide a Fundamentals of Photography class for the third year in a row. The class was the largest we have had with 26 participants.
- A continued partnership with Backyard Hackers where kids ages 6-17 sign up to learn about STEM based programming such as mode by coding, scratch, app creation, Minecraft (computer programming type programs).
- Continued partnership with Appleton United Lacrosse Club to offer youth lacrosse camps.
- Our Karate Fun Classes that we partner with Karate America and The Academy on had good registration. This is a fairly easy program for us to manage as they provide all the instruction and uniforms for the participants and we manage registration and marketing.
- Our partnership with Mountain Bay Scuba to run our Snorkeling and Discover Scuba classes continue to be successful.
- Partnered with the Fox Valley Rowing Club to provide Recreational Rowing classes for ages 15 and up.
- In partnership with Surfin Bird Skate Shop, we offered skateboarding lessons for ages 6-17 at the Telulah Skate Park.
- Partnered with Joy Born to offer Mindfulness classes.
- We continued to partner with the S.W.A.T to offer fitness classes in the park.
- Partnered with Alo Health to offer free health and wellness presentations to the community
- Partnered with Kidstage to offer fun theatre-based classes for ages 4-12.
- Partnered with Budding Chefs offering unique hands-on cooking classes for ages 3-8.
- We continue to partner with Jennifer Zachek to conduct early childhood music and movement classes for ages 0-5.
- We partnered with Lorrie Formella to offer Tai Chi classes.

### **Community Outreach:**

- Chelsey attended the Huntley elementary school PTO meeting to talk about our services.
- March 7 Chelsey and Niki attended the “Your Future Live” event at the Exhibition Center. This was an event for high school students looking to learn about future careers in different fields.
- Nate attended the summer fun night at Johnston School on April 4 where he was able to distribute information on our summer programs.
- Niki and Liz were present at the Fox Cities Kidz Expo event on Saturday, April 6 from 9:00 a.m. – 3:00 p.m. that was held at the exhibition center and was put on by the Appleton-Fox Cities Kiwanis.
- Chelsey attended the health and wellness fair at FVTC on April 16.
- As part of our pilot project with Project Play and the Teamwork Toolkit, we have created a stakeholder team of approximately 8 individuals from APRD, AASD, and various community



providers to assess the overall youth sports / physical education landscape of the Appleton community, and use that data to establish collaborative goals in providing greater access to more kids, in alignment with shared values and beliefs.

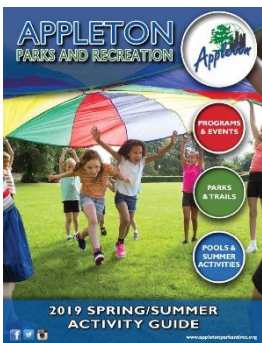
## Marketing Highlights

- Thursday, January 3<sup>rd</sup> we held our first ever virtual job fair. This was a live Facebook event with Nate, Kabel and Niki talking about the hiring process, jobs available, what we like to see on a resume, how you should come dressed for an interview, etc. We had over 1,200 views so hopefully it helped some future applicants. The staff also pre-recorded videos talking about the jobs they are hiring for and gave a brief explanation of the job(s) in hopes to answer any questions potential candidates may have.



- On February 8<sup>th</sup> we officially launched our redesigned website. Many hours went into working through last minute changes and details to make the site as user-friendly as possible. Margaret, Niki and Nate are all trained on how to keep the site updated. The overall response to the new site has been quiet but we take that as a positive as there have not been any concerned users or questions on information users are not able to find. With most of our traffic coming from mobile devices, the mobile responsiveness of the new site has been great. Also, the ease in making changes on our end has made us more efficient.

- We have been tracking our website analytics through an analytics tool that Stellar Blue has provided us for a trial period through June 2020. We began tracking the beginning of May 2019 to see how many people visit our pages, what they are searching and downloading from our site. We will continue with the free trial period and then decide if paying for the tool is necessary.



- In March of 2019 we distributed our first Appleton Parks and Recreation Activity Guide. It was determined in 2018 that we would split from the City Guide and publish our own book. There was a lot of work involved with completing an RFP for printing services, securing a designer for the book, securing advertisements to help with the cost of the book, dealing with the post office on bulk mailing and just the overall content management. We were very happy with the final copy and have received great feedback. In July 2019, we distributed the new Fall/ Winter guide. Changing the timeline from summer/fall and winter/spring to spring/summer and fall/winter made more sense for how our programs fall and we worked through these change in timelines throughout the year.

- The Recreation Division attended a social media training. This is our yearly marketing training and it was put on by BConnected Marketing. They review our social media accounts and website and then come in with recommendations for us on how to improve and to talk about trends. Overall they said we are doing a great job so that was good to hear.
- We continued to work more “culture” posts into our social media by posting fun videos, funny engaging questions and photos. We incorporated “Tuesday Trivia” in the summer and fall months where weekly winners were put in a drawing for a pool pass or a bucket of balls at Reid.



This gave us an opportunity to engage our followers and give some knowledge on APRD stats, history, and fun facts.

- Our “Pools Open” video where we did a spoof on the movie Christmas Vacation led to more than 50,000 views and 500 shares. People enjoyed the humor.
- Margaret started using a program called “Canva” to design flyers, social media posts, slides and any other print or digital marketing. The resource of photos, fonts, and templates has given our materials a much more professional look.
- We tracked our social media numbers for 2019 and we increased our likes on Facebook by 1,674 bringing our total to 8,882. We also started tracking the numbers on Instagram and increased our followers by 150, bringing the total to 1,151.
- We continued with our “APRD Friday 5” bi-weekly e-newsletter and we continued to average a 20% open rate which is a great average for this type of mass email.
- Niki was featured in the June edition of Appleton Monthly Magazine in the 920 section. It was nice to get to talk about our programs, parks and services and hopefully bring more awareness to what we do!
- Renewed our relationship with WSCO Radio to provide quarterly advertisements to promote our youth sports programs.
- Participate as a monthly guest on the WHBY radio show “Focus Fox Valley” to discuss youth sports related topics and speak as a regional leader in youth sports programming.
- New displays were purchased for the Erb Pool lobby that helped promote events and hold brochures.
- Kabel and Margaret worked to revise the power point presentations at the pools promoting upcoming events each month.
- We did a story with Keith and Blake on our Facebook page. This is a father (who attended the Appycademy) and his autistic son who are on a mission to visit all the parks in Appleton. They sent us photos of their journey and writing a short editorial of their visit for us to share on our page. Their story brought a lot of attention about visiting all our great parks, so the rec staff has started to work on a “Park Explorer Passport” program for next summer.
- We had a lot of promotion/marketing for Children’s Week this year with US Venture hiring Element Marketing. I was involved with the creation of promotional videos, many in-studio radio appearances, two in-studio sessions with Channel 5 during their early morning show and one Fox 11 promotion that was held on-site at Houdini Plaza. Good Day Wisconsin was live at Erb Park to promote Children’s week events as well. One segment featured Kabel’s daughter Ava and what she would be selling at the Kids Rummage Sale.
  - On July 15 Niki did an in-studio live interview with WFRV-TV to promote Children’s Week.
  - On July 16 Niki did an in-studio live interview with Josh Dukelow on his WHBY Fresh Take show to promote Children’s Week.
  - On July 16 Niki did an in-studio live interview with Hayley Tenpas on WHBY Focus Fox Valley to promote Children’s Week.
  - On July 17 Kabel appeared on NBC 26 Today for a live interview at Erb Pool to promote Children’s Week.



- On July 23 Niki appeared on WFRV-TV Local 5 This Morning live at Houdini Plaza to promote Children’s Week.

## Other Notable Accomplishments/Areas of Interest

- Staff worked in coordination with the legal services department and the City’s Risk Manager to streamline the partnership contract process.
- Appleton was selected, along with Rochester, NY, as a pilot partner in the public launch of Project Play’s Teamwork Toolkit, an initiative developed to help communities assess their youth sports landscape and then initiate a collective action campaign to provide greater access to the benefits of youth sports and physical activity. Nate was chosen to lead this pilot (which kicked off in September), and partner closely with the Appleton Area School District in its execution, to run for a duration of approximately six months in an effort to “landscape” our current youth sports delivery in the region and better understand current needs & gaps.
- Kabel was nominated as the Chair Elect for the Wisconsin Parks and Recreation Association’s Aquatic Section and will serve as the chair in 2020 and past chair in 2021.
- Kabel’s staff member Robert Strelow provided CPR and First Aid training for the summer seasonal staff certifying over 40 field employees making our community and participants safer.
- We continue to support the Appleton City Band. The \$14,000 we budget a year goes towards their weekly performances at Pierce Park, appearances in City parades, and facility rental for practices.
- In 2019 we had an unusual amount of process-based changes we worked through between the new financial system (Tyler Munis), the new payroll system (Executime), our new website, and our updated version of our registration software RecTrac. Staff continue to familiarize themselves with the systems and continue to learn.
- Niki worked with Mel Lewis and Brian Margan regarding onboarding of volunteers and seasonal staff. We are hoping this will streamline some of our processes we currently have in place right now.

