

Fort Atkinson Parks & Recreation Department 2019 Annual Report

2019 Parks Highlights & Notes

* As part of regular operations, Parks Staff grooms 6-7 ballfields most summer days, sets up for 11 concerts, assists with 5 car shows and 3 Festivals and 4 mowers combine for 13 days of usage to mow all Fort Atkinson parks in a week. Seven rental facilities are maintained and over 120 trash/recycling barrels are checked & emptied weekly. Several playgrounds, trees, restrooms and sports facilities are part of regular inspections, cleaning, repairs & upgrades.

*** In all, just over \$130,500 of fundraised additions occurred in Fort Atkinson parks in 2019.**

In Rock River Park, Project Lead supported the purchase and installation (by Parks Staff) of shade features (see page 3) and a lighted patio was the latest upgrade to The Clubhouse (see below)



McCoy Park Welcome Kiosk
built & installed by Parks Dept.

* **Playgrounds:** Rotary, Fort Foundation and Parks & Rec combined to fund and install a new Age 2-12 playground at Arrowhead Park (see below).

New safety surface wood chips were added to Jones Park, Trailway Park, Ralph Park & Memorial Park. Rubber mulch was added at Barrie Park Playground.

* **McCoy Park:** Funded by the Community Foundation, a welcome kiosk was built by Parks Staff to provide information to veterans & park info, plus provide additional space for engraved pavers donated by park supporters.

* **Jones Park:** A new LED Community Event doubled-sided sign was installed to allow for increased publicity and information provided to Fort citizens (see above).

Lighted Outdoor Patio is latest Clubhouse Upgrade

* Fort Parks & Rec, City Electrician & a contractor combined to complete a large patio adjacent to the Fort Clubhouse in Rock River Park. Eight additional 8-foot tables allow nearly 65 added seats to the popular rental spot. It improved ADA accessibility to Clubhouse, too.



LED Community Sign in Jones Park

Donors: Rotary Club, Generals,
Fort Youth Baseball and
Fort Community Foundation.



Rotary Club/Community Foundation & Fort Parks & Rec. combine for new Arrowhead Park Playground

Fort Rotary Club donated \$20,000 & the Fort Community Foundation contributed \$22,000 to purchase & install an age 2-12 playground in Arrowhead Park. A paved trail & tables are to be added in 2020.

*** In other Parks & Rec. Notes for 2019:** The Fort Atkinson Arts Council coordinated a colorful, music themed, tile art addition to Barrie Park & the Beautification Council added several large community murals to the river side of the Water Dept. Building...**Barrie Park Charity Concert Series raised over \$11,000 during 6 Wednesday Night concerts**...Haumerson's Pond had 37 days of skating conditions (23 with a paid supervisor) in 2019 (2nd year)...**The 2nd "Trunk or Treat" Halloween event (delayed by weather until Nov. 2) drew many hundreds of participants and nearly 40 exhibitors in Jones Park**...The department created a new website with more user options – including on-line registration - and mobile phone compatible....**The Parks & Rec. Staff shared in receiving two honors during 2019 – the Fort Chamber's Tourism Counts Award & the Community Foundation's Making Fort Special Award**....Over \$305,000 in donations and \$10,000 of in-kind contributions were received in a fundraising effort during 2019 to create Fort's first outdoor Wheels (Skate) Park. Construction and opening should occur later in June, 2020.

Rentals & Field Usage

- * 161 picnic shelter reservations (+3): Rotary Pavilion 47 rentals (+6), Clubhouse 41 (+17), Jones 30 (-10), Ralph Lions 32, Ralph Corner 25, Barrie 12. 38 reservations were "free."
- * 101 individuals/groups reserved/rented tables & chairs (+2). 42 were "free."
- * 807 scheduled ball games played on Parks/Rec. diamonds (+/- 0)
 Ralph Park #1 with 408 games – includes tournaments – (total is down 16 from 2018)
 Jones- 75 games (-10), Memorial- 351 games (up 63), JFL- 50 games (+5)
NOTE: Memorial Park games are up over 120 games/season since 2017.

2019 Recreation Highlights

- * 800 players on 48 teams (-7 summer teams, -13 total) played adult summer & fall softball (still the largest rec program).
- * Approximately 500 players on 63 Co-Ed & Women's teams (-7 teams from '18) played in our volleyball leagues during Winter & Fall leagues held in the Municipal Gym.
- * 19 Men's Basketball teams (up 4) competed in three leagues held at the Fort H.S. & Muni Gyms.
- * 349 students (down 4) registered in our Main St. Dance school year program & performed before nearly 1,600 combined spectators in two recitals at UW-W in May. Dance participation numbers don't include Daddies & Dancers, nor summer dance class students.
- * 2,450 (+225) participated in 43 youth rec. activities (not incl. dance, pool, youth center), 25 of the programs had an increase in participants overall (10 more than '18). Biggest increase: Swim Lessons (+175) with the highest number since 2014. Biggest decreases: basketball & baseball.
- * Brought back two programs: Flag Football for Gr. 4/5 & Jr. Poms Gr. 4/5 (Tackle FB dropped 4/5)
 Parks & Rec. dropped: Games, Games, Games & Spring Training Baseball
- * Including all youth programs & swim lessons: 9,319 youth served (up 1,400) & 1,865 adult (-155)
- * 199 volunteer coaches/instructors
- * 134 part-time employees needed to operate youth & adult rec programs (not pool or parks)
- * At least 16 different rec. programs for each grade - including pre-school
- * Overall, about \$143,595 collected in recreation fees (a record total), but karate/aerobics/dance contractual programs use a portion for additional part-time wages.
- * Side note: number of youth participants has doubled since 2002, with just 6 additional programs added to that total.



Parks & Rec. Staff Shares in Awards
Fort Chamber “Tourism Counts” &
Fort Foundation “Making Fort Special”



Project Lead/Parks adds Shade to Pool
Shade Canopies, 20’ Umbrella, Loungers

2019 Youth Center Highlights & Notes

- * For statistical purposes the school year is from September 1, 2018 to August 31, 2019.
- * Attendance of 4,881 (+985) middle school age youth during 140 days of operation.
- * Largest one day attendance was 293 at the annual Formal Dance. Largest non-dance: 110
12 days of 70+ youth attending.
- * Other popular activities: Active gym games, Video Game Tournaments, movie nights, Lock-in
- * Youth Center is open Friday & Saturday nights during the school year, Monday-Friday during
Winter Break, Spring Break and during the summer. \$15 season pass (had been \$10 up to ‘17)
- * 202 families are on our weekly e-mail blast list for promoting events & 1,135 people “like” the
Center’s Facebook page to keep informed of happenings involving the Youth Center.
- * 82 school year season passes were sold (+13) & 24 summer only passes were purchased
- * 12 employees (8 adults) are staff with Nate Fosberg, Doug Anderson & Jon Wachuta managers
- * Since opening in April, 1999: total Youth Center attendance is 134,817.

2019 Aquatic Center Highlights & Notes



Swim Lessons
+175 in 2019 pushes
total to over 1,300 in
lessons program

- * Celebrated its 28th season.
- * 31,134 attended open swim sessions in 2019 (down 1,196 from ‘18
& + 1,436 from ‘17).
- * Approximately 1,325 youth participated in swim lessons, nearly
1,000 in public group lessons (overall, up 175)
- * 12th Youth Triathlon attracted just under 100 participants
- * 44 part-time employees operate the Aquatic Center.
- * Project Lead inspired: Parks Staff installed two rectangle shade
structures, new 20’ shade umbrella, games area to replace one sand
volleyball court and large concrete chaise lounge area.
- * Revenue in ‘19 was \$164,179 (up \$4,172 from ‘18)
2019 is the record revenue year topping 2016’s \$161,870.
- * 2 days with 90+ temperatures during 2019 (but, several upper 80s)
(compare with 3 in ‘18, 0 in ‘14 & 32 in ‘12. Average is 9)

2019 Fort Senior Citizen's Center Highlights & Notes

- * Chris Nye completed his fifth full year as Director and served as President of the Wisconsin Association of Senior Centers in 2019.
- * Attendance reached 13,419 (+28 from 2018) but, officially double the attendance from '14. Busiest months (over 1,200 per month): April, May, July and October (top).



Chris Nye,
Director,
has added a
bevy of
wellness
programs
& other
activities to
build
attendance.

- * Main activities: Tai Chi, Gentle Yoga & other fitness; multiple movie days, bingo, wii bowling league, cards & dart ball, independent classes for sewing/woodworking/computers, card making, color penciling, Veteran's Day program, speakers, trips & several contracted performers.
- * The Quill, the Sr. Center monthly 16-page newsletter, is available at public facilities & many Fort area merchants. About 800 copies are distributed monthly.
- * Through a grant, added a used 16 passenger van as a low cost transportation source for area seniors.
- * Entrance canopies replaced.

2019 Municipal Building Highlights & Notes

- * 93 year old facility had replacement of furnace/AC for Parks & Rec Office, two dance restroom makeovers, exterior building panels & doors/railings painted "charcoal" color by a contractor, Gym floor re-finished. Basement had flooding for several months.
- * Gym used 347 days in '19. Gym not used on a holiday, 11 summer Sundays & (6) floor work.
- * 873 reservations (+44 groups from '18) (617 for Parks & Rec), not counting noon time rec play

2019 Staff Notes

- * **Director:** Scott Lastusky (completed 29th year) * **Dept. Adm. Asst:** Trista Taylor (3rd year)
- * **Youth Director:** Brett Ketterman (20th year) * **Sr. Center Director:** Chris Nye (5th year)
- * **Parks Staff:** **J.J. Yanke**, Parks Foreman; **Robbie Allard**, Parks Crewleader
Rob Stine, Caretaker-Aquatics; **Josh Bennett**, Parks Caretaker; **Josh Crandall**, Muni/Parks.
- * **Approximately 160+ part-time staff**

Others & Social Media:

- * Assist with various clubs, Special Olympics, scouts, Eagle Scout projects & event cooperation (including Museum, Walk/Run Events, DNR, Jeff. Co. Parks, many Chamber events, Civic Festivals, Cruise Night car shows, Farmer's Markets, Band Concerts, Fall Fiesta, baseball/softball groups, tackle football, Arts Council)
- * Provided without fee \$3,295 worth of shelter rentals, \$4,489 table/chair rentals and \$1,254.50 in donations/gift certificates for various groups & fundraisers. Total: \$9,038.50 (+ \$1,909.50)

Social Media: Brett Ketterman, Editor. Assistance from Trista Taylor

All numbers improved, but impressive highlights =

Twitter: 490 followers (up 10 and this medium used less in '19) @Fort_Parks_Rec

Instagram: 1,119 followers FORT_PARKS_REC (debuted in 2014 & 113 added in 2019)

Facebook: P & R 2,427 likes (+320), Pool 2,682 (+284), Youth Center 1,135, Triathlon 430

* People reached from Facebook posts: 285,950 from 299 posts

(up 33,260 with 73 LESS posts in 2019).

