



# City of Appleton

100 North Appleton Street  
Appleton, WI 54911-4799  
www.appleton.org

## Meeting Agenda - Final Parks and Recreation Committee

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Monday, February 12, 2024

6:15 PM

Council Chambers, 6th Floor

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1. Call meeting to order

2. Pledge of Allegiance

3. Roll call of membership

4. Approval of minutes from previous meeting

[24-0095](#) Minutes of the January 22, 2024 Parks & Recreation Committee Meeting

**Attachments:** [Minutes of the 1-22-24 Meeting.pdf](#)

5. **Public Hearing/Appearances**

6. **Action Items**

[24-0162](#) Request to award contract to AECOM for Phase II design and construction management services for Lutz Park shoreline redevelopment and trail in the amount of \$88,400 with a design contingency of \$5,000 for a total contract not to exceed \$93,400

**Attachments:** [2024 Lutz Park Design Phase II Memo.doc](#)  
[AECOM Lutz Park Contract.pdf](#)

[24-0099](#) Award the City of Appleton's "2024 Green Meadows Park Playground Equipment Project" contract to Lee Recreation in an amount not to exceed \$85,000.

**Attachments:** [2024 Green Meadows Park Playground Memo.docx](#)

[24-0163](#) Request Approval of Aquatic Program Fees and Charges Policy

**Attachments:** [Memo Aquatic Fees and Charges Policy.2024.pdf](#)  
[Aquatic Programs Fees and Charge.CLEAN.2024.pdf](#)  
[Aquatic Programs Fees and Charge.REDLINE.2024.pdf](#)

[24-0164](#) Request Approval of Recreation Program Fee Waiver Policy

**Attachments:** [Memo Recreation Fee Waiver Policy 2024.pdf](#)  
[Fee Waiver Policy.CLEAN.2024.pdf](#)  
[Fee Waiver Policy.REDLINE.2024.pdf](#)

[24-0165](#) Request Approval of Pool Rental, Reservation, and General Use Policy

**Attachments:** [Memo Pool Rental, Reservation, and General Use Policy.2024.pdf](#)  
[Pool Rental, Reservation and General Use Policy.CLEAN.2024.pdf](#)  
[Pool Rental, Reservation and General Use Policy.REDLINE.2024.pdf](#)

## 7. Information Items

[24-0166](#) Grounds 2023 Annual Report

**Attachments:** [Grounds 2023 Annual Report.pdf](#)

[24-0167](#) Recreation 2023 Annual Report

**Attachments:** [Recreation 2023 Annual Report.pdf](#)

[24-0168](#) Reid Golf Course 2023 Annual Report

**Attachments:** [Reid 2023 Annual Report.pdf](#)

## 8. Adjournment

*Notice is hereby given that a quorum of the Common Council may be present during this meeting, although no Council action will be taken.*

*Reasonable Accommodations for Persons with Disabilities will be made upon Request and if Feasible.*



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## Meeting Minutes - Final Parks and Recreation Committee

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Monday, January 22, 2024

6:15 PM

Council Chambers, 6th Floor

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1. Call meeting to order

*The meeting was called to order at 6:15 p.m.*

2. Pledge of Allegiance

3. Roll call of membership

**Other: Dean Gazza, Parks, Recreation & Facilities Management; Chris Behrens, Attorney's Office**

**Present:** 5 - Siebers, Alfheim, Hayden, Schultz and Wolff

4. Approval of minutes from previous meeting

[24-0059](#)

Minutes of the January 8, 2024 Parks & Recreation Committee Meeting

**Attachments:** [Minutes of the 01-08-24 P & R Meeting.pdf](#)

**Aldersperson Hayden moved, seconded by Aldersperson Alfheim, that the Minutes of the January 8, 2024 Parks & Recreation Committee be approved.**

**Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Siebers, Alfheim, Hayden, Schultz and Wolff

5. **Public Hearing/Appearances**

None

6. **Action Items**

[23-1471](#)

Adopt the Proposed Revised Houdini Plaza Rental and Fee Schedule Policy

**Attachments:** [Houdini Plaza Rental and Fee Schedule Policy Memo.pdf](#)  
[Houdini Plaza Rental and Fee Schedule - CLEAN.pdf](#)  
[Houdini Plaza Rental and Fee Schedule - REDLINED.pdf](#)

*Schultz/Wolff: Motion to amend the fee schedule increases as proposed by staff to instead be a 20% increase to current fees. Motion failed 3-2.*

**Aldersperson Alfheim moved, seconded by Aldersperson Hayden, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:**

**Aye:** 4 - Siebers, Alfheim, Hayden and Schultz

**Nay:** 1 - Wolff

[23-1472](#)

Request to Adopt the Proposed Revised Jones Park Rental and Fee Schedule Policy

**Attachments:** [Jones Park Rental and Fee Schedule Policy Memo.pdf](#)  
[Jones Park - Rental Fee Policy - CLEAN.pdf](#)  
[Jones Park - Rental Fee Policy - REDLINED.pdf](#)

**Aldersperson Alfheim moved, seconded by Aldersperson Wolff, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Siebers, Alfheim, Hayden, Schultz and Wolff

[24-0060](#)

Request to award contract to ISG for Phase II design services for Lundgaard Park in the amount of \$66,500 with a design contingency of \$5,000 for a total contract not to exceed \$71,500.

**Attachments:** [2024 Lundgaard Park Design Phase II.pdf](#)

**Aldersperson Wolff moved, seconded by Aldersperson Hayden, that the Report Action Item be recommended for approval. Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Siebers, Alfheim, Hayden, Schultz and Wolff

## 7. Information Items

None

8. Adjournment

*The meeting was adjourned at 6:38 p.m.*

**Alderson Wolff moved, seconded by Alderson Alfheim, that the meeting be adjourned. Roll Call. Motion carried by the following vote:**

**Aye:** 5 - Siebers, Alfheim, Hayden, Schultz and Wolff



"...meeting community needs...enhancing quality of life."

**PARKS, RECREATION & FACILITIES  
MANAGEMENT**

**Dean R. Gazza, Director**

1819 East Witzke Boulevard  
Appleton, Wisconsin 54911-8401  
(920) 832-5572 FAX (920) 993-3103  
Email - [dean.gazza@appleton.org](mailto:dean.gazza@appleton.org)

TO: Parks & Recreation Committee

FROM: Dean R. Gazza, Director of Parks, Recreation and Facilities Management

DATE: 02/12/2024

RE: Action Item: Request to award contract to AECOM for Phase II design and construction management services for Lutz Park shoreline redevelopment and trail in the amount of \$88,400 with a design contingency of \$5,000 for a total contract not to exceed \$93,400.

On July 29, 2022, Request for Proposals were received from two firms for conceptual planning and design for Lutz Park shoreline redevelopment and trail project. After review of the proposals by Parks, Recreation and Facilities Management staff, AECOM was unanimously selected by the review team to be recommended for award of the contract. Phase I was contracted with AECOM in August of 2022. Phase I conceptual planning and design was completed December of 2023.

The 2024 CIP has \$900,000 to complete design, permitting, bidding, construction management services and project construction for the Lutz Park shoreline redevelopment and trail project.

It is the recommendation of the Parks, Recreation, and Facilities Management Department to award the Phase II design and construction management services contract to AECOM in the amount of \$88,400 with a design contingency of \$5,000 for a total contract not to exceed \$93,400.

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

January 4, 2024  
Revised February 7, 2024**Our Reference**  
OPP-1307069Tom Flick, Deputy Director  
City of Appleton Facilities & Grounds  
1819 Witzke Boulevard  
Appleton, WI 54911  
[tom.flick@appleton.org](mailto:tom.flick@appleton.org)**Proposal for Continued Engineering Services for Lutz Park Project, in Appleton, Wisconsin**

Dear Mr. Flick,

AECOM Technical Services, Inc. (AECOM) is pleased to provide this proposal to provide continued engineering support for the Lutz Park Project. This proposal describes our understanding of the project and our scope of services. **This proposal has been updated from what was previously provided on January 4, 2024. Updates are shown in red text.**

**1.1 Background**

AECOM has been supporting the Appleton Parks, Recreation and Facilities Management Department (APRFMD) develop plans for Lutz Park to improve lighting and shoreline conditions along the existing path adjacent to the Fox River as well as construct a new multi-use path along Lutz Drive. Improvements include reconstruction of a fishing pier and relocation of a kayak launch to a more accessible location. AECOM developed plans to a 90% level in 2023. We understand the APRFMD would like to bid the project in winter 2024 so the project can be constructed in the summer of 2024.

**1.2 Scope of Services****1.2.1 Permitting****1.2.1.1 WDNR Chapter 30 Permit**

The 90% plans include modifications to the shoreline and installation of rip rap along the shoreline of the Fox River. Additionally, in-water work would be conducted to relocate the kayak launch and modify the fishing platform and adjacent retaining wall. The WDNR has a riprap exemption, however since the project includes installation of more than 200 lineal feet and the rip rap will be placed below the ordinary high water mark, we do not believe the project qualifies for an exemption. Therefore, it is anticipated a WDNR Chapter 30 Individual Permit (Wetlands and Waterways) will be required for dredging, shoreline erosion control, and piers, docks, and wharves. Prior to commencement of permit preparation, AECOM will confirm permitting requirements with the WDNR. It is anticipated the permit application will include the preparation of:

- Application form – AECOM will complete the forms on the WDNR WAMs site. The forms describe application information, site information, legal description, and explanation of wetland and endangered or threatened resources review.
- Ownership documentation – AECOM will gather information from publicly available assessor websites to document ownership. Preparation of a certified survey map (CSM) is not included in our scope of services.
- Plans and Specifications – The 90% design plans prepared in 2023 will be used in permit applications. Applicable specifications as described in the proceeding sections will be included if necessary.

- Project Narrative – AECOM will draft a Storm Water Management and Erosion Control Plan (SWMECP) to be used in permit documents (both the WDNR Individual Permit and the City of Appleton Site Plan Review). This document will serve as the project narrative. The document will describe the project, purpose, and need. Information on how the project will be executed, including methods, materials, and equipment, as well as the schedule will be discussed. There will be a discussion on stormwater management and erosion control measures as well as information on disposal of materials, materials used for fill, and how waterway impacts will be minimized.
- Riparian Owners – Similar to the ownership documentation, AECOM will gather information from publicly available assessor websites to document riparian owners.
- Proof of Pre-Application Meeting – as noted above, AECOM will confirm permitting requirements with the WDNR and hold a virtual pre-application meeting if required by the WDNR. The meeting will be attended by AECOM's project manager and design engineer and is anticipated to take less than one hour. The email correspondence with the WDNR and/or meeting minutes prepared by AECOM will be included as an attachment to the application.
- Wetland Assessment Method – AECOM assumes wetland information can be pulled from the WDNR Surface Water Data Viewer and that a wetland delineation will not be required for the project.
- Endangered or Threatened Resources (ER) – AECOM's certified endangered resources personnel will conduct a review and prepare a certified ER review letter for inclusion in the permit application.
- Photographs – AECOM will prepare a photo log showing existing conditions of the project.
- Application Fee – we assume the City will submit the application fee.

We assume the following will not be required to be developed, and as such, preparation of these documents are excluded from our scope of services:

- Hydraulic analysis and flood study
- Wave calculations
- Historical and cultural resources review

AECOM will prepare draft documents in PDF for APRFMD review. **AECOM assumes there will be no comments from the APRFMD on the permit documents.** Final permit documents will be uploaded to the WDNR WAMs site. AECOM will assign a representative of the City as the applicant. We assume the City will provide the name of the representative, pay the permit fee, and submit the application. We assume the WDNR will forward the Chapter 30 permit to the US Army Corps of Engineers (USACE) if applicable.

Based on past experience, we assume the WDNR and USACE will not require revisions to the permit documents. If revisions are required, AECOM will discuss additional fees with the APRFMD.

### 1.2.1.2 City of Appleton Site Plan Review

AECOM will contact the Department of Public Works (DPW) and Economic Development to confirm permitting requirements. However, we anticipate the project will be required to go through the Site Plan Review application process. It is anticipated the permit application will include the preparation of:

- Application for Site Plan Review – the application form will describe property owner, application, and property information. This form will need to be signed by a representative of the APRFMD.
- Stormwater Utility Service Application – AECOM will complete the form.
- Calculations for Sanitary Sewer and Water – we assume this is not applicable for the project since changes to these utilities will not be conducted, aside from raising the rim of one sanitary sewer.
- Calculations for Storm Sewer design – we assume this is not applicable for the project since site drainage patterns will remain the same and capacity modifications to the storm sewer will not change. Although some



work such as sealing around a storm pipe in the existing retaining wall and providing rip rap protection around an outfall are proposed, these improvements should not modify the capacity of the storm sewer.

- Site Plans – the 90% plans developed in 2023 will be included in the permit application. AECOM assumes that the plans meet the requirements of the items included on the Site Plan checklist. If additional information is required, AECOM will discuss with APRFMD the additional fees needed to update the plans prior to submission.
- Architectural Plans – we assume this is not applicable.
- Permit Fee – We assume the APRFMD will be responsible for paying the permit fees.

AECOM will prepare draft documents in PDF for APRFMD review. **AECOM assumes there will be no comments from the APRFMD on the permit documents.** AECOM will submit permit documents (hard copy and electronically as required by the City). **AECOM assumes there will be no comments from the City on the permit documents.** If review comments are required to be addressed, AECOM will discuss additional fees with the APRFMD.

### 1.2.1.3 City of Appleton Stormwater Management Permit and Erosion Control Permit

We understand the Stormwater Management Permit and Erosion Control Plan and Permit are separate permitting processes from the Site Plan Review permit. AECOM will confirm permitting requirements with the City prior to development of permit documents. However, we anticipate the project will be required to go through these permit processes.

It is anticipated the Stormwater Management permit application will include the preparation of:

- Stormwater Management Permit Application – AECOM will complete the form, but the form will need to be signed by a representative of the APRFMD.
- Stormwater Management Plan – AECOM will prepare a Stormwater Management Plan that complies with the City of Appleton Ordinance and the Code of the State of Wisconsin. Because the stormwater and erosion control permitting process is separate for the City of Appleton, the SWMECP prepared for the WDNR permit will be modified to separate out the stormwater and erosion control pieces. We anticipate that stormwater management will not be required and that the project will be designed in accordance with criteria set forth in the WDNR Bureau of Watershed Management Program Guidance Runoff Management Policy Management Team Storm Water Management Program's Design Considerations for Post-Construction Performance Standards for Public Trails near Waterways or Wetlands, dated May 2017. Therefore, our scope does not include preparation of storm modeling calculations.
- Post-construction documents – as described below in Section 1.2.3, AECOM will prepare As-Built drawings. These plans will be submitted to the City along with a certification that the project was constructed in accordance with the Stormwater Management Plan. Deviations will be listed if changes were made during construction. The property limits for the project are not being modified, therefore, we assume the legal description for the project will remain unchanged and can be included in the Stormwater Management Practices Maintenance Agreement. No CSM will be performed to facilitate this requirement of the permit.
- Permit fee – We assume the APRFMD will be responsible for paying the permit fees.

It is anticipated the Erosion & Sediment Control Permit application will include the preparation of:

- Erosion & Sediment Control Permit Application – AECOM will complete the form, but the form will need to be signed by a representative of the APRFMD.
- Erosion & Sediment Control Plan – AECOM will prepare an Erosion & Sediment Control Plan that complies with the City of Appleton Municipal Code Chapter 24 and applicable State erosion control codes. Similar to above, the SWMECP prepared for the WDNR permit will be modified to separate out the stormwater and erosion control pieces. Because the project will disturb less than one acre, the Long-Term Stormwater Management Acknowledgement form will be prepared for APRFMD signature.
- Permit fee – We assume the APRFMD will be responsible for paying the permit fees.

AECOM will prepare draft documents in PDF for APRFMD review. **AECOM assumes there will be no comments from the APRFMD on the permit documents, however signed documents will be incorporated into the final permit documents.** AECOM will submit permit documents (hard copy and electronically as required by the City). **AECOM assumes there will be no comments from the City on the permit documents.** If review comments are required to be addressed, AECOM will discuss additional fees with the APRFMD.

#### 1.2.1.4 Exclusions

The 90% plans indicate a total disturbed area of 0.81 acres, therefore a Wisconsin Department of Natural Resources (WDNR) Construction Site Storm Water Notice of Intent (NOI) should not be required because site disturbance is not greater than 1 acre.

Additional permits which may be identified at a later date are not included in our scope of services to complete. We assume the contractor will be responsible for construction permits such as an electrical permit.

#### 1.2.2 Bidding

AECOM anticipates that the following items or activities will be developed for the bidding process:

- Project Manual containing:
  - Bidding and Contract Documents – AECOM assumes the City has standard contract documents that will be used for the project. AECOM will review and update the standard documents for use in the project. The 90% project plans developed in 2023 will be used for bidding.
  - Technical Specifications – AECOM's project plans will generally refer to the City of Appleton Standard Specifications as the project specifications. However, AECOM will develop specialty specifications for scope items not normally covered in the City specifications. We anticipate this will include a performance specification for the Fishing Pier reconstruction and the Kayak Launch relocation.
  - Bid Form – AECOM will develop a bid form listing bid items and quantities.
- Bidding
  - AECOM will prepare a draft bid invitation for APRFMD review. We assume the APRFMD will publish this as an advertisement for bids. Given the scope of the work, AECOM assumes a pre-bid meeting is not warranted and that prospective contractors can visit the site on their own.
  - AECOM will prepare one Addendum, if needed. For budgeting purposes, we have assumed this will include responding to up to 8 contractor questions, 20 hours of drafting time to address plan set revisions, plus internal reviews.
- AECOM will review bidding results and provide a Contractor selection recommendation via email.

Draft and final documents will be provided to the APRFMD in PDF format. We will incorporate one set of consolidated comments into the final versions. We assume the final documents will be distributed by the APRFMD to interested bidders through the City's Quest system.

#### 1.2.3 Construction Services

AECOM will incorporate comments obtained during permitting and bidding and create Issued for Construction Plans. The plans will be distributed to the contractor during a pre-construction meeting. AECOM will develop an agenda and prepare meeting minutes following the pre-construction meeting. We assume the meeting will be held at the APRFMD office.

During construction, AECOM will provide an experienced engineering technician to serve as a part-time Resident Project Representative (RPR) which generally includes the following services:

- Provide a part-time Resident Project Representative (RPR) services during construction events as project requirements dictate to evaluate and document compliance with the Construction Documents. The contractor will be responsible for developing a project schedule. However, for budgeting purposes, we have assumed the RPR

will be onsite during the activities listed below. One day is assumed to be **8-hours**, including drive time from either our Oshkosh or Green Bay office locations and completion of follow up paperwork (daily report). AECOM will make an attempt to combine site visits between different tasks where applicable to minimize project costs. Our estimate of hours assumes AECOM will be provided with 72-hours notice by the contractor of when site visits will be required. Last minute changes or cancelation in the contractor schedule may result in additional fees being incurred.

- Installation of erosion control, assumed 2 days.
  - Demolition (light poles, trees, fishing platform, kayak launch, topsoil stripping, and pavement removals), assumed 5 days.
  - Grading and Paving the multi-use path and sidewalks, assumed 5 days.
  - Installation of electrical conduit, light poles, and bases, assumed 3 days.
  - Reconstruction of the fishing platform and retaining wall, assumed 3 days.
  - Relocation of the kayak launch, assumed 1 day.
  - Shoreline restoration (placement of rip rap and plantings), assumed 5 days.
  - Punch list walk through (initial and final), assumed 2 days.
- Coordinate with the Contractor's survey crews to provide stakeout information and cut sheets for Contractor's use during construction.
  - Review contractor's progress schedule, schedule of submittals/submissions, and schedule of values prepared by contractor, and consult with the owner concerning their appropriateness.
  - Review contractor submittals and material samples for conformance with contract documents. For budgeting purposes we assume 8 submittals will need to be reviewed.
  - Maintain correspondence files, reports of job conferences and meetings, shop drawings and sample submissions, reproductions or original contract documents including all addenda, change orders, field orders, and additional drawings issued subsequent to the execution of the contract.
  - Maintain reports for the construction contractor activities; weather conditions when on the job site; data relative to questions of extras or deductions; list of visiting officials, representatives of manufacturers, fabricators, suppliers and distributors; daily activities; decisions; observations in general; and specific observations in more detail as in the case of observing test procedures.
  - Review applications for payment from the contractor for compliance with the established procedure for their submission, and forward with recommendations to the Owner noting, in particular, relation to the schedule of values, work completed, materials and equipment delivered at the site, but not incorporated in the work. For budgeting purposes, we have assumed 4 pay applications will need to be reviewed.
  - Provide vehicles, necessary equipment, and material for construction observation services.
  - Conduct a final walk through in the company of the Owner and contractor and prepare a final list of items to be completed or corrected.

**AECOM assumes the contractor will be responsible for collecting As-Built information. AECOM will incorporate As-Built information from the contractor in the form of marked up PDF drawings. A site specific As-Built survey is not included in our scope of services. Preparation of As-Construction drawings in AutoCAD is not included in our scope of services. AECOM will provide an As-Built Construction Documentation Report containing the drawings and other pertinent information described above.**

In development of our proposal and associated fees, we have assumed the following exclusions:

- Weekly status meetings will not be required. AECOM's representative will communicate directly with the contractor on project status and work schedule.

- We understand the City will hire a separate on-site material testing firm to document construction and compliance or noncompliance with project plans and specifications. Our scope of services does not include materials testing.
- We understand the City performs erosion control inspections of their projects. AECOM will conduct a few site visits as noted above to observe erosion control features have been installed in accordance with the plans, however weekly observations or observations after rain events have not been included in our scope.
- We understand the City performs its own electrical inspection. AECOM will conduct a few site visits as noted above related to observation of electrical installation, however detailed inspections and testing will not be performed.

AECOM has the expertise to perform these excluded services if necessary and can discuss additional fees associated with performing these services if requested by the APRFMD.

## 1.3 Schedule

We understand AECOM's proposal will need to be reviewed by the Parks Board on February 12 and will be placed on the Common Council Agenda for February 21. We understand the APRFMD would like to bid the project in winter 2024 so the project can be constructed in summer 2024. Permitting approvals may have an impact on the construction schedule. However, AECOM will work on permitting and bidding items concurrently. The following schedule assumes authorization to proceed is received by February 26, 2024.

### Permitting

- **Week of February 26, 2024** – discuss permitting requirements with regulatory agencies. Hold pre-application meetings if required.
- **March 4 to 29, 2024** – prepare permit application materials.
- **Week of April 1, 2024** – APRFMD review of permit documents.
- **Week of April 8, 2024** – submittal of permit documents
  - WDNR Chapter 30 Permit – this process typically takes 135 days for the WDNR to review. The Army Corps of Engineers review is typically performed concurrent with the WDNR review, and may take several months. For planning purposes, the project team may want to assume permit approvals may not be received until **September 2024** or later. Because this permit is specific to shoreline items, AECOM recommends the contractor phases the work so upland trail construction is completed first and shoreline restoration, reconstruction of the fishing platform, and reconstruction of the kayak launch be performed in the second phase of the project.
  - City Site Plan Review Permit – we understand site plan application materials are due to the City by noon on Tuesdays for incorporation into the following week's Site Plan Meeting held on Wednesday's. **AECOM's proposal assumes the permits will be approved upon initial submission, however, for planning purposes, the project team may want to assume permit approvals will be received by the end of June 2024.**
  - Storm Water Permit and Erosion Control Permit – **AECOM's proposal assumes the permits will be approved upon initial submission, however, for planning purposes, the project team may want to assume permit approvals will be received by the end of June 2024.**

### Bidding

- **Week of February 26, 2024** – Receive City standard contract documents.
- **February 26 to March 15, 2024** – prepare bid documents.
- **Week of March 18, 2024** – APRFMD review of bid documents.
- **Week of March 25, 2024** – Finalize bid documents and post on Quest
- **April 5, 2024** – Receive bidder questions

- **April 12, 2024** – Provide Addendum 1 addressing bidder questions
- **April 19, 2024** – Receive final bids
- **Week of April 22, 2024** – Review bids and provide contractor selection recommendations.
- **May 2024** – Contractor onboarding (assumed to be performed by the APRFMD).

## Construction

- **Mid-June 2024** – Hold pre-construction meeting. Date is flexible depending on contractor, APRFMD, and AECOM availability.
- **End of June 2024** – Assume upland related permitting work is approved.
- **Early July 2024** – Start upland work. Date is flexible depending on contractor.
- **Early September 2024** – Assume shoreline related permitting work is approved.
- **October 2024** (tentative, based on contractor schedule) – Substantial completion.
- **November 2024** (tentative, based on contractor schedule) – Submit As-Built drawings to the City of Appleton to close out the stormwater permit. Provide Construction Documentation Report to APRFMD.

## 1.4 Fees

The services to be performed upon acceptance of this proposal are described in the preceding scope of services section and are based on our understanding of the project. AECOM proposes to perform the scope of services on a time and materials basis for an estimated fee of **\$88,400**. Actual invoice amounts may vary due to many factors including, but not limited to, changes in project requirements or alterations to the scope of services. We will not, however, change our scope of services or exceed the above amount without your prior approval.

Invoice amounts will be based on actual units used and will include travel costs and other expenses incurred by AECOM in rendering the services described. Invoicing will be conducted monthly.

## 1.5 Terms and Conditions

AECOM recommends performing the services described in this proposal using the enclosed previously approved terms and conditions dated October 21, 2019.

We appreciate this opportunity to present this proposal. If you have questions related to the scope of services described in this proposal, please contact Shannon Allen at 262-719-9746 or [Shannon.Allen2@aecom.com](mailto:Shannon.Allen2@aecom.com).

Yours sincerely,

AECOM Technical Services, Inc.



Shannon Allen, P.E. (WI)  
Civil Engineer / Project Manager  
AECOM



Dave Lowry, P.E. (IL, MO)  
Associate Vice President  
AECOM

Encl. Previously Negotiated Consulting Services Agreement

## CONSULTING SERVICES AGREEMENT

This Consulting Services Agreement ("Agreement") effective this 21 day of October, 2019, is by and between the City of Appleton, a Wisconsin municipality, ("Client"), and AECOM Technical Services, Inc., a California corporation, ("AECOM"); each also referred to individually as ("Party") and collectively as ("Parties").

In consideration of the mutual covenants and promises contained herein, the Parties agree as follows:

### 1. SCOPE OF SERVICES

1.1 AECOM shall perform the services set forth in **EXHIBIT A** ("Services"), incorporated herein by reference.

1.2 AECOM will provide the work products ("Deliverables") in accordance with the schedule ("Project Schedule"), if applicable, as set forth in **EXHIBIT A**.

**2. TERM OF AGREEMENT** Upon execution by the Parties, this Agreement shall have the effective date set forth above. This Agreement shall remain in force until all obligations related to the Services, other than those obligations which survive termination of this Agreement under Article 22, have been fulfilled, unless this Agreement is sooner terminated as set forth herein.

**3. COMPENSATION AND PAYMENT** AECOM shall be paid for the performance of the Services in accordance with **EXHIBIT B** ("Compensation and Payment"), incorporated herein by reference.

**4. NOTICE** All notices, requests, claims, demands and other official communications herein shall be in writing. Such notices shall be given (i) by delivery in person, (ii) by a nationally recognized commercial courier service; or (iii) by United States Postal Service, registered mail, postage prepaid and return receipt requested. Notices shall be effective upon actual delivery to the other Party at the following addresses:

#### TO CLIENT:

City of Appleton  
Parks, Recreation and Facilities Management  
1819 East Witzke Boulevard  
Appleton, WI 54914  
Attn: Tom Flick

Claims-related notices shall be copied to:  
City of Appleton  
Legal Services Department  
100 North Appleton Street  
Appleton, WI 54911-4799

#### TO AECOM:

Claims-related notices shall be copied to:  
Chief Counsel, Americas Design and Consulting Services  
515 South Flower Street, Suite 1050  
Los Angeles, CA 90071

or to which address the receiving Party may from time to time give notice to the other Party. Rejection or other refusal to accept, or the inability to deliver because of changed address, for which no notice was given,

shall be deemed to be receipt of the notice as of the date of such rejection, refusal to accept, or inability to deliver.

## 5. AECOM'S RESPONSIBILITIES

5.1 AECOM shall perform the Services in accordance with the degree of professional skill, quality and care ordinarily exercised by members of the same profession currently practicing in the same location under comparable circumstances and as expeditiously as is consistent with professional skill and the orderly progress of the Project. The full extent of AECOM's responsibility with respect to the Services shall be to perform in accordance with the above standards and to remedy any material deficiencies or defects in the Deliverables at AECOM's own expense, provided that AECOM is notified by Client, in writing, of any such deficiency or defect within a reasonable period after discovery thereof, but in no event later than 90 days after AECOM's completion or termination of the Services. AECOM MAKES NO OTHER REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE, MERCHANTABILITY, AND INFORMATIONAL CONTENT OR OTHERWISE.

5.2 AECOM will endeavor in good faith, as needed, to obtain from the appropriate authorities their interpretation of applicable codes and standards and will apply its professional judgment in interpreting the codes and standards as they apply to the Project at the time of performance of the Services. Notwithstanding the above, the Parties agree that, as the Project progresses, such codes or standards may change or the applicability of such codes or standards may vary from AECOM's original interpretation through no fault of AECOM and that additional costs necessary to conform to such changes or interpretations during or after execution of the Services will be subject to an equitable adjustment in the Compensation and Project Schedule.

5.3 AECOM shall be responsible for its performance and that of AECOM's lower-tier s and vendors. However, AECOM shall not be responsible for health or safety programs or precautions related to Client's activities or operations or those of Client's other contractors and consultants or their respective subcontractors and vendors ("Contractors"). AECOM shall have no responsibility for (i) construction means, methods, techniques, sequences or procedures; (ii) for the direction of Contractors' personnel; (iii) selection of construction equipment; (iv) coordination of Contractors' work; (v) for placing into operation any plant or equipment; or (vi) for Contractors' failure to perform the work in accordance with any applicable construction contract. AECOM shall not be responsible for Client's pre-existing site conditions or the aggravation of those preexisting site conditions to the extent not caused by the negligence or willful misconduct of AECOM. AECOM shall not be responsible for inspecting, observing, reporting or correcting health or safety conditions or deficiencies of Client, Contractors or others at project site ("Project Site") other than AECOM's employees, subconsultants and vendors. So as not to discourage AECOM from voluntarily addressing health or safety issues while at the Project Site, in the event AECOM does identify such issues by making observations, reports, suggestions or otherwise, AECOM shall have no authority to direct the actions of others not under AECOM's responsibility and control and shall have no liability, responsibility, or affirmative duty arising on account of AECOM's actions or forbearance.

5.4 Notwithstanding anything contained in this Agreement, AECOM shall have no responsibility for the discovery, presence, handling, removal, transportation, storage or disposal of, or exposure of persons to hazardous materials in any form related to the Project.

## 6. CLIENT'S RESPONSIBILITIES

6.1 Client shall provide in writing any specific Client requirements or criteria for the Project.

6.2 Client shall furnish to AECOM all information and technical data in Client's possession or control reasonably required for the proper performance of the Services. AECOM shall be entitled to reasonably rely without independent verification upon the information and data provided by Client or obtained from generally accepted sources within the industry, except to the extent such verification by AECOM is expressly required as a defined part of the Services.

6.3 Client shall arrange for access and make all provisions necessary for AECOM to enter upon public and/or private property as required for AECOM to properly perform the Services. Client shall disclose to AECOM any known or suspected hazards at the Project Site which may pose a threat to human health, property or the environment.

6.4 If any document or inquiry requires Client to approve, comment, or to provide any decision or direction with regard to the Services, such approval, comment, decision or direction shall be provided within a reasonable time within the context of the Project Schedule, or if not identified in the Project Schedule, within a reasonable time to facilitate the timely performance of the Services.

**7. INDEPENDENT CONTRACTOR** Nothing contained in this Agreement shall be construed to create a partnership, joint venture, or create a relationship of employer/employee or principal/agent between Client or Client's Contractors and AECOM.

## **8. CONFIDENTIALITY**

8.1 AECOM shall treat as confidential information and data delivered to it by Client or developed in the performance of the Services that are specified in writing by Client to be confidential ("Confidential Information"). Confidential Information shall not be reproduced, transmitted, disclosed or used by AECOM without the consent of Client, except in the proper performance of the Services, for a period of 5 years following completion or termination of this Agreement.

8.2 Notwithstanding the above, these restrictions shall not apply to Confidential Information which (i) is already known to AECOM at the time of its disclosure; (ii) becomes publicly known through no wrongful act or omission of AECOM; (iii) is communicated to a third party with the express written consent of Client and not subject to restrictions on further use or disclosure; (iv) is independently developed by AECOM; or, (v) to the extent such Confidential Information is required by Law to be disclosed to any governmental agency or authority; provided that before making such disclosure, AECOM shall promptly provide Client with written notice of such requirement and a reasonable opportunity for Client to object to the disclosure or to take action at Client deems appropriate to maintain the confidentiality of the Confidential Information.

8.3 Upon termination of this Agreement or upon Client's written request, AECOM shall return the Confidential Information to Client or destroy the Confidential Information in AECOM's possession or control. Notwithstanding the above, AECOM shall be entitled to retain a copy of such Confidential Information relating to the Services or this Agreement for its archives, subject to AECOM's continued compliance with this Article 8.

## **9. DATA RIGHTS**

9.1 All Deliverables set forth in Exhibit A shall become the property of Client upon proper payment for the Services. AECOM shall bear no liability or responsibility for Deliverables that have been modified post-delivery or used for a purpose other than that for which it was prepared under this Agreement.

9.2 Notwithstanding Section 9.1 above, AECOM's proprietary information, including without limitation, work papers, drawings, specifications, processes, procedures, software, interim or draft documents, methodologies, know-how, software and other instruments of service belonging to or licensed by AECOM and used to develop the Work Product ("AECOM Data"), shall remain the sole property of AECOM. To the extent the Deliverables contain or require the use of AECOM Data, AECOM hereby grants to Client, upon proper payment for the Services, a non-exclusive, non-transferable and royalty-free license to use such AECOM Data solely for the purposes for which the Deliverables were developed.

9.3 Nothing in this Article shall be construed to prohibit AECOM from using skills, knowledge or experience gained by AECOM in the performance of the Services for other purposes, provided that AECOM does not use Client's Confidential Information.



**10. COMPLIANCE** The Parties shall comply with applicable treaties, compacts, statutes, ordinances, codes, regulations, consent decrees, orders, judgments, rules, and other requirements of governmental or judicial entities that have jurisdiction over the Services ("Law").

**11. FORCE MAJEURE** Neither Party shall be responsible for a delay in its respective performance under this Agreement, other than a delay in payment for Services already performed, if such delay is caused by extraordinary weather conditions or other natural catastrophes, war, terrorist attacks, sabotage, computer viruses, riots, strikes, lockouts or other industrial disturbances, acts of governmental agencies or authorities, discovery of Hazardous Materials or differing and unforeseeable site conditions, or other events beyond the reasonable control of the claiming Party. AECOM shall be entitled to an equitable adjustment to the Project Schedule in the foregoing circumstances.

## **12. INSURANCE**

12.1 AECOM will maintain the following insurance coverages and amounts and as further detailed in Attachment A:

- 12.1.1 Workers Compensation insurance as required by Law;
- 12.1.2 Employer's Liability insurance with coverage of \$1,000,000 each accident/employee;
- 12.1.3 Commercial General Liability insurance with coverage of \$2,000,000 per occurrence/aggregate;
- 12.1.4 Automobile Liability insurance with coverage of \$1,000,000 combined single limit; and
- 12.1.5 Professional Liability insurance with coverage of \$2,000,000 per claim/aggregate.

## **13. INDEMNITY**

13.1 AECOM agrees to indemnify, defend and hold harmless Client, its officers, officials, directors and employees, from and against any and all liability, loss, expenses, costs or damage for bodily injury or property damage ("Claims"), including reasonable attorney's fees, arising out of the activities and services provided as described herein, to the extent caused by any negligent act or omission by AECOM, anyone directly or indirectly employed by AECOM, or anyone for whom AECOM may be legally liable, except where caused by the negligence or willful misconduct of the Client.

13.2 If the Services include AECOM's performance during the construction phase of the Project, Client shall require Client's Contractors working on the Project Site to include AECOM, its directors, officers and employees in any indemnity that the Client requires such Contractors to provide to the Client.

**14. CONSEQUENTIAL DAMAGES WAIVER** IN NO EVENT SHALL EITHER PARTY, THEIR PARENTS, AFFILIATES AND SUBSIDIARIES OR THEIR RESPECTIVE DIRECTORS OFFICERS OR EMPLOYEES BE LIABLE TO THE OTHER FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL OR PUNITIVE DAMAGES WHATSOEVER (INCLUDING, WITHOUT LIMITATION, LOST PROFITS, LOSS OF REVENUE, LOSS OF USE OR INTERRUPTION OF BUSINESS) ARISING OUT OF OR RELATED TO THIS AGREEMENT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

**15. RISK ALLOCATION AND RESTRICTION OF REMEDIES** THE PARTIES HAVE EVALUATED THE RESPECTIVE RISKS AND REMEDIES UNDER THIS AGREEMENT AND AGREE TO ALLOCATE THE RISKS AND RESTRICT THE REMEDIES TO REFLECT THAT EVALUATION. CLIENT AGREES TO RESTRICT ITS REMEDIES UNDER THIS AGREEMENT AGAINST AECOM, ITS PARENTS, AFFILIATES AND SUBSIDIARIES, AND THEIR RESPECTIVE DIRECTORS, OFFICERS, SHAREHOLDERS AND EMPLOYEES, ("AECOM COVERED PARTIES"), SO THAT THE TOTAL AGGREGATE LIABILITY OF THE AECOM COVERED PARTIES SHALL NOT EXCEED THE ACTUAL PAID COMPENSATION FOR THE SERVICES. THIS RESTRICTION OF REMEDIES SHALL APPLY TO ALL SUITS, CLAIMS,

ACTIONS, LOSSES, COSTS (INCLUDING ATTORNEY FEES) AND DAMAGES OF ANY NATURE ARISING FROM OR RELATED TO THIS AGREEMENT WITHOUT REGARD TO THE LEGAL THEORY UNDER WHICH SUCH LIABILITY IS IMPOSED. CLAIMS MUST BE BROUGHT WITHIN ONE CALENDAR YEAR FROM PERFORMANCE OF THE SERVICES UNLESS A LONGER PERIOD IS REQUIRED BY LAW.

**16. DISPUTES RESOLUTION**

16.1 Either Party may initiate mediation as a dispute resolution by providing written notice to the other Party setting forth the subject of the claim, dispute or controversy ("Claim") and the requested relief. The recipient of such notice shall respond within 5 business days with a written statement of its position and a recommended solution to the Claim.

16.2 If the Parties cannot resolve the dispute through negotiation or mediation, either Party may refer the Claim to a panel ("Panel") consisting of a designated senior representative from each Party ("Representative"), who shall have the authority to resolve such Claim. The Representatives shall not have been directly involved in the Services and shall negotiate in good faith. No written or verbal representation made by either Party in the course of any Panel proceeding or other settlement negotiations shall be deemed to be a party admission. If the representatives are unable to resolve the dispute within 3 weeks, either Party may pursue its respective legal and equitable remedies.

**17. GOVERNING LAW** This Agreement shall be governed by and interpreted under the laws of the State of Wisconsin, excluding the conflict of law provisions.

**18. TERMINATION**

18.1 This Agreement may be terminated for convenience by the Client upon 30 days advance written notice. On termination, AECOM will be paid for all Services performed up through the termination date.

18.2 This Agreement may be terminated for cause by either Party if the other Party materially fails to perform its obligations under this Agreement, does not commence correction of such non-performance within 10 business days of receipt of written notice and/or fails to diligently complete such correction thereafter. The respective rights and obligations of the Parties predating such termination shall survive termination of this Agreement.

**19. ASSIGNMENT**

19.1 Neither Party may assign this Agreement without the written consent of the other Party.

19.2 Notwithstanding Section 19.1 above, the Parties recognize that AECOM has affiliated companies who have specialized expertise, necessary certifications/registrations or other capabilities that may make use of such affiliates more suitable for the performance of all or part of the Services. AECOM shall be entitled without additional consent to assign this Agreement or performance of the Services, in whole or in part, to any of AECOM's subsidiaries or affiliates upon written notice to Client; provided, however, that AECOM shall remain liable for the performance, obligations and responsibilities of such Affiliates under this Agreement.

**20. PARTIES IN INTEREST** Nothing in this Agreement, expressed or implied, is intended to confer on any person or entity other than the Parties any right or remedy under or by reason of this Agreement. The provisions of this Agreement shall bind and inure solely to the benefit of the Parties and their respective successors and permitted assigns.

**21. WAIVER** Either Party may in writing waive any provisions of this Agreement to the extent such provision is for the benefit of the waiving Party. No waiver by any Party of a breach of any provision of this Agreement shall be construed to be a waiver of any subsequent or different breach.

**22. SEVERABILITY AND SURVIVAL** The invalidity or unenforceability of any particular provision of this Agreement shall not affect the other provisions, and this Agreement shall be construed in all respects as if any invalid or unenforceable provision were omitted. Articles 4 (Notice), 5 (AECOM's Responsibilities), 6.2 (Reliance on Data), 8 (Confidentiality), 9 (Data Rights), 12 (Insurance), 13 (Indemnity), 14 (Consequential Damages Waiver), 15 (Risk Allocation), 16 (Disputes Resolution), 17 (Governing Law), 19 (Assignment), 20 (Parties in Interest) or 22 (Survival) shall survive termination of this Agreement.

**23. PREPARATION OF AGREEMENT** Each Party has had the opportunity to avail itself of legal advice and counsel. Neither Party shall be deemed to be the drafter or author of this Agreement. In the event this Agreement is subject to interpretation or construction by a court of law or panel of arbitration, such court or panel shall not construe this Agreement, or any portion hereof, against either Party as the drafter of this Agreement.

**24. SIGNATURES** Each person executing this Agreement warrants that he/she has the necessary authority to do so on behalf of the respective Party. This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute a single agreement.

**25. ORDER OF PRECEDENCE**

<b>EXHIBIT C</b>	Change Orders
<b>Consulting Services Agreement</b>	Article 26
<b>Consulting Services Agreement</b>	Articles 1 through 25 and 27
<b>EXHIBIT B</b>	Compensation and Payment
<b>EXHIBIT A</b>	Services
<b>Other contract documents</b>	

**26. SPECIAL TERMS AND CONDITIONS**

None

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**27. ENTIRE AGREEMENT** This Agreement contains all of the promises, representations and understandings of the Parties and supersedes any previous understandings, commitments, proposals or agreements, whether oral or written. This Agreement shall not be altered, changed, or amended except as set forth in a written amendment to this Agreement, duly executed by both Parties. The attached **EXHIBIT C** ("Change Order"), incorporated herein by reference, is the preferred form for such use.

**AECOM, Technical Services, Inc., Consultant:**

Witness: *Amy S. Kistner*  
Printed Name: Amy S. Kistner

By: *Thomas J. Holtan*  
Printed Name: Thomas J. Holtan, P.E.  
Title: Associate Vice President

Witness: *Amy S. Kistner*  
Printed Name: Amy S. Kistner

By: *Terrance A. Peterson*  
Printed Name: Terrance A. Peterson, P.E.  
Title: Senior Project Manager

**City of Appleton, Client:**

Witness: *James M. Giesbach*  
Printed Name: James M. Giesbach

By: *Timothy M. Hanna*  
Printed Name: Timothy M. Hanna, Mayor

Witness: *Kami Lynch*  
Printed Name: Kami Lynch

By: *Kami Lynch*  
Printed Name: Kami Lynch, City Clerk

Provision has been made to pay the liability that will accrue under this contract.

*Anthony D. Saucerman*  
Anthony D. Saucerman, Finance Director

Approved as to form:  
*James P. Walsh*  
James P. Walsh, City Attorney

(End of page)



*"...meeting community needs...enhancing quality of life."*

**PARKS, RECREATION & FACILITIES  
MANAGEMENT**

**Dean R. Gazza, Director**

1819 East Witzke Boulevard  
Appleton, Wisconsin 54911-8401  
(920) 832-5572 FAX (920) 993-3103  
Email - [dean.gazza@appleton.org](mailto:dean.gazza@appleton.org)

TO: Parks and Recreation Committee

FROM: Dean R. Gazza

DATE: 02/12/2024

RE: Action: Award the City of Appleton's "2024 Green Meadows Park Playground Equipment Project" contract to Lee Recreation in an amount not to exceed \$85,000.

The 2024 Capital Improvement Plan includes \$90,000 to install a new playground at Green Meadows Park. The Parks, Recreation, and Facilities Management Department (PRFMD) issued an RFP package for the design, supply, and installation of new playground equipment at Green Meadows Playground. Suppliers were asked to propose various playgrounds that fit within our budget.

We received seven proposals (Lee Recreation, Minnesota-Wisconsin Playgrounds, Boland Recreation, and Gerber Leisure Products). We internally reviewed all seven proposals with staff and Lee Recreation's proposal was selected based on value, design, and innovation.

The Parks, Recreation, and Facilities Management Department recommends awarding the contract for the Green Meadows Playground Project to Lee Recreation in an amount not to exceed \$85,000, which is the cost of the chosen proposal.

Please contact me at 832-5572 or at [dean.gazza@appleton.org](mailto:dean.gazza@appleton.org) with any questions.



*"...meeting community needs...enhancing quality of life."*

**PARKS, RECREATION & FACILITIES  
MANAGEMENT**

**Niki Wendt, Recreation Manager**

1819 East Witzke Boulevard  
Appleton, Wisconsin 54911-8401  
(920) 832-5572 FAX (920) 993-3103  
Email – [niki.wendt@appleton.org](mailto:niki.wendt@appleton.org)

TO: Parks and Recreation Committee

FROM: Niki Wendt

DATE: February 12, 2024

RE: Action: Request Approval of Aquatic Program Fees and Charges Policy

The Parks, Recreation, and Facilities Management Department along with the City's Legal Services Office has reviewed the Aquatic Program Fees and Charges Policy. Changes include consistency in language from other similar policies along with some updates to wording. Major changes include:

- Under definitions, the dates for summer passes will be determined annually and will be reflected on the Appleton Parks and Recreation website.
- Tot Swim has been added to programming for children 6 years old and under with an adult. Patrons would pay a reduced rate of 50% of the open swim admission fee.
- Discount rate for summer pool passes would end the first Thursday in May to reduce the overwhelming and time consuming nature of people purchasing immediately prior to pool opening.
- Youth summer pool pass rate increased to reflect inflation and to help offset the increases to seasonal staff wages. In 2023, these pool pass rates did not increase along side with other summer pool passes.

Our department requests approval of the updates which will go into effect March 1, 2024.

Please contact me at 832-5572 or at [niki.wendt@appleton.org](mailto:niki.wendt@appleton.org) with any questions.

<b>CITY OF APPLETON POLICY</b>		<b>TITLE: FEES AND CHARGES FOR AQUATIC PROGRAMS</b>
ISSUE DATE: March 7, 2001 Day of Council Adoption	LAST UPDATE: January 2005 January 2007 January 2010 January 18, 2017 February, 2019 December, 2022 February, 2024	TEXT NAME: K:Parks/Administration/Policies/ Aquatic Policies/Aquatic Fees Policy
POLICY SOURCE: Parks, Recreation and Facilities Management Department	AUDIENCE: Residents and City Employees	TOTAL PAGES: 4
Reviewed by Attorney's Office Date: January 30, 2024	Parks and Recreation Committee:	Council Approval Date:

**I. PURPOSE**

It is the purpose of this policy to establish fees and provide guidelines necessary to administer those fees to the participants of aquatic programs.

**II. POLICY**

It is the policy of the City of Appleton to open participation in Parks and Recreation Department aquatic programs to anyone and charge fees to participants for the purpose of meeting cost recovery outlined in this policy. The fees charged to participants for instructional programs shall be established by the Appleton Parks, Recreation and Facilities Management Department (PRFMD). Daily admission fees, punch cards, and summer pass rates are identified in this policy.

**III. DISCUSSION**

Aquatic instructional programs offered by the City of Appleton, as a whole, shall follow the cost recovery model noted in the Recreation Program Fee Policy. Residents and non-residents may purchase daily admissions, punch cards, summer individual and family passes, as well as enroll in instructional programs. Those fees are identified later in this policy.

**III. DEFINITIONS**

- Youth – a person aged 17 or under.
- Adult – a person aged 18 and over.
- Senior – a person aged 62 or older.
- Summer Pass – provides individuals and families with admission to any City operated open/lap swim session during the summer pool season for the year issued. Dates for the

season listed on Appleton Parks and Recreation website.

- Daily Admission – provides the individual admission to any single City operated open/lap swim session.
- Family – at least one adult and up to two adults/seniors who live together and any youth living with the adults/seniors full-time or part-time where the adults/seniors are the legal guardian of the youth.
- Instructional Program – programs include youth and adult swim lessons, First-Aid classes, CPR training, Lifeguard training, WSI training, etc.
- Operating Costs – costs directly related to the operation of the program. These costs include direct program staff, facility rental/maintenance costs, supplies and services, utilities, etc.
- Resident – a person who currently lives within the corporate city limits of the City of Appleton. Residents of communities having reciprocal agreements with the City of Appleton will also be considered residents for the purpose of setting fees.
- Group: A set of individuals representing a non-profit or child-care organization.
- Twilight rate – a discounted open swim rate at Erb and Mead Pools the last two hours of open swim.
- Tot Swim- a discounted open swim that is limited to children 6 years old and under with an adult. Older siblings will be admitted up to 8 years old.

## V. PROCEDURE

### A. Fees

1. Fees will be charged for daily admission, punch cards, summer individual and family passes at the rates identified in this policy.
2. To qualify for the group rate, organizations must pre-register with the Recreation Supervisor as well as sign and follow the rules and regulations acknowledgement form.
3. The PRFMD will establish all instructional program fees based on the operation cost guidelines, which will be reported to the Parks and Recreation Committee on a yearly basis. All instructional program fees, including non-resident fees, will be consistent with our rates as noted in our Recreation Program Fee Policy.
4. Any resident having financial difficulties may apply for fee assistance as outlined in the Recreation Program Fee Waiver Policy.

- ### B. Falsification of Information –
- If a person provides false or misleading information to obtain a lower fee amount, the person will be removed from their instructional program and/or lose their annual pool pass and all fees will be forfeited.



C. Refunds

1. A full refund will be credited for any instructional program cancelled by the City.
2. A full refund will be credited if an instructional program time, date, or location is changed by the City and the participant is unable to attend because of the change.
3. A refund will be credited for any instructional program if the participant requests a refund prior to the start of the program or before the registration deadline, whichever comes first.
4. All refund requests will be credited to the individual or family account, as applicable, in the RecTrac registration software program. Requests for refund to original form of payment will be subject to a \$10.00 processing fee for each transaction.
5. Refunds of \$15.00 or less will automatically be credited to the individual or family account, as applicable, in the RecTrac Registration software program.
6. Summer passes and punch cards are not refundable. A lost summer pass will be replaced for a \$5.00 fee.
7. Daily pool admission fees are not refundable for any reason, including due to inclement weather.

D. Implementation

1. All fees become effective March 1, 2024.
2. Summer individual and family passes purchased between January 1 and the first Thursday in May will be charged the discount rate. Summer passes purchased after the first Thursday in May will be charged the regular rate. Discounts are not available for non-residents.
3. Guidelines for Groups:
  - a. To get the group rate, organizations must contact the Recreation Supervisor with PRFMD and provide the following information: name of organization and contact for visit, proof of non-profit status, date(s) and time(s) of visit(s), number of visitors (including chaperones based on the ratio chart) and complete the rules and regulation acknowledgment form.
  - b. Chaperone to Student Ratio chart

<b>3 years of age and under*</b>		<b>1:1</b>
<b>4-5 years of age**</b>		<b>1:4</b>
<b>6-8 years of age**</b>		<b>1:6</b>
<b>9 years of age and older**</b>		<b>1:10</b>

\*Chaperones must be in the water, **WITHIN ARM'S REACH** at all times.

\*\*Chaperones must be in the water and **IN CLOSE PROXIMITY** at all times.

- c. Groups using the facility during the open swim times may be billed per admission fee with prior written approval from the Director of PRFMD or designee.
- d. A 15% administrative fee will be charged to groups requesting a bill for individual admission fees for multiple dates.

## DAILY ADMISSION, PUNCH CARD AND SUMMER PASS FEES\*

(Effective March 1, 2024)

DAILY POOL ADMISSION FEES	
ERB & MEAD POOLS	
OPEN SWIM – 3 & UNDER	<b>FREE</b>
OPEN SWIM – YOUTH	<b>\$4.00</b>
OPEN SWIM – ADULT	<b>\$5.00</b>
OPEN SWIM – SENIOR	<b>\$4.00</b>
NON-SWIMMING CARE GIVERS	<b>\$2.00</b>
GROUP RATE- WITH PRE-REGISTRATION	<b>\$3.00</b>
TWILIGHT/ TOT SWIM RATE	<b>50% discount</b>

PUNCH CARD FEES	
ERB & MEAD POOLS	
YOUTH	<b>\$40.00</b>
ADULT	<b>\$50.00</b>
SENIOR	<b>\$40.00</b>

SUMMER SWIM PASS	RESIDENT ANNUAL	RESIDENT DISCOUNT	NON- RESIDENT ANNUAL
YOUTH PASS	<b>\$ 60.00</b>	<b>\$ 45.00</b>	<b>\$ 85.00</b>
ADULT PASS	<b>\$ 95.00</b>	<b>\$ 75.00</b>	<b>\$ 130.00</b>
SENIOR PASS	<b>\$ 75.00</b>	<b>\$ 60.00</b>	<b>\$ 100.00</b>
FAMILY OF 2 PASS	<b>\$ 115.00</b>	<b>\$ 95.00</b>	<b>\$ 155.00</b>
FAMILY OF 3 PASS	<b>\$ 135.00</b>	<b>\$ 110.00</b>	<b>\$ 180.00</b>
FAMILY OF 4 PASS	<b>\$ 155.00</b>	<b>\$ 125.00</b>	<b>\$ 205.00</b>
FAMILY OF 5 PASS	<b>\$ 170.00</b>	<b>\$ 135.00</b>	<b>\$ 225.00</b>
FAMILY OF 6 & UP PASS	<b>\$ 180.00</b>	<b>\$ 145.00</b>	<b>\$ 240.00</b>
REPLACEMENT (per pass)	<b>\$5.00</b>	<b>\$5.00</b>	<b>\$5.00</b>

\*If applicable, all fees include sales tax

<b>CITY OF APPLETON POLICY</b>		<b>TITLE: FEES AND CHARGES FOR AQUATIC PROGRAMS</b>
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- Summer Pass – provides individuals and families with admission to any City operated open/lap swim session during the summer pool season (~~first week of June~~ ~~third week of~~

~~August~~) for the year issued. [Dates for the season listed on Appleton Parks and Recreation website.](#)

- Daily Admission – provides the individual admission to any single City operated open/lap swim session.
- Family – at least one adult and up to two adults/seniors who live together and any youth living with the adults/seniors full-time or part-time where the adults/seniors are the legal guardian of the youth.
- Instructional Program – programs include youth and adult swim lessons, First-Aid classes, CPR training, Lifeguard training, WSI training, etc.
- Operating Costs – costs directly related to the operation of the program. -These costs include direct program staff, facility rental/maintenance costs, supplies and services, utilities, etc.
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## V. PROCEDURE

### A. Fees

1. Fees will be charged for daily admission, punch cards, summer individual and family passes at the rates identified in this policy.
2. To qualify for the group rate, organizations must pre-register with the Recreation ~~Programmer~~ Supervisor as well as sign and follow the rules and regulations acknowledgement form.
3. The PRFMD will establish all instructional program fees based on the operation cost guidelines, which will be reported to the Parks and Recreation Committee on a yearly basis. -All instructional program fees, including non-resident fees, will be consistent with our rates as noted in our Recreation Program Fee Policy.
4. Any ~~person-resident~~ having financial difficulties may apply for fee assistance as outlined in the Recreation Program Fee Waiver Policy.

- B. Falsification of Information – If a person provides false or misleading information to obtain a lower fee amount, the person will be removed from their instructional program and/or lose their annual pool pass and all fees will be forfeited.

C. Refunds

1. A full refund will be credited for any instructional program cancelled by the City.
2. A full refund will be credited if an instructional program time, date, or location is changed by the City and the participant is unable to attend because of the change.
3. A ~~full~~ refund will be credited for any instructional program if the participant requests a refund prior to the start of the program or before the registration deadline, whichever comes first.
4. All refund requests will be credited to the individual or family account, as applicable, in the RecTrac registration software program. -Requests for refund to original form of payment will be subject to a \$10.00 processing fee for each transaction.
5. Refunds of \$15.00 or less will automatically be credited to the individual or family account, as applicable, in the RecTrac Registration software program.
6. Summer passes and punch cards are not refundable. A lost summer pass will be replaced for a \$5.00 fee.
7. Daily pool admission fees are not refundable for any reason, including due to inclement weather.

D. Implementation

1. All fees become effective March 1, 202~~4~~<sup>3</sup>.
2. Summer individual and family passes purchased between January 1 and the first Thursday in ~~June~~ May will be charged the discount rate. -Summer passes purchased after the first Thursday in May will be charged the regular rate. -Discounts are not available for non-residents.
3. Guidelines for Groups:
  - a. To get the group rate, organizations must contact the Recreation ~~Programmer~~ Supervisor with PRFMD and provide the following information: name of organization and contact for visit, proof of non--profit status, date(s) and time(s) of visit(s), number of visitors (including chaperones based on the ratio chart), and complete the rules and regulation acknowledgment form.
  - b. Chaperone to Student Ratio chart

<b>3 years of age and under*</b>		<b>1:1</b>
<b>4-5 years of age**</b>		<b>1:4</b>
<b>6-8 years of age**</b>		<b>1:6</b>
<b>9 years of age and older**</b>		<b>1:10</b>

\*Chaperones must be in the water, **WITHIN ARM'S REACH** at all times.

\*\*Chaperones must be in the water and **IN CLOSE PROXIMITY** at all times.

- c. Groups using the facility during the open swim times may be billed per admission fee with prior written approval from the Director of PRFMD or designee.
- d. A 15% administrative fee will be charged to groups requesting a bill for individual admission fees [for multiple dates](#).

## DAILY ADMISSION, PUNCH CARD AND SUMMER PASS FEES\*

(Effective March 1, 2024<sup>3</sup>)

<b>DAILY POOL ADMISSION FEES</b>	
<b>ERB &amp; MEAD POOLS</b>	
OPEN SWIM – 3 & UNDER	<b>FREE</b>
OPEN SWIM – YOUTH	<b>\$4.00</b>
OPEN SWIM – ADULT	<b>\$5.00</b>
OPEN SWIM – SENIOR	<b>\$4.00</b>
NON-SWIMMING CARE GIVERS	<b>\$2.00</b>
GROUP RATE- WITH PRE-REGISTRATION	<b>\$3.00</b>
TWILIGHT/ <u>TOT SWIM</u> -RATE	<b>50% discount</b>

<b>PUNCH CARD FEES</b>	
<b>ERB &amp; MEAD POOLS</b>	
YOUTH	<b>\$40.00</b>
ADULT	<b>\$50.00</b>
SENIOR	<b>\$40.00</b>

<b>SUMMER SWIM PASS</b>	<b>RESIDENT ANNUAL</b>	<b>RESIDENT DISCOUNT</b>	<b>NON- RESIDENT ANNUAL</b>
YOUTH PASS	<b>\$ 6055.00</b>	<b>\$ 450.00</b>	<b>\$ 850.00</b>
ADULT PASS	<b>\$ 95.00</b>	<b>\$ 75.00</b>	<b>\$ 130.00</b>
SENIOR PASS	<b>\$ 75.00</b>	<b>\$ 60.00</b>	<b>\$ 100.00</b>
FAMILY OF 2 PASS	<b>\$ 115.00</b>	<b>\$ 95.00</b>	<b>\$ 155.00</b>
FAMILY OF 3 PASS	<b>\$ 135.00</b>	<b>\$ 110.00</b>	<b>\$ 180.00</b>
FAMILY OF 4 PASS	<b>\$ 155.00</b>	<b>\$ 125.00</b>	<b>\$ 205.00</b>
FAMILY OF 5 PASS	<b>\$ 170.00</b>	<b>\$ 135.00</b>	<b>\$ 225.00</b>
FAMILY OF 6 & UP PASS	<b>\$ 180.00</b>	<b>\$ 145.00</b>	<b>\$ 240.00</b>
REPLACEMENT (per pass)	<b>\$5.00</b>	<b>\$5.00</b>	<b>\$5.00</b>

\*If applicable, all fees include sales tax





*"...meeting community needs...enhancing quality of life."*

**PARKS, RECREATION & FACILITIES  
MANAGEMENT**

**Niki Wendt, Recreation Manager**

1819 East Witzke Boulevard  
Appleton, Wisconsin 54911-8401  
(920) 832-3925 FAX (920) 993-3103  
Email – [niki.wendt@appleton.org](mailto:niki.wendt@appleton.org)

TO: Parks & Recreation Committee

FROM: Niki Wendt, Recreation Manager

DATE: February 12, 2024

RE: Action: Request Approval of Recreation Program Fee Waiver Policy

The Parks, Recreation, and Facilities Management Department along with the City's Legal Services Office has reviewed the Aquatic Program Fees and Charges Policy. Changes include consistency in language from other similar policies along with some updates to wording. Major changes include:

- Removal of the family punchcard being offered to all fee waiver applicants.
- In exchange for the family punchcard we are now offering youth to receive a summer pool pass as part of their fee waiver stipend. (They will still have the option to sign up for a swim lesson, complete the lesson, and receive a pool pass.)
- The amount of the fee waiver stipend has been \$75 for a calendar year. We are proposing this increase to \$100 based on fee increases we have implemented over the past few years.

Our department requests approval of the updates which will go into effect March 1, 2024.

Please contact me at 832-3925 or [niki.wendt@appleton.org](mailto:niki.wendt@appleton.org) with any questions.

<b>CITY OF APPLETON POLICY</b>		<b>TITLE: RECREATION PROGRAM FEE WAIVER POLICY</b>
ISSUE DATE: Day of Council Adoption: May 7, 2003	LAST UPDATE: April 2006 January 2007 December 2018	SECTION: Parks and Recreation
POLICY SOURCE: Parks, Recreation, and Facilities Management Department		TOTAL PAGES: 3
Reviewed by Attorney's Office Date: February 7, 2024	Parks and Recreation Committee Approval Date:	Council Approval Date:

**I. PURPOSE**

The purpose of this policy to provide guidelines for allowing youth living in the City of Appleton the opportunity to participate in recreation programs offered by the Parks, Recreation, and Facilities Management Department, regardless of their financial status.

**II. POLICY**

It is the policy of the City of Appleton to waive or reduce fees for participation in recreation programs offered to youth when appropriate documentation of financial need is provided.

**III. DISCUSSION**

The City of Appleton wants to ensure that all its youth have access to the benefits of recreational programs and activities, regardless of household income. To ensure accessibility, the City allows fee waivers for instructional programs, sports leagues, swim lessons, and/or to obtain a youth summer pool pass.

**IV. DEFINITIONS**

- Adult – a resident aged 18 and older.
- Family – youth and adults residing at the same address where the adult(s) are the legal guardians.
- Summer Pool Pass – a pass authorizing admission at City of Appleton pools with an unlimited amount of admissions throughout the summer pool season.
- Resident – a person who resides within the corporate city limits of the City of Appleton.
- Youth – a resident aged 17 or under.

## V. PROCEDURE

### A. Eligible Activities

1. Fee waivers stipends are applicable to all Appleton Parks and Recreation youth programs such as instructional programs, sport leagues, swim lessons, and/or to obtain a youth summer pool pass.
  - a. There are two ways to obtain a youth summer pool pass:
    - i. Approved applicants may choose to use their stipend toward a youth summer pool pass. The \$5.00 copay will be required.
    - ii. Approved applicants who have registered for a swim lesson program, attend at least 70% of the classes, and present the swim test card to the Parks and Recreation Customer Service Center may receive a youth summer pool pass. One parent or guardian may also receive an annual pool pass at that time.
2. Fee waivers are not available for youth participation in trips, for dance costumes, private swim lessons, or for programs offered through a partnership with another agency.

### B. Eligibility

1. Fee waivers are available to City of Appleton youth residents only.
2. Residents may apply for the fee waiver by completing the fee waiver application form signed by an adult member of the household. Fee waivers will be granted based on the youth's family income status. Income status will be determined based on the Appleton Area School District National Lunch Program income scale. Applicants who meet the income guidelines for the free or reduced lunch program shall be deemed eligible for a fee waiver. Applicants must submit a copy of the letter from the school district stating their child(ren) qualifies for the free or reduced lunch program along with the signed fee waiver application.
3. Applicants who do not have students in the Appleton Area School District must submit an acceptable household income statement. Household income statements must include a copy of one of the following: the applicant's most recent Internal Revenue Service Form 1040, last two paycheck statements, or Notice of Decision from Social Services showing current food stamp and AFDC qualifications.

C. Fee Waiver Limits

1. The maximum fee waiver per youth is \$100.00 per calendar year.
2. An applicant who is granted a fee waiver will be required to pay a \$5.00 copay toward the registration fee and/or youth summer pool pass.

D. Residency Verification –A current driver’s license, utility bill, apartment lease or tax bill may be used by the parent or legal guardian of the applicant to verify residency.

E. Application

1. A Fee Waiver Application Form, available at Parks and Recreation Customer Service Center, must be completed for each fee waiver request, and must be signed by an adult member of the household. Requests may not be accepted for program registrations that have previously been processed. Requests will be confidentially reviewed by the Recreation Manager or designee. Requests may take up to two weeks for processing.
2. If a request is denied, or if the applicant knows they do not meet the eligibility requirements, a hardship exception may be requested by completing the Hardship Exception portion of the fee waiver application available at the Parks and Recreation Customer Service Center. The hardship request will be confidentially reviewed by the Recreation Manager or designee. Hardship requests may take up to two weeks for processing.

<b>CITY OF APPLETON POLICY</b>		<b>TITLE: RECREATION PROGRAM FEE WAIVER POLICY</b>	
ISSUE DATE: Day of Council Adoption: May 7, 2003		LAST UPDATE: April 2006 January 2007 <a href="#">December 2018</a>	
POLICY SOURCE: Parks, Recreation, and Facilities Management Department		SECTION: Parks and Recreation	
Reviewed by Attorney's Office Date: <del>November 26, 2018</del> <a href="#">February 7, 2024</a>		Parks and Recreation Committee Approval Date: <del>December 10, 2018</del>	
		Council Approval Date: <del>December 19, 2018</del>	
TOTAL PAGES: 3			

I. PURPOSE

The purpose of this policy to provide guidelines for allowing ~~youth living~~[youth living](#) in the City of Appleton the opportunity to participate in recreation programs offered by the Parks, Recreation, and Facilities Management Department, regardless of their financial status.

II. POLICY

It is the policy of the City of Appleton to waive [or reduce](#) fees for participation in recreation programs offered to youth when appropriate documentation of financial need is provided.

III. DISCUSSION

The City of Appleton wants to ensure that all ~~of~~ its youth have access to the benefits of recreational programs and activities, regardless of household income. -To ensure accessibility, the City allows fee waivers for instructional programs, sports leagues, [swim lessons](#), and [/or to obtain a youth summer pool pass](#). ~~aquatics, and eligible youth's families are offered an annual pool pass or family punchcard for pool admission.~~

IV. DEFINITIONS

- Adult – a resident aged 18 and older.
- Family – youth and adults residing at the same address where the adult(s) are the legal guardians.
- ~~Family punchcard – a card authorizing admission at City of Appleton pools with fifteen (15) allowable admissions for family members for one (1) calendar year.~~

- Summer Pool Pass – a pass authorizing admission at City of Appleton pools with an unlimited amount of admissions ~~for family for one (1) calendar year throughout the summer pool season.~~
- Resident – a person who resides within the corporate city limits of the City of Appleton.
- Youth – a resident aged 17 or under.

## V. PROCEDURE

### A. Eligible Activities

1. Fee waivers stipends are applicable available to all City of Appleton Parks and Recreation youth programs such as ~~who wish to participate in~~ instructional programs, sport leagues, swim lessons, and/or to obtain a youth summer pool pass. ~~an annual pool pass or family punchcard for pool admission.~~

- a. ~~a.~~ There are two ways to obtain a youth summer pool pass:
  - i. Approved applicants may choose to use their stipend toward a youth summer pool pass. The \$5.00 copay will be required.
  - ii. To be eligible for a pool pass, the Approved applicants youth must who have registered for a swim lesson program, attend at least 70% of the classes, and present the swim test card to the Parks and Recreation Customer Service Center may receive a youth summer pool pass. City Hall 1<sup>st</sup> Floor Customer Service Center. One parent or guardian may also receive an annual pool pass at that time.

- b. ~~All approved fee waiver applicants will have the ability to receive one family punchcard good for fifteen (15) pool admissions for a family (limit one per family) during the calendar year.~~

- c. ~~The Aquatic Fee Policy shall identify the distribution and administration of pool passes and punchcards.~~

2. Fee waivers are not available for youth participation in playground trips, for dance costumes, private swim lessons, or for programs offered through a partnership with another agency.

### B. Eligibility

1. Fee waivers are available to City of Appleton youth residents only.
2. Residents may apply for the fee waiver by completing the fee waiver application form signed by an adult member of the household. Fee waivers

will be granted based on the youth's family income status.- Income status will be determined based on the Appleton Area School District National Lunch Program income scale. Applicants who meet the income guidelines for the free or reduced lunch program shall be deemed eligible for a fee waiver. -Applicants must submit a copy of the letter from their school district stating ~~that~~ their child(ren) qualifies for the free or reduced lunch program along with the signed fee waiver application.

3. Applicants who do not have students in the Appleton Area School District must submit an acceptable household income statement. Household income statements must include a copy of one of the following: the applicant's most recent Internal Revenue Service Form 1040, last two ~~pay check~~ ~~paycheck~~ statements, or Notice of Decision from Social Services showing current food stamp and AFDC qualifications.

#### C. Fee Waiver Limits

1. The maximum fee waiver per youth is ~~\$75~~ ~~100~~.00 per calendar year. ~~Fee waivers for family punchcards do not count toward the fee waiver limit.~~
2. An applicant who is granted a fee waiver will be required to pay ~~a~~ \$5.00 ~~copy~~ toward the registration fee ~~and/or youth summer pool pass~~. ~~The \$5.00 fee is not required for pool passes or a family punchcard.~~

D. Residency Verification ~~—~~A current driver's license, utility bill, apartment lease or tax bill may be used by the parent or legal guardian of the applicant to verify residency.

#### E. Application

1. A Fee Waiver Application Form, available at ~~Parks and Recreation the City Hall 1<sup>st</sup> Floor~~ Customer Service Center, must be completed for each fee waiver request, and must be signed by an adult member of the household. Requests ~~may~~ ~~will~~ not be accepted for program registrations that have previously been processed. -Requests will be confidentially reviewed by the Recreation Manager or designee. Requests may take up to two weeks for processing.
2. If a request is denied, or if the applicant knows they do not meet the eligibility requirements, a hardship exception may be requested by completing the Hardship Exception portion of the fee waiver application available at the ~~City Hall 1<sup>st</sup> Floor~~ ~~Parks and Recreation~~ Customer Service Center. -The hardship request will be confidentially reviewed by the Recreation Manager or designee. -Hardship requests may take up to two weeks for processing.







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**PARKS, RECREATION & FACILITIES  
MANAGEMENT**

**Niki Wendt, Recreation Manager**

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Appleton, Wisconsin 54911-8401  
(920) 832-5572 FAX (920) 993-3103  
Email – [niki.wendt@appleton.org](mailto:niki.wendt@appleton.org)

TO: Parks and Recreation Committee

FROM: Niki Wendt

DATE: February 12, 2024

RE: Action: Request Approval of Pool Rental, Reservation, and General Use Policy

The Parks, Recreation, and Facilities Management Department along with the City's Legal Services Office has reviewed the Pool Rental, Reservation, and General Use Policy. In addition to some of the verbiage and consistency in wording throughout the policy being addressed the following changes are reflected:

- If projected attendance for a private rental is over 236 people, an additional lifeguard would need to be scheduled with an additional fee to reflect staffing protocols.
- A party package rental option for twilight open swim was added (this will be available only on weeknights based on availability). The fee would be 50% of the rate for party package rentals during open swim.
- Regulations were outlined for outside food and beverage allowed during private and party package rentals.
- Rule clarifications to reflect those posted at pools and on our website.

Our department requests approval of the updates which will go into effect March 1, 2024.

Please contact me at 832-5572 or at [niki.wendt@appleton.org](mailto:niki.wendt@appleton.org) with any questions.

<b>CITY OF APPLETON POLICY</b>		<b>TITLE: POOL RENTAL, RESERVATION AND GENERAL USE POLICY</b>
ISSUE DATE: Day of Council Adoption	LAST UPDATE: February 2024	TEXT NAME: J:\Recreation\Administration\ Policies\Aquatic Policies
POLICY SOURCE: Appleton Parks, Recreation & Facilities Management Department	AUDIENCE: The Public and Employees	TOTAL PAGES: 6
Reviewed by Attorney’s Office Date: January 30, 2024	Parks and Recreation Committee Approval Date:	Council Approval Date:

**I. PURPOSE**

To provide a policy to equitably regulate space and administer user fees of pool facilities to public, private, and/or community events users.

**II. POLICY**

It is the policy of the City of Appleton to allow for the City’s pool facilities to be rented pursuant to the terms of this policy.

**III. DISCUSSION**

The City of Appleton allows the City owned pool facilities to be rented for events, including, but not limited to birthday parties, social gatherings, and sporting events. All renters must agree to abide by this policy, to pay the required fee, and to indemnify the City.

**IV. PROCEDURE**

**A. Management of Facilities**

1. Erb and Mead Pools shall be managed and maintained by the Appleton Parks, Recreation, and Facilities Management Department (“PRFMD”) for the benefit of the citizens of Appleton and the general public. Use shall be governed by the health and safety codes and statutes of the State of Wisconsin.
2. North, West, and East High School pools shall be managed in accordance with the agreement executed for the transfer of Badger Pool (Attachment A) between the City of Appleton and the Appleton Area School District (“AASD”).

3. Use of all three high school pools for PRFMD aquatic programs shall be coordinated through the AASD.
4. Scheduling priorities for City owned pool facilities shall be as follows:
  - a. All PRFMD programs will be the first programs scheduled.
  - b. Private and/or non-profit groups or organizations will be the last priority in scheduling.
5. PRFMD reserves the right to deny programs and/or special events which conflict with existing programs, use of the facilities for an event that the facilities were not intended, or which would cause undue hardship on the facility and/or surrounding area.
6. PRFMD reserves the right to schedule maintenance as needed at all facilities.

#### B. Use of Facilities

1. Pool facilities shall be used for the purpose of providing activities including, but not limited to: Instructional programs involving water, open swim (water play), lap swim, water walking, water exercise, competitive swim, and community special events.
2. Use of pool facilities by private individuals or organizations for financial gain must be approved by the Common Council, by way of the Parks and Recreation Committee.
3. Organizations and/or groups (i.e., swim teams) shall not use pool facilities during open and/or lap swim, except by written permission by the PRFMD Director or designee. Organizations and/or groups using the pool facilities during public swim hours shall not compromise the use of the facility by the general public.
4. Organizations and/or groups shall be responsible for the clean-up of pool facilities after use and shall also be responsible for putting away any personal or City-owned equipment. Organizations shall adhere to the "Pool Rental Decorating Information and Closing Checklist" found in section G.
5. Swimming shall be the priority activity in the two lap lanes at Mead Pool. Both lap lanes will be cleared for lap swimming only when three or more swimmers wish to swim at one time. These two lap lanes will be available to swimmers at all times when lap swimmers are not present. (Resolution #63-R-02, October 2, 2002)

#### C. Rental of Pool Facilities

1. Erb and Mead Pools may be rented for private use at the current rates. Rental rates shall be charged according to the current Fees and Charges For Aquatic Programs Policy. Fees are to be charged at the set hourly rates for rental of the facility, including the actual hourly rate for the manager and lifeguards, plus the actual hourly rate for special services and additional maintenance.

2. Rental length is two hours. The time of rental must be within the hours listed on Appleton Parks and Recreation web site. Rental requests for hours outside these times require approval from the PRFMD Director or their designee.
3. The rental of any pool facility includes use of the lobby, locker rooms, pool, and all pool amenities. The facility fee includes the scheduling of a pool manager, who opens the facility and remains at the site for the duration of the rental, and all necessary lifeguards for the event which is determined by the Agriculture, Trade and Consumer Protection (ATCP) 76.23. If projected attendance is over 236 people, an additional lifeguard will be scheduled with an additional fee.
4. Erb and Mead Pool's "Party Package" includes use of the shade pavilion or multi-purpose room (Erb), ten youth swim admissions, and two adult admissions. The Twilight Package takes place during evening open swim time on limited weekdays. Hours for a Party Package will be included on the Appleton Parks and Recreation website.
5. For private rentals, food carry-ins are allowed. For party packages, only cake/desserts, snack items, and water are allowed. All food carry-ins must be consumed in the designated areas determined by the PRFMD's Recreation Supervisor or Pool Managers. No carry-in items can be brought or served in glass containers. There is no refrigerator or freezer for renter use.
6. The sale of food and/or merchandise during a pool rental is prohibited unless permission is received from the Common Council by way of the Parks and Recreation Committee. No concession permits will be issued that conflict with existing concession agreements or other park uses.
7. Alcoholic beverages are not allowed in any pool facilities.
8. Only Coast Guard approved floatation devices are allowed during rentals.
9. The use of amplified sound must be requested at the time of reservation and approved by the PRFMD Director or their designee. Amplified sound is allowed between the hours of 7:00 a.m. - 9:00 p.m. It is the responsibility of the renter to keep the amplified sound at levels that meet the Municipal Code (Chapter 12, Article IV).
10. Swim teams renting the pool for swim practices may provide their own State of Wisconsin approved certified lifeguards. The guards must be pre-approved by the Director or designee of PRFMD. A certificate of insurance naming the City of Appleton as additional insured must be provided by the renter when providing their own lifeguards.
11. The renter must be present during the entire rental and agrees to replace or pay for the repair/replacement of any items damaged by persons in their party. The renter also

agrees to pay for additional maintenance costs associated with more than normal facility maintenance caused by the rental party.

12. The City reserves the right to request a certificate of insurance from the renter of the pool facility.
13. The renter of the pool facility must agree to indemnify, defend, and hold harmless the City of Appleton, and its employees, officials, and agents from any and all liability from claims of bodily injury, property damage, or any other nature whatsoever arising out of the use of the pool facility.

#### D. Facility Reservation, Payment of Rental Fees, and Refunds

1. The individual renting Erb or Mead Pool must be at least 18 years of age. Reservations for the rental of Erb and/or Mead Pool can be made starting January 1 of the rental year .
2. Applications for facility reservations must be made within the deadlines listed on the current year's Facility Reservation Agreement-Pools.
3. Fees must be paid in full five (5) business days from the date the reservation was made.
4. A refund of the rental fee for a rental cancellation 30 days prior to the date of the rental will be issued with a \$10.00 processing fee

In case of cancellation of the rental by the PRFMD due to severe inclement weather, mechanical problems, water contamination prior to the event, etc., PRFMD will attempt to reschedule the rental or issue a full refund.

Refunds will not be given for rentals cancelled by the renter within 30 days of the rental.

#### E. Payment Considerations

1. Failure of the renting party to comply with the rental policy will void the rental agreement and result in the loss of all fees and may result in the renting party being charged back for all services associated with the rental.

#### F. Miscellaneous Provisions

1. Additional charges will be assessed to the renting party for any damage or cleaning required after the reservation. These charges will be assessed based on the City's regular time and material rates.
2. A violation of this policy or the terms of use attached to the reservation form may result in denial of future reservation requests.
3. No additions, alterations, or changes to park grounds or pool facility are allowed at any time except with the prior written approval by the PRFMD Director or their designee.

2. There is one rental per facility allowed at any given time.

G. Pool Rental Decorating Information and Closing Checklist

1. No signs are to be posted at any of the driveways, roads, or entrances to the pools or parks.
2. No wires, ropes, string, cords, ribbons, signs, or poles may be strung from any part of the pool reservation areas.
3. No staples, duct tape, nails, tacks, or screws may be used on any walls within the pool reservation areas.
4. Tables, chairs, and other furniture from the pool reservation areas may not be moved outside of the designated reservation space for any reason.
5. Renters will wipe down tables, counter tops, and chair seats with a wet washcloth and disinfectant at the conclusion of the rental (*supplies will be provided*).
6. Renters will spot mop any spills on flooring material.
7. Renters will remove all food, decorations, and other items at the conclusion of the rental.
8. Swim equipment (i.e. lane lines, timing devices, etc.) shall be stored in designated areas approved by the PRFMD Director or their designee.

**RENTAL FEES**

	<b>RENTAL FEE – WITH LIFEGUARDS (per hour)</b>
<b>POOL FACILITY/SERVICE</b>	<b>Effective: March 1, 2024</b>
ERB POOL 50 METER <i>(includes use of slides)</i>	*\$175
ERB POOL LEISURE POOL <i>(includes use of slides)</i>	*200
ERB POOL SHADE PAVILION PARTY PACKAGE	\$135 FOR 3 HOURS
ERB POOL MULTI PURPOSE ROOM PARTY PACKAGE	\$150 FOR 3 HOURS
ERB POOL SHADE PAVILION PARTY PACKAGE TWILIGHT SESSION	\$67.50 FOR 1.5 HOURS
ERB POOL MULTI PURPOSE ROOM PARTY PACKAGE TWILIGHT SESSION	\$75.00 FOR 1.5 HOURS
MEAD POOL	*\$225
MEAD POOL PARTY PACKAGE	\$135 FOR 3 HOURS
MEAD POOL PARTY PACKAGE TWILIGHT SESSION	\$67.50 FOR 1.5 HOURS
SPECIAL SERVICES	Actual Cost +15%

**NOTE:** These rental fees do not include special events (i.e. swim meets). Separate agreements will be developed for all special events taking place at City of Appleton pools.

*\*When patron load is expected to exceed 236 patrons, one lifeguard shall be provided for each additional 100 patrons at the cost of \$25.00 per hour*

<b>POOL FACILITY/SERVICE</b>	<b>RENTAL FEE (per hour)</b>
<b>SWIM PRACTICE FEES</b>	<b>Effective: January 1, 2023</b>
ERB POOL 50 METER	*\$75.00 without lifeguards
ERB POOL 50 METER	\$100.00 with lifeguards
MEAD POOL 25 YARD	*\$50.00 without lifeguards
MEAD POOL 25 YARD	\$75.00 with lifeguards

*\*See Section C: Rental of Pool Facilities #12*

<b>CITY OF APPLETON POLICY</b>		<b>TITLE: POOL RENTAL, RESERVATION AND GENERAL USE POLICY</b>
ISSUE DATE: Day of Council Adoption	LAST UPDATE: <del>December 2023</del> <u>February January</u> <u>2024</u>	TEXT NAME: J:\Recreation\Administration\ Policies\Aquatic Policies
POLICY SOURCE: Appleton Parks, Recreation & Facilities Management Department	AUDIENCE: The Public and Employees	TOTAL PAGES: 6
Reviewed by Attorney's Office Date: <del>December 5, 2022</del> <u>January 30,</u> <u>2024</u>	Parks and Recreation Committee Approval Date: <del>December 12,</del> <u>2022</u>	Council Approval Date: <del>December 21, 2022</del>

I. PURPOSE

To provide a policy to equitably regulate space and administer user fees of pool facilities to public, private, and/or community events users.

II. POLICY

It is the policy of the City of Appleton to allow for the City's pool facilities to be rented pursuant to the terms of this policy.

III. DISCUSSION

The City of Appleton allows the City owned pool facilities to be rented for events, including, but not limited to birthday parties, social gatherings, and sporting events. All renters must agree to abide by this policy, to pay the required fee, and to indemnify the City.

IV. PROCEDURE

A. Management of Facilities

1. Erb and Mead Pools shall be managed and maintained by the Appleton Parks, Recreation, and Facilities Management Department ("PRFMD") for the benefit of the citizens of Appleton and the general public. Use shall be governed by the health and safety codes and statutes of the State of Wisconsin.
2. North, West, and East High School pools shall be managed in accordance with the agreement executed for the transfer of Badger Pool (Attachment A) between the City of



Appleton and the Appleton Area School District (“AASD”).

3. Use of all three high school pools for [PRFMD](#) aquatic programs shall be coordinated through the AASD.
4. Scheduling priorities for City owned pool facilities shall be as follows:
  - a. All PRFMD programs will be the first programs scheduled.
  - b. Private and/or non-profit groups or organizations will be the last priority in scheduling.
5. PRFMD reserves the right to deny programs and/or special events which conflict with existing programs, use of the facilities for an event that the facilities were not intended, or which would cause undue hardship on the facility and/or surrounding area.
6. PRFMD reserves the right to schedule maintenance as needed at all facilities.

#### B. Use of Facilities

1. Pool facilities shall be used for the purpose of providing activities including, but not limited to: Instructional programs involving water, open swim (water play), lap swim, water walking, water exercise, competitive swim, and community special events.
2. Use of pool facilities by private individuals or organizations for financial gain must be approved by the Common Council, by way of the Parks and Recreation Committee.
3. Organizations and/or groups (i.e., swim teams) shall not use pool facilities during open and/or lap swim, except by written permission by the PRFMD Director or designee. Organizations and/or groups using the pool facilities during public swim hours shall not compromise the use of the facility by the general public.
4. Organizations and/or groups shall be responsible for the clean-up of pool facilities after use and shall also be responsible for putting away any personal or City-owned equipment. Organizations shall adhere to the “Pool Rental Decorating Information and Closing Checklist” found in section G.
5. Swimming shall be the priority activity in the two lap lanes at Mead Pool. Both lap lanes will be cleared for lap swimming only when three or more swimmers wish to swim at one time. These two lap lanes will be available to swimmers at all times when lap swimmers are not present. (Resolution #63-R-02, October 2, 2002)

#### C. Rental of Pool Facilities

1. Erb and Mead Pools may be rented for private use at the current rates. Rental rates shall be charged according to the current Fees [Andand](#) Charges For Aquatic Programs Policy. Fees are to be charged at the set hourly rates for rental of the

facility, including the actual hourly rate for the manager and lifeguards, plus the actual hourly rate for special services and additional maintenance.

2. Rental length is two hours. The time of rental must be within the hours listed on Appleton Parks and Recreation web site. Rental requests for hours outside these times require approval from ~~the Common Council by way of the Parks and Recreation Committee.~~ [the PRFMD Director or their designee.](#)
3. The rental of any pool facility includes use of the lobby, locker rooms, pool, and all pool amenities. The facility fee includes the scheduling of a pool manager, who opens the facility and remains at the site for the duration of the rental, and all necessary lifeguards for the event which is determined by the Agriculture, Trade and Consumer Protection (ATCP) 76.23. [If projected attendance is over 236 people, an additional lifeguard will have to be scheduled with an additional fee.](#)
4. Erb and Mead Pool's "Party Package" includes use of the shade pavilion or multi-purpose room (Erb), ten youth swim admissions, and two adult admissions. [The Twilight session Package is that takes place during evening open swim time limited during the week on limited weekdays.](#) Hours for a Party Package will be included on the Appleton Parks and Recreation website.
5. [For private rentals, food carry-ins are allowed. For party packages, only cake/desserts, snack items, and water are allowed. All food carry-ins are allowed during rentals during open swim as long as the food must be consumed in the designated areas determined by the PRFMD's Recreation Programmer Supervisor or Pool Managers. No carry-in items can be brought or served in glass containers. There is no refrigerator or freezer to use to cool food or beverages for renter use.](#)  
~~For private rentals, food carry-ins are allowed. For party packages, only cake/desserts, snack items, and water are allowed.~~
- ~~5.6.~~ The sale of food and/or merchandise during a pool rental is prohibited unless permission is received from the Common Council by way of the Parks and Recreation Committee. No concession permits will be issued that conflict with existing concession agreements or other park uses.
7. Alcoholic beverages are not allowed in any pool facilities.
- ~~6.8.~~ [Only Coast Guard approved floatation devices are allowed during rentals.](#)
- ~~7.9.~~ The use of amplified sound must be requested at the time of reservation and approved by the [PRFMD Director or their designee](#) ~~Director of PRFMD or his/her their designee.~~ Amplified sound is allowed between the hours of 7:00 a.m. - 9:00 p.m. It is the responsibility of the renter to keep the amplified sound at levels that meet the Municipal Code (Chapter 12, Article IV).

~~8.10.~~ Swim teams renting the pool for swim practices may provide their own State of Wisconsin approved certified lifeguards. The guards must be pre-approved by the Director or designee of PRFMD. A certificate of insurance naming the City of Appleton as additional insured must be provided by the renter when providing their own lifeguards.

~~9.11.~~ The renter must be present during the entire rental and agrees to replace or pay for the repair/replacement of any items damaged by persons in their party. The renter also agrees to pay for additional maintenance costs associated with more than normal facility maintenance caused by the rental party.

~~10.12.~~ The City reserves the right to request a certificate of insurance from the renter of the pool facility.

~~11.13.~~ The renter of the pool facility must agree to indemnify, defend, and hold harmless the City of Appleton, and its employees, officials, and agents from any and all liability from claims of bodily injury, property damage, or any other nature whatsoever arising out of the use of the pool facility.

#### D. Facility Reservation, ~~and~~ Payment of Rental Fees, and Refunds

1. The individual renting Erb or Mead Pool must be at least 18 years of age. Reservations for the rental of Erb and/or Mead Pool can be made starting January 1 of the rental year ~~of rental~~.

2. Applications for facility reservations must be made within the deadlines listed on the current year's Facility Reservation Agreement-Pools. ~~at least:~~

- ~~Private rentals: 14 days prior to the reservation date requested.~~
- ~~Party Package: five (5) business days prior to the reservation date requested.~~

~~Applications not made before this time period will be charged an additional \$25.00 for the reservation or may be denied.~~

3. Fees must be paid in full five (5) business days from the date the reservation was made.

4. A ~~full~~ refund of the rental fee for a rental cancellation ~~of a reservation~~ 30 days prior to the date of the rental will be issued with a \$10.00 processing fee charge ~~will be assessed to all refunds.~~

In case of cancellation of the rental by the PRFMD due to severe inclement weather, mechanical problems, water contamination prior to the event, etc., PRFMD will attempt to reschedule the rental or issue a full refund.

Refunds will not be given for rentals cancelled by the renter within 30 days of the rental.

#### E. Payment Considerations

1. Failure of the renting party to comply with the rental policy will void the rental [agreement](#) and result in the loss of all fees and may result in the renting party being charged back for all services associated with the rental.

#### F. Miscellaneous Provisions

1. Additional charges will be assessed to the renting party for any damage or cleaning required after the ~~end of the~~ reservation. These charges will be assessed based on the City's regular time and material rates.
2. A violation of this policy or the terms of use attached to the reservation form may result in denial of future reservation requests.
3. No additions, alterations, or changes to park grounds or a pool facility are allowed at any time except with the prior written approval by [the PRFMD Director or their designee](#)~~the Department Director or designee~~.
2. There is one rental per facility allowed at any given time.

#### G. Pool Rental Decorating Information and Closing Checklist

1. No signs are to be posted at any of the driveways, roads, or entrances to the pools or parks.
2. No wires, ropes, string, cords, ribbons, signs, or poles may be strung from any part of the pool reservation areas.
3. No staples, duct tape, nails, tacks, or screws may be used on any walls within the pool reservation areas.
4. Tables, chairs, and other furniture from the pool reservation areas may not be moved [outside of the designated reservation space](#) for any reason~~outside of the designated reservation space~~.
5. Renters will wipe down tables, counter tops, and chair seats with a wet washcloth and disinfectant at the conclusion of the rental (*supplies will be provided*).
6. Renters will spot mop any spills on flooring material.
7. Renters will remove all food, decorations, and other items at the conclusion of the rental.
8. Swim equipment (i.e. lane lines, timing devices, etc.) shall be stored in designated areas approved by [the PRFMD Director or their designee](#)~~the Department Director or designee~~.

**RENTAL FEES**

	<b>RENTAL FEE – WITH LIFEGUARDS (per hour)</b>
<b>POOL FACILITY/SERVICE</b>	<b>Effective: <del>January</del> <u>March 1, 2024</u></b>
ERB POOL 50 METER <i>(includes use of slides)</i>	*\$175
ERB POOL LEISURE POOL <i>(includes use of slides)</i>	*200
ERB POOL SHADE PAVILION PARTY PACKAGE	\$135 FOR 3 HOURS
ERB POOL MULTI PURPOSE ROOM PARTY PACKAGE	\$150 FOR 3 HOURS
<u>ERB POOL SHADE PAVILION PARTY PACKAGE TWILIGHT SESSION</u>	<u>\$67.50 FOR 1.5 HOURS</u>
<u>ERB POOL MULTI PURPOSE ROOM PARTY PACKAGE TWILIGHT SESSION</u>	<u>\$75.00 FOR 1.5 HOURS</u>
MEAD POOL	*\$225
MEAD POOL PARTY PACKAGE	\$135 FOR 3 HOURS
<u>MEAD POOL PARTY PACKAGE TWILIGHT SESSION</u>	<u>\$67.50 FOR 1.5 HOURS</u>
SPECIAL SERVICES	Actual Cost +15%

**NOTE:** These rental fees do not include special events (i.e. swim meets). Separate agreements will be developed for all special events taking place at City of Appleton pools.

*\*When patron load is expected to exceed 236 patrons, one lifeguard shall be provided for each additional 100 patrons at the cost of \$25.00 per hour*

<b>POOL FACILITY/SERVICE</b>	<b>RENTAL FEE (per hour)</b>
<b>SWIM PRACTICE FEES</b>	<b>Effective: January 1, 2023</b>
ERB POOL 50 METER	*\$75.00 without lifeguards
ERB POOL 50 METER	\$100.00 with lifeguards
MEAD POOL 25 YARD	*\$50.00 without lifeguards
MEAD POOL 25 YARD	\$75.00 with lifeguards

*\*See Section C: Rental of Pool Facilities #12*



# APPLETON GROUNDS 2023 ANNUAL REPORT



# 2023 GROUNDS DIVISION ANNUAL REPORT

Created by Greg Hoekstra

Grounds Manager

Early 2023 saw the completion of the Pickleball Complex in Telulah Park. Lights were installed, furnishings, signage, and landscaping was completed. The 2022-2023 winter allowed skating rinks to be established, but they were only useable for a short time due to warm weather. The dry summer slowed grass growth and reduced the need for mowing, but it required repeated waterings to get new landscaping established, or the reseeding of areas that did not establish. The dry conditions allowed for an area next to the Water Plant to be mowed that we could not access in the past because of it being too wet. Drain tile was installed at the south end of Arbutus Park, another area that is typically too wet. Seasonal pay increases in 2023 allowed for the hiring of a full complement of seasonal employees. This was a big help in making 2023 a successful season.

Homelessness continues to be a major problem in the parks, with increased messes around pavilions, and encampments in wooded areas that needed to be cleaned up. The homeless defeat the pavilion bathroom auto locks by placing objects in the door so it can't lock. The Grounds staff encounters groups of homeless sleeping on the floor of park bathrooms when they arrive in the morning to clean. Some are there to sleep, others leave beer cans and drug paraphernalia behind. They are not always eager to leave when asked. Both seasonal and fulltime employees have raised safety concerns about dealing with the homeless in this scenario. The Police Department has been helpful with checking some of the problem parks in the evening to ensure nobody is in the bathrooms when they lock for the night.

## CONTRACTED PROJECTS

**Appleton Memorial pathway by ball diamonds** – Northeast Asphalt paved from the Miracle League Pavilion to ball diamonds 1-4.



**Jones Park Shade** – A contractor assisted by City staff installed two shade structures at Jones Park.

**Mead Pool Fencing** – Fortress Fence replaced the perimeter fencing on the south side of Meade Pool. They also enclosed a concrete slab that the Grounds staff poured for a new dumpster enclosure.



**Hoover Park Large Diamond** – American Fence performed outfield fence and backstop repairs.

**Appleton Memorial Park East Lot** – Fahrner Asphalt performed thermal repairs, crack filled, and striped the East Lot.

**Peabody Park Basketball Court** – Frank Armstrong Enterprises performed crack repairs to the court.

**Green Meadows Walkway Ramp** – A ramp was added to the pathway connection at Thistle Down Ct.

**Pickleball Complex** – Fortress Fence installed gates on all four corners to facilitate leaf removal.

**Lower Telulah Kayak Launch** – Radke removed and replaced the existing 4-inch metal pilings with wood pilings.

**Striping** – Wisconsin Sealcoat and Striping restriped the PRFMD office lot, the Erb Park lots, the Lower Telulah lot, and a section at Fire Station 6.

**Concrete Raising** – All City Mudjacking raised an area around the flagpole at the Police Department, an area in front of the doors at Fire Station 5, and a slab outside the Miracle League bathrooms.

## CONTRACTED SERVICES

**P&C Portables** - Supplied portable toilets for 2023.

**TrueGreen** – Was contracted for fall herbicide application at the Fire Stations and some medians.

**B&V Maintenance** – Contracted to mow South Point Commerce Park and Northeast Business Park.

## OPERATIONS PROJECTS

- PRFMD pallet racking was secured to the floor.
- Concrete was poured for several memorial benches, a bike rack slab at the Scheig Center, Fire Station 6 new patio and concrete around hydrants. Jones Park had a concrete area for grilling added.



- Bike racks were installed at Jones and Telulah Parks, and at the Scheig Center.
- The new asphalt by path the Memorial Park diamonds was landscaped.
- Kiwanis Park outfield fence repaired after a car damaged it.
- The two observation areas were removed from the shoreline of Telulah Park. These areas needed repair but were never permitted with the DNR. They do not meet current requirements so the DNR would not provide a permit to repair them.
- Pickleball Complex had beds planted, furniture installed, and signage installed.
- Memorial bench slabs were poured, and benches installed.
- The bell was installed at Fire Station 1. Staff planted and landscaped the area around the bell.



- Tables were fastened down at pavilions where problems were occurring with tables stacked for roof access or dragged into the bathrooms.
- New park signs were installed at Highview and Einstein Parks.
- Magnetic bollards were installed in place of a gate on the roadway down to Lower Telulah Park.
- The dry summer allowed for drain tile to be installed on the south end of Arbutus Park.
- The dry summer also required staff to water established beds and newly installed landscaping to get grass to germinate and stay alive.
- The basketball rims were replaced at Highview Park.
- Acre of Art bases were removed from College Ave and Vulcan Heritage Park.
- Homeless encampments and debris collected and disposed of.
- The vehicle gate at MSB developed issues. Staff worked with a mechanic/welder from DPW to get the gate repaired.
- Bio-compost was hauled in from Utilities and top dressed onto the Memorial Park fields that flag football is played on.
- The hill at Wastewater was mowed. The dry summer also allowed for areas at the Water Plant to be mowed.
- The stamped concrete around the Scheig Center was power washed and sealed.
- The Jones Park wooden stairs were power washed because they were getting slippery.
- A spot was excavated, and concrete poured for a new drinking fountain at Lions Park.
- The CE Trail was undermined by some Utility work. Grounds staff cut open the asphalt and repaired the base. DPW patched with hot mix.

## ANNUAL RESPONSIBILITIES

- Daily cleaning of parks, pavilions, and rest rooms.
- Maintained 610 acres of turf.
- Maintained 13.25 miles of trails.
- Snow removal for Fire Stations, Wastewater, park lots, sidewalks, trails, water towers, and lift stations.
- Maintained ice rinks at Pierce, Erb, Highview, and Jones Parks.
- Graffiti/vandalism removal and repair.
- Park benches and tables were repaired and refurbished.
- Low branches that interfere with mowing removed.
- Landscape beds mulched, weeded, and cleaned up.
- Invasive plants removed or treated.
- South side parks and all sports fields were treated for broadleaf weeds and fertilized.
- Areas we are responsible for snow removal were staked.
- Hockey dasher boards were set up at Jones and Pierce Parks.
- Rinks were flooded and maintained for a short time in January and February 2023.
- Cross country ski trails were groomed at Reid Golf Course and Appleton Memorial Park.
- Fire Department, Wastewater, and park lots plowed for snow. Trails and sidewalk routes cleared of snow.
- Soccer, tennis, and pickleball nets installed in the spring and removed in the fall.
- Sport courts inspected, maintained, and kept free of debris.
- Park shade sails installed in the spring and removed in the fall.
- The ADA kayak launches at Lutz and Telulah Parks are installed in the spring and removed in the fall.
- The bases from 17 ball diamonds are installed in the spring, removed in the fall, and cleaned up/repared over the winter.
- 17 ball diamonds dragged and maintained for Little League, Recreation, Adult League, and weekend tournaments.
- Preventative maintenance and repairs were performed on the powered security gates at MSB, Wastewater, Water, PD, and Valley Transit.
- Recreation programming equipment was delivered and returned as needed throughout the year.
- Picnic tables were delivered and returned for various internal and external events.
- 29 playgrounds inspected monthly, and repairs made.
- Playgrounds top dressed with mulch.
- Mulch, topsoil, and rock salt delivered to the Fire Stations when requested.
- Sports fields and high use areas were aerated.
- Soil samples taken and tested.
- Snowplow damage repaired.
- Maintained archery range and targets.
- Treated medians, roundabouts and other hard surface cracks with herbicide.
- Maintain irrigation at Erb Pool and Memorial Park diamonds.
- Maintain the flags at College and Memorial, Veteran's Park, and by the "Doughboy".

### **Special Events**

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

- Sky Dance
- African Heritage, Inc.
- Jaycees
- ADI
- YMCA
- Soul Burner
- Art in the Park
- Irish fest
- Octoberfest

- Special Olympics

#### **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, 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**

- Grounds Manager recertified as a Certified Playground Safety Inspector.
- Grounds Staff received First Aid, CPR, and Stop the Bleed Training.
- Grounds Staff received chain saw and tree felling training.
- Two Grounds Staff attended “Salt Wise” training on the proper application of road salt.
- CVMIC Playground Safety Training.
- LEARN Training
- Grounds Manager enrolled in Thrive Academy.



# Recreation Division 2023 Annual Report



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## YEAR END SUMMARY

It is with immense pride and enthusiasm that I present the Recreation Division's Year End Report for 2023. Over the past twelve months, our commitment to excellence and innovation has shone through various initiatives, with a particular emphasis on staff development, rebranding of our youth dance and acrobatics program, rebranding our youth sports leagues, program growth and development, and the physical location change of our studios.

The focus on staff development, both at the regular full and part time staff level, as well as the seasonal staff level was a priority in 2023. Efforts were made for professional development to strengthen our internal capabilities as well as with our seasonal staff to enhance the quality of services we provide.

The rebranding to Unity Dance & Acrobatics and to the "A" League for our youth sports leagues allowed us to refresh our image, re-introduce the philosophies of our programs, and bring new excitement and energy to the programs that the community could engage in.

Unity Dance & Acrobatics saw major transformations with the location change of our studios from the City Center Plaza to the newly built out space in the Northland Mall. The staff were very adaptive during the change and the community has been very supportive of this move. We were able to celebrate the new location with a grand opening event in August.

Overall, program numbers remain strong. We completed a recreation satisfaction and needs survey at the end of 2023 that has provided great insight into what the community wants for future recreation. We are excited to use those results and continue to provide high quality recreation opportunities for our community.

As you delve into the insights and data presented in this report, it becomes evident that 2023 has been a year of transformation and progress for the Recreation Division. I want to extend my gratitude to my dynamic staff, volunteers, and community members who have contributed to the success we saw in 2023. Together, we have created a legacy of excellence that will continue to leave a lasting impact with our community.

## Staff Notes/Trainings

- January 12 Niki graduated from the Thrive Leadership Academy put on by the city.
- Niki, Jeff, Krystal, and Liz attended the Wisconsin Park and Recreation annual conference and trade show in February in Wisconsin Dells.
- Jeff completed the SafeSport training through his membership in the United States Tennis Association.
- Niki, Jeff, and Krystal attended the IPRA webinar on “Leader as Coach – Getting Great Results When Not Around.”
- April 21, the Recreation Division team participated in a training session that focused on our values, what we want our legacy to be as a team, and how we would continue to challenge each other moving forward. Staff committed to a two-year journey together that will center around eight leadership topics presented by a staff member quarterly. This is a way for us to continue our professional development at little to no cost as we will be providing the trainings internally.
- April 25 and 26, Niki attended the Toward One Wisconsin Conference held at the Hilton Paper Valley.
- Jeff, Krystal, and Niki attended the virtual IPRA webinar on “Proactive vs. Reactive Problem Solving – Dealing with Change.”
- Margaret attended the Heart of the Valley Chamber’s Digital Marketing Summit on May 16.
- Liz attended seven CVMIC leadership classes as part of the Emerging Leadership Certification Program. Liz is 83% complete with the program.
- Throughout the year, Krystal has been taking bridge courses with American Red Cross. She is certified in First Aid and CPR, CPR for the Professional Rescuer, as well as being a Water Safety Ambassador.
- Liz renewed her Certified Parks and Recreation Professional (CPRP) certification on September 1.
- Liz, Krystal, and Niki attended a training session put on by Appleton Downtown Incorporated titled LGBTQ+ - Diversity and Inclusion put on by the Rainbow Alliance Advocacy.
- Margaret attended the City-County Communications & Marketing Association webinar on March 21 on “Taking Your Social Media to the Next Level.”
- Margaret attended “Generational Strengths and a New Kind of Diversity” webinar on October 11.
- Margaret Attended “Social Media Trends in 2024” webinar on December 12 put on by Boot Camp Digital
- Niki attended the Thrive 2.0 training session on October 11 on Crucial Conversations presented by Alonzo Kelly.
- Krystal started a graduate school program in Recreation Management with University of Wisconsin - Lacrosse in September.
- Krystal and Niki attended the Stop the Bleed training put on by the Fire Department.
- On September 27 Niki provided a training workshop to the team that focused on Strategic Planning and Leading Change.

- Liz and Jeff attended the Wisconsin Park and Recreation Association fall workshop in Green Bay on September 28 & 29.

## Recreation Programs/Enrollment

### Pre-School/Early Childhood



We started off this year making a few changes to our Appletots program. We began offering four Appletots classes with a maximum of 15 participants in each class instead of 12 due to the high demand of the classes and to better serve our community. Throughout the winter and fall sessions we offered a variety of classes such as Picasso Tots, Bookworm Tots, Color Tots, Nature Tots, Transportation Tots, Wild Tots, and our most popular class, Family Groovy Tots. Each class consisted of a story, sensory play, and crafts. Our summer Appletots Extra

class was eliminated and in its place we offered four half hour Appletots classes. These classes were held outdoors at Telulah park due to the dance studios being relocated to the Northland Mall.

Preschool dance had another great year. We offered classes on Wednesday evenings and Saturday mornings. The classes took place inside City Center Plaza, Appleton West High School, and our new location, the Northland Mall. We did not see a decline in numbers with the temporary location or the new location. We offer these independent classes for ages 3-7. These sessions are 12-weeks long, and we offer tap-jazz-ballet combo classes, hip-hop tots, and tumbling. We seem to be meeting the high demand for preschool dance classes.



Our summer Friday Fun classes continue to be a big hit in our community.

These early childhood classes are great for families with young children looking for things to do in the summer at different city parks each week. Each class consists of a craft, movement activity, and a story. We offered eight different themed weeks. Some popular themes this summer were, Paw Patrol to the Rescue, All Things Magical, and Bugs and Blooms.

This was the second year we offered the Playdate in the Park program. The goal of this program was to promote our parks, get people to connect to the outdoors, and help families meet others that live around their neighborhood. After placing more emphasis on promoting this program this summer, we were hoping to see an increase in participation from last year. Unfortunately, this program did not take off as we hoped. We offered six different playdates at different parks on Wednesdays, but the attendance was very low. We do not plan on continuing this program in 2024.



	<u>Participants</u>
Appletots	201
Preschool Dance	386
Friday Fun	327
Open Play	6 Families
<hr/>	
Total	920

### Youth Activities

Our 2022-2023 winter open gym began as normal in the middle of November and ran through the end of February. A change this year was to only hold open gym program at Ferber Elementary. This change cut the cost of rent for the program in half while keeping attendance the same. Attendance was high early in the season and slowed down as the winter progressed. Participants were appreciative that we offered the program for children and families of Appleton.



KidStage is our partnership program for kids ages 4-12 who have an interest in theatre. We have experienced some ebbs and flows in registration throughout the year. In the beginning, Kidstage offered a Frozen showcase, which was so popular we needed to open a second session. Following the Frozen session, we experienced a drop in registration for spring, summer, and fall classes. Reviewing the data and feedback from families, our partner and owner of Kidstage, Mark Cain, feels this could be partially due to showcase

selections. In 2023, Kidstage offered Frozen, Robin Hood, The Muppets Summer Camp, and Willy Wonka. Kidstage experience a 21% decrease in participation from 2022.

We collaborated with North East Skateboard Trust (NEST) and Surfin' Bird Skateshop to offer skateboarding instruction at Telulah Skate Park. Instruction focuses on beginner and intermediate skills. This summer we offered three sessions each on Mondays and Thursdays. Enrollment was 37% lower this summer than 2022. We had a total enrollment of 56 out of 126 possible enrollment slots. We are working with NEST to figure out what is the best way to move forward with course offerings for the future to get more kids involved in skateboarding.



We continue to partner with Tanya Rosenthal to offer babysitting certification courses to youth ages 10-14. In this course youth learn fundamentals and build confidence in childcare, safety, emergency consciousness, as well as CPR/AED for adults, children, and infants. Because of the popularity of the course, we were able to increase enrollment by 20% over three classes. All classes were nearly full. In 2023, 92 youth took the class. For the future, we will be offering more courses over the year and holding a higher enrollment rate.

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

Urban Riders is for our school age kids looking to learn how to safely bike on the road to some of their favorite destinations. We offer two levels of Urban Riders. Level one teaches trails & lanes and level two teaches more road safety skills. Both classes are held at Telulah Park. We experienced an increase in participation this summer requiring a third instructor. We are looking to add a level three class in 2024.



We partnered with the Einstein Project to offer free mobile makerspace experiences for families in Appleton downtown parks for the third summer. Einstein Project staff and community volunteers lead these free age appropriate, skills-based activities to promote creativity and critical thinking. They offered mobile makerspace experiences in Alicia, Colony Oaks, Derks, Erb, and Green Meadows Parks. They experienced a consistent turnout at each location with over 245 kids throughout the summer.

This is our first year partnering with YEL (Youth Enrichment League). They offered two Coding Animation and Video Game Camps at Pierce Park from June 12-15. Even though we experienced some colder/rainy weather that week, they were able to get all four days of the camp completed. We had 21 kids participate in this camp. We plan to expand our programming with YEL in 2024 to include sewing and robotics classes.



Our playground program wrapped up the season on Thursday, August 10. We ended up with nearly 870 participants encompassing eleven different sites. We had a great group of leaders this summer who made a huge, positive impact on our community. We received many positive comments from parents that said the playground program continues to be a great option for their kids to get outside, stay active, and meet new friends. We hired 28 playground leaders and two playground coordinators. We decided to increase the enrollment fee this summer from \$10 to \$25 per child. This increase may have caused a slight decline in enrollment; however, the increases revenue helped offset the cost of the staff wage increases in 2023. We also had 14 young adults participating in our Junior Leader Program, for ages 14 -17, that were given an opportunity to volunteer with our playground leaders at the park and gain experience and knowledge of the skills it takes to become a playground leader. We had various

special events for the kids to participate in throughout the summer including the neighborhood block parties, playground olympics, pool days at Mead and Erb pools, a kickball tournament, Children’s Playground Fair, and the annual Children’s Parade. The playground program continues to be a huge need for our community. Not only do the kids have a safe place to go during the day but they are participating in fun events, staying active, meeting new friends, and engaging in their community.



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

	<u>Participants</u>
Open Gym	723
KidStage	136
Skateboard Instruction	56
Babysitting Course	92
Karate America	23
The Academy Karate	51
Urban Riders	29
Einstein Project	245
YEL!	21
Playground Program	868
<b>Total</b>	<b>2,244</b>

### Youth Sports Leagues/Camps

The Youth Basketball League saw an increase in attendance again for the 2023 season. Participation in our kindergarten through 8<sup>th</sup> grade levels rose to 602 participants and we saw the largest increases in our kindergarten and first grade levels. The Appleton Area School District partnered with us again to provide space to play games and hold practices. Our basketball officials and staff received praise throughout the season for their continued growth in calling violations and showing a willingness to educate the kids in our program during gameplay. The volunteer coaches liked our game day adjustments to make things more efficient, rule changes to provide a better game, and the communication and resources provided to help with coaching.

A new 2023 program was our youth volleyball camp. This four-week camp took place in March and April, had 48 participants, and was held at the Einstein Middle School gym. The purpose of the program was to provide a fun and inexpensive environment for kids ages 10-13 to learn the fundamentals of the sport. Volleyball is growing in popularity nationally for all kids and registration filled quickly.

New during the second quarter was the rollout of our updated “A” League logo used for our youth sports leagues. The logo represents the Appleton community by emphasizing the “A” in Appleton. The pride we have in our youth sports leagues here, along with the community’s love for these programs, encouraged our change to have a name that people would be excited to identify with. The rebranding of our youth sports leagues began during the marketing period for our youth baseball/softball/t-ball season and has been used for all four of our 2023 leagues. The logo has been well received by the community. We also have created a new version of our logo for our staff members. The “A” Team logo was used for our sports staff members.



Our APRD youth baseball/softball/t-ball programs saw a small increase in participation from last year. In 2023 we had 835 kids play baseball/softball/t-ball in our program. As in the past, we offered kindergarten t-ball up to our Teen Core program for 7<sup>th</sup> and 8<sup>th</sup> grade participants. Appleton Memorial Park was a very busy place with our participants, coaches, parents, and fans watching these leagues on Monday, Tuesday, and Wednesday nights.

After record high participation in our youth Tennis Camp and Little Hitters in 2022, it has level off in 2023. We added additional camps at Green Meadows Park that were well received. Our tennis camps for ages 8-14 had 135 participants, which is still higher than pre-pandemic levels. The participation numbers for our Little Hitters tennis program regressed to levels prior to the pandemic. Our tennis and sports camps are an hour long, but our Little Hitters program is only a half hour. We have evaluated the cost and length of the Little Hitters program and made some adjustments in 2024.



This is year two for our “new look” to our summer youth sports camps. Last year we adjusted the number of classes and the types of sports we offered. This year we added a new site for our basketball camp (Green Meadows), allowing the maximum class size to move to 20 kids, (previously 16), and offered some introduction to pickleball camps at Telulah Park. The results of these changes have led to large numbers throughout the summer. The record registration for the entire summer was 729. We look forward to continuing to figure out ways to best serve this demographic of young sports camp participants.

Appleton Lacrosse has continued a partnership with us for the sixth year. These lacrosse clinics offer the fundamental skills of the sport in two sessions based on grade levels. In 2023, out of the two classes, 28 out of 40 spots were filled, which is a decrease from 2022. The younger grades were well enrolled, but the older grade levels were lacking. There is collaboration with Appleton Lacrosse to figure out the best way to proceed with the partnership and to get children involved in the new WIAA sponsored sport.



Tuesday night youth flag football was back at the Appleton Memorial Park fields. Enrollment was almost the same in 2023 as in 2022, but age differences created a different league. Enrollment was down by 40% in the 5<sup>th</sup> and 6<sup>th</sup> grade league but up in both the 1<sup>st</sup>/2<sup>nd</sup> grade and the 3<sup>rd</sup>/4<sup>th</sup> grade leagues. We were able to create two additional teams with the middle age group to make up for the low numbers in the upper grade level league to create the balance from the previous season. This

season we had dedicated staff that wanted to do well as referees across the board from rule enforcement to having fun. Overall, it was a successful flag football season.

The Appleton Parks and Recreation Department fall youth soccer league continued to see growth in 2023. A total of 920 participants in kindergarten through 8<sup>th</sup> grade played their games at the USA Sports Complex on Saturday mornings. Over the last few seasons, the staff has focused on providing our volunteer coaches the resources and education needed to help coach all our youth soccer players. Our volunteers have appreciated the extra resources and communications that has been provided. We will continue to provide these things to help grow all our “A” League programs.



APRD Running Club went through some changes in 2023. Because of low enrollment in fall 2022, it was decided to only hold Running Club in the spring. We continued to offer programming for grades 4-8, but we moved to Erb Park, which gave the club a meeting and storage space within the Oasis Room at the pool. Erb Park also offered more diversity in the landscape for outdoor running. Along with our dedicated instructor, we hired a co-instructor with a lot of personal experience with running and working with children. The club’s final fun was scheduled to coincide with the Smiles and a Movie fun run in Appleton Memorial Park. This gave participants a culminating event to show off their hard work. The club was full, with 20 participants this session and we will continue with the changes made.

	<u>Participants</u>
Youth Basketball Leagues	602
Youth Baseball, SB, T-Ball	835
Soccer League	920
Flag Football League	221
Youth Tennis Camp	249
Lacrosse Camp	28
Little Hitters Tennis Camp	143
Runners Club	20
Youth Basketball Camp	178
Youth Soccer Camp	186
Flag Football Camp	59
Multi-Sports Camp	154
Sports Exploration Camp	108
Youth Volleyball Camp	48
Total	3,751



## Teens

Our Teen Core basketball program was held during the week at Huntley and Franklin Elementary schools throughout the 2023 season. Allowing the kids to play on their own night during the week has been a success. The group of basketball players was a bit smaller during the 2023 program, but the 25 players in the league enjoyed the opportunity to play basketball in a relaxed and fun atmosphere.

Teen Core baseball/softball began with 31 participants for the summer season. The participants and the staff enjoyed a great season and the Teen Core program continued to draw interest from 7<sup>th</sup> and 8<sup>th</sup> graders looking to play sports in a positive environment.

Teen Core soccer continued to be our largest Teen Core program with 45 7<sup>th</sup> and 8<sup>th</sup> grade players. The participants enjoyed the opportunity to play soccer in a less structured and fun environment. We have continued to work with the Appleton Area School District to help kids in their refugee program have a place to play soccer. Games were played on Saturdays at the USA Sports Complex.



In coordination with our summer playground program, we offered a junior leader opportunity, which allows young adults ages 14-17 an opportunity to gain both experience and knowledge in the skills it takes to become a playground leader. This summer we had a total of 14 junior leaders, which is an increase from the previous year. This year we had several strong volunteers that we hope to hire for next year.

	<u>Participants</u>
Teen Core Leagues	101
Junior Leader Program	14
<b>Total</b>	<b>115</b>

### **Adult Activities**

Our adult dance classes have thrived this year. We offered a variety of classes throughout the year and have found that tap and ballet barre are our most popular. We had such a large adult tap class we decided to offer a beginner and advanced class. We took a hit in numbers over the summer due to offering outdoor classes, but we have great enrollment with our new studio location. We almost doubled our enrollment numbers from 2022.



The Spanish classes are a great option for adults wanting to learn another language. Our Spanish classes take place at the Scheig Center where we offer Spanish beginner, intermediate, advanced, and a conversational class both in the spring and fall sessions.

Adult tennis lessons in 2023 had a total of 63 participants, increasing in size by almost 20 enrollments. The participants enjoyed learning and practicing the fundamentals of tennis, while also getting the chance to play matches with other players. We offer beginners lessons and combined intermediate/advanced lessons.

Ashley Schmidt, our partner with Debbie Daanen Photography, offered her Fundamentals of Photography introductory workshop at the Scheig Center in May. This is a two-day workshop that met on Tuesdays for two weeks. Participants learned about basic composition and lighting techniques and received hands-on instruction while putting their skills to use photographing the gardens at the Scheig Center. We had 22 participants sign up for this class, which is a 30% increase from last year.



After discussion with pickleball stakeholders and the community on how to best utilize the new Telulah pickleball complex, it was decided to adjust our program offerings. In the past we offered pickleball leagues, but after discussion, we realized there were several opportunities to play in pickleball leagues throughout the Fox Valley. To service community members that are new to the sport, six clinics were held

throughout the summer. These clinics were very well received and were offered at different times and days of the week. All the clinics were full, with 16 participants each. A total of 96 players participated and there was a waitlist for each clinic. These lessons were a perfect way for us to

connect new players to the pickleball community while teaching them the skills and basic rules to get started.

The Seed Guild is a nature-based program for adults that is run by Kari Witthuhn- Henning. This year Kari expanded her classes to include new, exciting topics. This year’s lineup included basket weaving, skincare cyanotype artwork, as well as her tried and true garden mocktails and forging classes. Some of the DIY and make and take classes did have an increased price and were hit or miss with the community. Overall, 96 participants enrolled in classes with the Seed Guild which was slightly down from last year with the increased number of classes.

	<u>Participants</u>
Adult Dance	151
Spanish	94
Tennis Lessons	63
Photography	22
Adult Pickleball	96
Seed Guild	96
<hr/> Total	<hr/> 522

### Adult Sports Leagues

Our 2023 adult flag football league played on Wednesday nights at Appleton Memorial Park. They started in August with games through early October. There were 12 teams in the league with eight returning from previous years. For the third year in a row, we have worked through the season with field monitors rather than certified officials. The change has resulted in the same attendance and play in the league has remained the same.



	<u>Participants</u>
Adult Flag Football	180
<hr/> Total	<hr/> 180

### Aquatics

Aquatics is an ever-evolving program for Appleton Parks and Recreation. Care and consideration have been made to design hours and classes that work for the community as well as a balance safety for the staff and participants alike.

Before the summer started, recruiting and training was a large focus. Appleton North and West both offered lifeguard training classes to their students. Recruiting efforts were made to try and entice the newly certified to work for Appleton Parks and Recreation. A handful of staff were hired from these visits to the classes. On the other hand, three lifeguard training classes were



offered to the community in the spring in March, April, and May. Out of the 32 people certified through the program, 17 (53%) worked the summer season at Erb or Mead Pools.

For lifeguard staffing, Appleton Parks and Recreation had 80 certified lifeguards across all positions (lifeguards/swim instructors, pool managers, and directors of instruction). 33 new lifeguards were hired increasing the staff by 25% from 2022. Overall, many staff members returned and with the shift in operating hours, learned new roles and responsibilities combining positions. This was primarily for cashiers and concessionaires. Slide attendants at both locations were all new, but we were able to fully staff the positions at the pools before the summer began. An assistant pool manager position was added to the staff at both locations. This position is a hybrid between lifeguard and pool manager to help gain experience and bridge the knowledge gap at the pools. For all the pool manager positions, there were 18 applicants, which was great to see as it showed employees wanted to advance within aquatics.



Meetings and training were a focal point for staff before the season began. Staff and position meetings and general training are vital to beginning the season. Individual meetings were held for cashiers and concessionaires where we reviewed policies and procedures as well as had time to practice using the demo site of RecTrac. Slide attendants were trained on the rules for slides as well as other responsibilities at the facility. Training for lifeguards was broken down into multiple sessions from learning the facility to practicing procedures. One of the trainings was a “live call” with Appleton Fire Department and Gold Cross response. They watched the staff perform care, demonstrate their role in emergency care, and ask questions of the EMS team. It was a great learning experience.

Pool hours were altered this season for a few reasons. The public hours were mirrored between locations to not cause confusion between hours at Erb and Mead Pools. There was some dissent from the community regarding the new hours, but ultimately, the alterations did not eliminate many hours, it simply required a shift in vision for the community. Keeping consistent in 2024 will have the community more onboard with the changes.

It was a challenging year at the pools starting the first week when we had two calls to emergency services for situations at Erb Pool. One child was displaying signs of a possible concussion after going down the slides. Another child had fallen off a concessions bench and required resuscitation and treatment for a spinal injury. On July 31, staff had to lock down Erb Pool due to an active shooter incident near the pavilion. Staff bravely stayed inside the facility with patrons and kept them calm and safe until released by the police. Mead Pool had a situation where two youth patrons got into a physical altercation. Police were not called as the staff handled the incident internally. Overall, the pool managers and staff handled each situation with tact, self-control, and professionalism.

In the fall, Krystal developed a leadership training series for senior lifeguard staff called Poolside Chats. This series will help lifeguards foster soft skills and bridge the gap to management at the

pools. Topics covered in 2023 were interest versus commitment in the workplace, perception as an aspect of communication, and methods and aspects of communication. There has been positive feedback from participating staff, and we will continue to offer this optional training opportunity.

### Swim Lessons

Swim lessons continued to be a well enrolled program in 2023. Overall, enrollment increased 15% in 2023. Class offerings and times stayed relatively the same over the season. In the summer, there was movement of the upper levels to not mirror at the two locations as well as with the special needs program to accommodate summer school programming.



Starting in the summer, all swim lessons had a \$5.00 increase in price. This did not affect enrollment in the summer or fall sessions. The directors of instruction worked well with the administrative team to quickly adjust enrollees that were in multiple sessions to optimize enrollment for summer lessons.

Later in summer, we set up a diving clinic at the urging of staff members. This four-class clinic was offered two days a week during the evening swim lessons at Erb Pool. The class was developed by a staff member to cover the basics of diving with an emphasis on safety and fun. The class had nine enrollees with a small waiting list.

We continued our collaboration with the Even Start Program at Fox Valley Technical College (FVTC). The Even Start Program works on family literacy for non-English-speaking parents. Most of the families who participate in this program are refugees. We work with FVTC to ensure these families qualify for the fee waiver program and the college pays the nominal fee for participants. This summer the Erb Pool staff worked with 46 children, ranging from 3-14 years old. Basic swimming skills and water safety are taught to participants.

	<u>Participants</u>
East Pool Swim Lessons	257
Erb Pool Swim Lessons	869
Mead Pool Swim Lessons	763
West Pool Swim Lessons	339
Even Start Program	46
<hr/> Total	<hr/> 2,274



## Open Swim

As always, the outdoor pool season started off with a hot and busy day. Erb and Mead Pools opened on Friday, June 2. Right out the gate, there was beautiful, warm weather and large numbers of people headed to the pools. The summer seemed to alternate by week between above and below average temperatures. This limited our ability to see the true impact of the new pool hours.

This summer, a group rate was put into place for non-profit organizations and day care providers. These groups would sign up in advance to get a reduced rate for visits to the pool. There were established rules and regulations to ensure proper supervision and swim attire for visiting groups. Staff was also able to prepare for the groups' attendance. Overall, there were five organizations who visited throughout the summer at both locations. This process made for an easy and quick entrance.

Monitoring attendance was a season long issue using RecTrac. Communication with Vermont Systems started early in the summer because summer pass scans were not shown as being recorded at Erb Pool. It took until September to get a better idea of the issue, but that did not remedy the problem. More conversations and possible redevelopment with Finance will need to take place to hopefully make for a smoother 2024. The below numbers for visits may be slightly skewed because of this chronic problem.

### Mead Pool

Lap Swim (paid)	244
Open Swim (paid)	19,736
Twilight Swim (paid)	1,841
Lap and Open Swim (passes)	6,227

### Erb Pool

Lap Swim (paid)	486
Open Swim (paid)	33,198
Twilight Swim (paid)	3,297
Lap and Open Swim (passes)	5,420

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Total	70,449
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## Swim Passes

Summer pool passes are an option for individuals and families who visit the pools often during the season. The summer pass allows unlimited access to public hours and the punch pass permits 12 visits. Every season an early bird discount is offered to residents. This year the pass sale was extended until the day of the pool opening. This accounted for long lines and mass sales at the customer service office right up until the pools opened. Presales from the previous year were nearly doubled.

This year there was an increase in price for summer passes; all passes, with the exception of youth summer pass, were increased by \$20. Punch passes were altered to be the price of ten

visits, which was an increase of \$10. It was determined that the youth summer pass should be kept without an increase in 2023. Because of this, the early bird price and the punch card were the same price. Due to this, youth punch pass sales decreased by about 50%, however, there was a significant increase of youth summer pass sales. Overall revenue from pool passes increased by 40%.

In 2023 we introduced new fobs to replace summer passes. These cards are similar to memberships for gyms where they can be used year to year. Once the pass is scanned at the pool, the individual's picture pops up on the screen. Staff is able to take pictures to update, but a new pass does not have to be reissued. This should be easy for future seasons and lower the cost for materials.



Pass	Discount Price Sales 11/28/2022- 6/2/23	Full Price Sales Starting 6/3/2023	Total Sales
Adult Pass	30	3	33 (-7)
Senior Pass	27	4	31 (+4)
Youth Pass	59	59	118 (+57)
Family Pass	372	165	537 (+36)
Family Additional	1019	467	1,486 (+88)
Adult Punch Pass	20	78	98 (-44)
Senior Punch Pass	3	21	24 (-13)
Youth Punch Pass	39	127	166 (-151)
<b>Total Pass Sales for 2023</b>			<b>2,523 (-30)</b>
These sales represent both resident and non-resident passes			

## Pool Rentals

Renting the pool for birthday parties, family reunions, school events, and other gatherings is a popular option. We offer two choices for the community. First is a private rental after public swim times, which are offered on weekend mornings and evenings at both locations. This season we added Friday evenings at Mead Pool which had several bookings. The second option is a party package during open swim time. The rental spaces can be reserved for three hours. 10 youth admissions and 2 adult admissions are included in the cost. These events can happen any day of the week. Erb hosts the outdoor Cabana and the indoor Oasis Room, while Mead offers the on-deck shade pavilion.

Private rentals were limited again this season to ensure we have proper staffing for public hours and rentals without straining the staff. We were able to accommodate most rentals requests. Pool rentals also saw an increase in fees in 2023, with private rentals increasing \$50 per hour and party packages by \$25. The rise in prices did not deter people from booking the pools. Overall, pool rentals were up by 11%.

	<u># of 2023 Rentals</u>
<u>PRIVATE RENTALS</u>	
Erb 50-Meter Pool	5
Erb Pool – Leisure	9
Erb Pool- Both	1
Mead Pool	20
<u>SHADE RENTALS</u>	
Erb Pool Cabana	27
Erb Pool Oasis	13
Mead Pool Shade	15
<hr/> Total Rentals	<hr/> 90

Local swim teams rent space at Erb Pool to have swim practice during the summer. Two teams continued this in 2023: Fox Cities YMCA Swim Team and Fox Valley Wave. A third team used to rent space, but that team dissolved after 2022. As with other programs, pool rental space fees were increased \$15 hour. However, this did not limit the teams from using the space. The teams share the space, and the price, in an amiable way. Practices start when the pool opens for the season and continue through end of July- beginning of August, depending on the success of their team.

### **Aquatic Special Events**

During the pool season, each pool held a fun day to celebrate the summer with the patrons at the pools. Staff chose a theme and created games and activities for patrons to participate in. These events are not highly advertised to the community and acted in more of a pop-up format. This summer, Erb Pool had Packers Day in July and Mead Pool had Pirate Day in August. Both events were successful with themed games and contests. Pirate Day even had a ship making station. Staff at both locations had fun rotating responsibilities from running games and monitoring the pool.



The Fox Cities YMCA Swim Team hosted the Summer Classic on June 17-18 and the Bird Bath Invitational on July 7-9 at Erb Pool. Staff from both organizations meet to go over details of the meet to ensure for smooth events. With that, the YMCA oversees most of the event, while our staff is responsible for lifeguarding. The swim meets went well this year and we will continue with conversations, meetings, and follow ups to ensure for positive and productive events.

We had another great finish to the Mead Pool season with Doggie Day at the Pool. On Saturday, August 19 our canine friends joined us for a dip in the pool. This year we split the sessions differently to have two sessions for large dogs and one session for small dogs in between. Overall, 74 pups were registered with 15 walk-ups. As always, pet parents were thrilled at the opportunity to bring their dogs to the pool for the event.

	<u>Participants</u>
Doggie Day at the Pool	89
<hr/>	
Total	89

### Pool Concessions

Concessions was slightly different this summer. Items were proactively stocked to be set for the start of the summer. However, some options were reduced based on sales the previous season. Throughout the summer, special items were added to the menu to gauge new interests. This did not work out as well as expected but we know we can vary items and they will sell.

Because of the change in hours, staffing was done a little differently. The twilight open swim shift was only staffed by a concessions manager selling prepackaged items such as beverages, ice cream, and sweet treats. Since there were reduced hours and a lot of returning staff, concessionaires and cashiers shared shifts to be able to get staff the hours they wanted. This was not always ideal with different responsibilities, but staff learned new skills and tasks, as well as got some diversity in their work week.

	<u>Revenues</u>	<u>Expenses</u>	<u>Net Revenue</u>
Mead Pool	\$45,558.27	\$44,543.46	\$1,014.81
Erb Pool	<u>\$68,544.54</u>	<u>\$55,411.75</u>	<u>\$13,132.79</u>
Total	\$114,102.81	\$99,955.21	\$14,147.60

### Fitness and Wellness

We offer a variety of fitness classes in the community, which include Yoga, Strongbodies, Zumba, and Pure Strength. We also offered a few new classes this year including Power Hour and Fitness Foundations. During spring, summer, and fall, if weather permits, we encourage our classes to get outside and enjoy the park scenery while taking the class. Classes continued to grow with a 17% increase in participation from 2022 to 2023.



We continued to partner with Lisa Kramer to offer a free Yoga in the Park class called “Rock Om.” This is a kickoff to the Mile of Music week with an outdoor yoga class and a pianist playing in the background. The weather was beautiful, which allowed for many community members to participate in this free event.

We have continued our partnership with Joy Jordan. The Mindfulness classes have two sections, 101 and 201, which include formal instruction on meditation, current mindfulness practices, and working through how to control difficult emotions. She also offered two Mindfulness Retreats throughout the year. We observed a significant decrease in participation 2023.

We partnered with Christy Sprotte, founder of Fox Valley Mindful Learners, LLC. Christy is a nationally certified school psychologist with years of mindfulness coaching. Christy has been with us for a couple of years and has tried various mindfulness classes. Through trial and error and soliciting feedback from her participants she is finding participants like classes to be parent/child driven. She offered four different craft & connect classes consisting of scrapbooking, building, painting, and crafting.



We also continued to partner with the Appleton YMCA for the fourth summer to offer free outdoor fitness classes including Yoga and Zumba at City Park and Houdini Plaza. These drop-in classes took place throughout the week in June through September.

	<u>Participants</u>
Zumba	101
Pure Strength	69
Yoga	412
YMCA Yoga in the Park	392
Strong Bodies	99
Mindfulness	71
Yoga in the Park “Rock Om”	30
Fitness Foundations	6
Power Hour	5
Mindfulness for Families	39
<b>Total</b>	<b>1,224</b>



### Unity Dance & Acrobatics

Unity Dance & Acrobatics (UDA) went through many changes in 2023 including rebranding the program and a new physical location. UDA has experienced significant growth over the years with Acrobatics becoming the largest genre in the dance program. We wanted to create a logo that emphasized Acrobatics along with inclusivity and growth. We updated the UDA name from Unity Dance Academy to Unity Dance & Acrobatics allowing us to include Acrobatics and keep the popular acronym, UDA. We also revisited the UDA philosophy statement, updating the description to include our strongest assets: quality instruction, lasting friendships, supportive of family life balance, inclusivity, affordability, and promoting a healthy recreational activity for our community.





In 2023 we were faced with the challenge of having to change our physical location. With a lot of coordinated effort across our department, we were excited to host the grand opening of our new location inside the Northland Mall on August 28. We invited the Mayor, Council Members, and the community to showcase our new location. UDA has become a leading dance program in the community and was voted a runner up for Best of the Valley in the category of dance.

The annual UDA recital was held at a new location this year, Appleton West High School. The recital was called “Empowered to Dance” and consisted of four shows taking place on May 5 and 6. This year we had a difficult time finding a location that would host our recital. Therefore we had to push back our recital two months later than we usually have it. We had 500 dancers in our recital program this year, which was comprised of 50 classes in various genres, including ballet, jazz, acrobatics, hip hop, lyrical, tap, and musical theater. Over 2,658 tickets were sold between the four shows. The dancers and staff did a wonderful job putting on four successful shows.

Our summer dance program was also a little different this year. We began classes on June 19 in the City Center Plaza Studios. After the first week we held the remaining sessions in the commons at Appleton West High School due to us needing to leave City Center Plaza. For summer we offered twenty-six youth dance classes for 6-weeks. We saw a large enrollment increase for summer classes from last year.

Our 2023-2024 fall youth dance season began the week of September 25. Enrollment numbers have gone up a significant amount from last season with 667 students enrolled. This year we are offering 56 classes total. To keep up with the demand, we offered more beginner classes than last year. We are offering ballet, jazz, acrobatics, hip hop, tap, modern, and musical theater. Acrobatics continues to be our most popular genre.

	<u>Participants</u>
Summer Youth Dance	317
Fall Youth Dance	667
<b>Total</b>	<b>984</b>





## Special Events/Trips

We teamed up with the Appleton Police Department for the 3<sup>rd</sup> year to provide the Toy Ride-Along for the community. Just like previous years, we hit our maximum participation with 50 toys signed up. We worked with APD to coordinate the event, with the toy drop off and pick up at our office. The process gets more efficient each year and the police officers have more fun with it each year. Participants were given a certificate that included photos of their toys from throughout the week. We shared pictures on social media and many officers took time to write a personal note to the toy's owners as well.



Our department, a co-creator of Be Active Wisconsin Community Challenge, ran our third year of this challenge in March 2023. This challenge promotes people getting out and being active during the month of March. The community with the highest average active minutes based on number of participants was crowned the fittest community. This program has seen a decline in the number of communities participating. Last year we had 49 communities and this year we had 31. Appleton continues to lead with the highest number of participants throughout all 31 communities with 80 participants. The planning committee met at the completion of the challenge and determined to discontinue this program.



On March 25, our recreation team organized our first Mom Prom<sup>®</sup> event hosted at The Fox Club in the Fox Cities stadium. The planning for this event began in December of 2022, with the goal being to offer a program that would fundraise money to offset the cost of our scholarship fee waiver program that supports youth programming. We got to work planning for the event reaching out to local businesses for sponsorship money and donations. We were humbled by the number of businesses that were eager to support this event. With social media marketing, flyers, emails, and word of mouth, we had 299 participants register for this event raising \$8,835 after all expenses were paid. The evening was a huge success with so much dancing and laughter.

On April 22, we teamed up with local Geo Cachers and the Wisconsin Geocaching Association (WGA) to offer our third Cache In Trash Out (CITO) event in celebration of Earth Day. We had over 70 enrolled and close to 15 local geocachers came out to support the event. We started the event with a presentation on how to geocache and went over the basic steps of the geocaching phone app. Families then took off to clean up parks and hunt for caches. Fox 11 came out and did three segments on the event.



On Friday, June 9, we held our Ties and Tiaras event located at the Scheig Center. We had 75 couples attend our three one hour time slots. Our families enjoyed a magical evening filled with a bike ride for two, a professional photo by Debbie Daanen Photography, crafts, refreshments and snacks, and a dance party including a dance lesson for two. The Fox Cities Cycling Without Age donated two trishaws and pilots and Nick's DJ service provided music for the event. We received many compliments on the décor and the way the event flowed.

We had two Fun Runs this summer, the first of which was held on June 22, titled "Smiles and a Movie." This event is tied with the Movie on the Hill to provide a fun evening for families at Appleton Memorial Park. We continued to partner with RunAway Shoes to help us organize the event layout. Nick from Nick's DJ Services provided the musical entertainment. We had 272 kids registered for this run. On July 23, we had our Color Me Fun Run, which is the kick-off event for Children's Week. The event was a great success with over 400 kids registered.



We had four Movie on the Hill (MOTH) events scheduled, but due to inclement weather, we were only able to show three of the movies. On June 22, we played our first movie *The Bad Guys*. This movie was scheduled the same day as our Fun Run to give families a fun night out together at Appleton Memorial Park. We showed *Sonic the Hedgehog 2* on July 6 and *Top Gun: Maverick* on July 20. Due to poor weather, we had to cancel our last movie, *The Minions: The Rise of the Gru*, which was scheduled for August 3. Open canoeing and kayaking were offered on the pond prior to the start of each movie as well as kid's games. We averaged 250 people per show.



U.S. Venture Children's Week was held July 23-29. Our division had numerous activities going on throughout the week:

Sunday, July 23 was free day at Erb and Mead Pool for children. This year was busier than the previous, possibly due to warm temperatures. Erb had about 450 children take advantage and Mead had 200. Overall, a successful event for the start of Children's Week.

On July 23, we had our kick-off event, Color Me Fun Run. The event was a great success with over 400 kids registered. We had RunAway Shoes run the race logistics and Nick DJ service provided musical entertainment for the race.

New this year, we worked with the Fire Department to coordinate a pop-up splashpad at Lundgaard Park on July 24 from 11:00 a.m. - 1:00 p.m. They set up a truck and multiple hoses to spray down the neighborhood kids. It was a warm day and we had well over 200 kids show up throughout that



time frame. The popularity of the event has led to discussions of how we could do more of these events in the future on very hot days. The Police Department also came out to support the event.

Our Kid's Rummage Sale took place in Pierce Park on Tuesday, July 25, from 9:00 a.m. - noon. Children from the community brought gently used toys, games, clothing, and other items to sell. We promoted the children being the salesperson with support from their parents. Each family got a picnic table to sell from in the pavilion. This year, the temperatures were soaring for this event, topping off in the 90s. We had a full roster with 30 vendors signed up for the event, but we only had 19 show up to the event. Weather is the most likely reason behind the limited interest in the event.



That Tuesday was also our Dance-O-Rama event at Pierce Park. We had 23 dancers participate. We offered ballet, jazz, and hip hop. The 23 kids that attended had a great time and all were given information on classes for fall.



Wednesday was the annual Children's Parade that marched from Houdini Plaza to City Park. The playground program participates in this every year with some of the parkees and this year they dressed up in a beach theme. This event is primarily run through the Building for Kids with our assistance/support.

We had our annual Playground Fair on July 27 & 28. This event went down in the books for being one of the hottest fairs we have had. The temperatures approached 100 degrees on Thursday. This impacted our ticket and concession sales, but we still had decent attendance both days. Over the two days we made \$9,682 in ticket and concession sales. This is down from last year at \$15,000. We partnered with several organizations including the Appleton Police Department, Appleton Fire Department, Lamers Bus Lines, and Urban Air. They all provided a vehicle for kids to explore. We had over 20 different games/activities besides the inflatables for kids to enjoy playing and earning tickets to redeem at the prize redemption station. Overall, the playground fair was a great success. The staff did a great job keeping up their motivation and energy levels with the hot temperatures!

The Great Ball Pursuit – This is the 4<sup>th</sup> year we have taken the tennis balls from our programs and used them for a community engagement event. We used the same format as last year and numbered 400 balls and had four different drop times at 16 different parks. Community members participating were asked to grab only one ball. We had many issues with adults taking several balls. There was even an infamous “bald man on a motorcycle” that made multiple stops collecting numerous balls who was posted about on social media. We announced four winning numbers, and each winner received a \$25 gift card. The \$100 was sponsored by Dryer Vent Wizard. The man who reportedly collected numerous balls was NOT one of the winners! We still believe the event is fun for the community, but we will discuss if



adjustments need to be made to stop people from hoarding the balls. The article we wrote about the program for a Parks and Recreation Business Magazine was published in May 2023.

We had three bus trips in 2023. On Friday, May 12, we took 45 participants to The Fireside Theater to see the musical *Grumpy Old Men* in Fort Atkinson, where we enjoyed a delicious full course meal. On October 7, we took a full bus to Galena, IL. Participants enjoyed Galena's annual County Fair along with shopping in their historic downtown area. We took two buses to Chicago for our annual bus trip on Saturday, November 11. We had 100 people signed up for the Chicago trip. Lamers did a great job getting us there and back.



The bike rodeos continued to be a huge success for the community. We offered two bike rodeos, one in May for Bike Safety month and one in June. We partnered with Safe Routes to School through the East Central Planning Commission to provide bike safety stations that focused on braking, looking for pedestrians, bike maintenance, and bike signals. This was the first year we partnered with Jim Hansen, who owns a mobile bicycle repair business called Pedal Worxs Mobile. He checked every bike and made on-spot corrections/fixes to each bike that needed it.

This year Fox Crossing Parks and Recreation hosted the annual "A Day in the Park" at Fritsch Park on September 12. This is a collaboration between Appleton, Fox Crossing, Neenah, and Menasha Park and Recreation departments along with the YMCA of the Fox Cities. We had 200 participants attend. Participants enjoyed bingo, live music with Paul Everson, rickshaw bike rides in the park, and door prizes. We had several sponsors that financially supported this program including Network Health, Highlands, and Touchmark.



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

Everyone's favorite fall event took place on Friday, October 13—the 4<sup>th</sup> annual Glow in the Park. As we did last year, the event was opened to 100 families across five timeslots to come through the event. There was a nominal fee of \$15 for residents/\$20 for non-residents. Fees helped cover the supplies for hosting the event. A few days before the event, we realized the weather was not going to cooperate. This event is usually held at the Scheig Center and Gardens in Appleton Memorial Park. Due to the weather the team worked to partner with the Fox Cities YMCA to host the event inside their facility downtown, which was a fantastic collaboration. As in the past, we had the book from the Story Walk® along with some interactive features. Seven local organizations, volunteers from the Kaukauna High School Key Club, the Police Explorers, and

some aquatic staff members helped facilitate carnival like games and other activities. With the quick thinking and adaptation of the Recreation team, the event was a success.



This was our fourth year offering the Letters to Santa program. It continued to be a great program for kids to write to Santa and receive a letter back before Christmas. We provide a template for kids to fill out and drop off during the holiday season. The Recreation team enjoyed reading each letter and wrote back to 365 children.

The Great Holiday Dash was a success for the 4<sup>th</sup> straight year! We allowed for 50 teams and all the spots were claimed a week prior to the event. They competed for \$1,000 in cash prizes that were donated by Fox Communities Credit Union. This is a fun road rally where teams “dash” around town to shoot short videos, take pictures, mark GPS spots, and answer trivia questions during the 3-hour competition. We again utilized the GooseChase app to which we uploaded 100 clues pertaining to our Christmas theme and Appleton Area businesses and landmarks. Based on the post event survey, the participants want the event to continue for years to come!



To celebrate Christmas this year, we created the Santa’s Lucky Socks Scavenger Hunt. The sneaky elf was hidden in a new location each week of December in Appleton Memorial Park. The 22 participants and their families had fun hunting him down and entering for a chance to win socks donated by Scheels.

	<u>Participants</u>
Toy Ride-Along	50
Be Active Wisconsin	80
Mom Prom	299
CITO	70
Ties and Tiaras	150
Kids Fun Runs	672
Letters to Santa	365
Bike Rodeos	159
Kids Rummage Sale	170
Movie on the Hill/Canoe	750
Appleton Children’s Week	8,000
Bus Trips	200
Great Ball Pursuit	400
A Day in the Park	200
Story Walk	unknown
Glow in the Park	428
Great Holiday Dash	200 (50 teams)
Santa’s Lucky Socks	22
<hr/>	
Total:	12,215

## Facilities

### **Scheig Center**

The Scheig Center continues to be a popular place to rent for weddings, bridal and baby showers, birthday parties, and holiday gatherings. In 2023, we had 97 rentals. The Recreation Division has also continued their use of the Scheig Center by offering programs on-site such as Yoga, Strength Training, Seed Guild, Mindfulness, Appletots, photography classes, library programming, and interdepartmental meetings/parties. The Friends of the Gardens group meets to have their volunteer meetings throughout the year. The Scheig Center continues to serve as a polling station for the City of Appleton as well.



### **Winter Recreation Facilities**

Winter Recreation had a very unfortunate season. The facilities were open December 26, 2022, to February 26, 2023. There was snow to be able to open the sledding hill and the Cozy Clubhouse at Reid in December. There were four days of sledding before the temperatures increased and melted the snow we had. There was no snow accumulation again until January 21 when the Cozy Clubhouse was reopened. Throughout the entire season, we were only open thirteen days, yet revenue from concession sales increased by about 31%.

The ice-skating rinks across the city had a difficult season with the warm temperatures. Because the liner is on top of concrete, the Pierce Park ice rink under the pavilion was used several times throughout the season. There would be times the ice would melt, but it was easier to freeze with those conditions than on the grass. The Jones Park rinks and the Goaltender were only open the weekend of February 3. Opening these rinks was highly anticipated with hockey players and skaters ready to get on the ice. However, February 3- 6 were the only days ice was available at the Jones Park rinks. Warm temperatures quickly melted the ice the following week.

This season we began the rental of the ice skates donated by the Leadership Fox Cities, BLC Community Bank, Nicolet Bank, Scheels, and Business Lending Group, LLC. Rentals were offered when the Goaltender was open to the public for a nominal fee.

	<u>Attendance</u>
Reid Golf Course & Cozy Clubhouse	2,924
Jones Park & The Goaltender	313
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Total	3,237



Program Category	Participants
Pre-School/Early Childhood	920
Youth Activities	2,244
Youth Sports Leagues/Camps	3,751
Teens	115
Adult Activities	522
Adult Sports Leagues	180
Swim Lessons	2,274
Open Swim	70,449
Aquatics Programs/Events	89
Fitness/Wellness	1,224
Unity Dance Academy	984
Special Events/Trips	12,215
Winter Recreation Facilities	3,237
<b>Total:</b>	<b>98,204</b>



## Volunteer Numbers

Youth Basketball	84	Coaches for leagues
Youth Baseball	110	Coaches for leagues
Youth Flag Football	34	Coaches for leagues
Youth Soccer	91	Coaches for leagues
Unity Dance Recital	71	Ushers, backstage volunteers/police explorers
Playground Fair	23	Volunteers to help with games/inflatables/police explorers
Junior Leader Program	14	Volunteer at playground sites during summer program
Glow in the Park	18	Set up and running games/activities
<b>Total</b>	<b>445</b>	

## Sponsorships/Donations

### Donations:

- Julie Johnson, race director, from Community First Fox Cities Marathon donated 400 goodie bags and presented us with \$1,500 to help support our Kids' Fun Run events.
- Evergreen Credit Union was the sponsor of the Youth Basketball League T-Shirts for \$2,500.
- Fox Communities Credit Union sponsored our Mom Prom event, donating \$1,500. We also received \$100 from Theda Care. Many local businesses also donated products and services for our raffle prizes.
- The Wisconsin Geocaching Association donated \$50 to help with expenses for our annual Cache In Trash Out event in support of Earth Day.
- The Fox Cities Cycling Without Age donated 2 trishaws and pilots for our Ties and Tiaras event.
- Our youth baseball/softball league was sponsored again this year by Engage Orthodontics of Appleton. They provided a financial donation of \$2,000.
- Community Blood Center sponsored the June 22 Movie on the Hill event providing \$600. They gave out free kites to the kids at the event.
- Dryer Vent Wizard sponsored the August 3 Movie on the Hill event giving \$500.
- Dryer Vent Wizard sponsored the June 22 Fun Run event giving \$250 to help off-set the costs of the event.
- Tri City Glass worked with us on a price for new mirrors for our new dance studios. They were able to give us a \$5,000 discount in exchange for sponsorship benefits.
- \$11,916 was our portion of the proceeds given by local businesses and organizations toward Children's Week events.
- Alliance Industries was the sponsor of the Youth Soccer League for \$2,500.
- Fox Communities Credit Union once again donated \$1,000 towards the 2023 Great Holiday Dash. They committed to the event early in the year which is great for marketing purposes.
- We received a \$100 donation from North East Skateboard Trust, \$250 from the Timber Rattlers, and \$100 from Team Winnebagoland for Glow in the Park. We also had numerous donations of candy, trinkets, coupons, and gift certificates by local businesses/organizations.
- Urban Air paid \$500 sponsor fee to set up their truck to promote their services at the annual Playground Fair.
- We raised \$850 in donations from Unity Dance & Acrobatics families and local business for the dance recital program book.





### Community Partnerships:

- Partnered once again with the Police Department on the Toy Ride Along program.
- Partnered with RunAway Shoes and Nick the DJ to offer race logistics and musical entertainment for our two Fun Runs.
- Coordinated with the Fire Department to provide first aid training and how to handle emergencies in the parks with playground staff.
- Partnered with Appleton Police and Fire Departments for guest speakers during our Paw Patrol Friday Fun theme day.
- Partnered with Scheels to offer free socks to the winners of our Santa's Lucky Socks scavenger hunt.
- Partnered with Einstein Project to offer mobile stem activities throughout our city parks.
- Partnered with Wisconsin Geocaching Association to offer a Cache In Trash Out event to celebrate Earth Day.
- Worked with Appleton Fire Department and Gold Cross to provide Emergency Procedures Training at Mead and Erb Pools.
- Partnered with the Fox Cities YMCA Swim Team to put on the Fox Cities Summer Classic and the Bird Bath Swim Meets.
- Partnered with Fox Cities Cycling Without Age to offer bike rides for our Ties and Tiaras event.
- Partnered with the Appleton Public Library to offer library programming for early childhood, youth, and adults in our community.
- Partnered with East Central Wisconsin Regional Planning Commission for our two Bike Rodeos located at Mead Park and Jefferson Elementary School.
- Partnered with the Appleton Police Department to provide a squad car and an officer for both bike rodeos.
- Partnered with Jim Hansen with Pedalworx to offer free bike tune-ups at both of our bike rodeos.
- Partnered with the YMCA to offer Zumba and Yoga classes at Houdini and City Park.
- Partnered with the Building for Kids, the Appleton YMCA, and other community businesses/organizations to host the annual Children's Week event.
- Partnered with Appleton Fire Department to set up a free pop-up splash pad at Lundgaard Park during Children's Week.
- Partnered with several organizations to make the Playground Fair a wonderful event. Appleton Police Department, Appleton Fire Department, and Lamers Bus Lines all provide a vehicle for kids to explore. Einstein Project provided free pop-up STEM projects at the fair. The Appleton Sensory Club provided a volunteer to work a game station from 12:30 – 2:00 p.m. during our sensory sensitive time open to those patrons that have special needs.



- Continued to partner with the Appleton Public Library to offer monthly rotating books on our Story Walk® in Memorial Park.
- Continued to collaborate with Neenah, Menasha and Fox Crossing Parks and Recreation Departments along with the YMCA of Fox Cities for the annual “A Day in the Park” which was held at Fritsch Park in Fox Crossing on September 12.
- Partnered with Lisa Kramer with Sunny Side Up Yoga to offer Yoga in the Park on August 3.
- Worked in coordination with Fox Valley Athletics to ensure the continued success of the adult softball leagues at Appleton Memorial Park.
- Partnered with Debbie Daanen Photography to provide Fundamentals of Photography class at the Scheig Center.
- Continued our marketing partnership with Karate America and The Academy to offer Karate Fun classes for ages 4-12.
- Partnered with the Wisconsin Herd Basketball Club to offer “Hoops with the Herd.” This was offered again after a year off and over 125 people utilized the ticket discount and represented the APRD basketball program at the February 6<sup>th</sup> Herd game in Oshkosh.
- Collaborated with USA Youth Sports Complex on the use of their soccer fields for our youth soccer leagues for grades K-8.
- Partnered with Joy Jordan to offer Mindfulness classes.
- Partnered with Christy Sprotte to offer family mindfulness classes.
- Partnered with Kidstage to offer fun theatre-based classes for ages 4-12.
- Partnered with Debbie Daanen Photography to offer a free photo opportunity for the Ties and Tiaras event.
- Partnered with the Fox Valley Technical School Even Start program to provide swim lessons to refugee families.
- Partnered with Youth Enrichment League (YEL) to offer coding classes at Pierce Park.
- Partnered with Tanya Rosenthal to teach babysitting training classes to 10- 14-year-olds.
- Partnered with Kari Witthuhn-Henning with the Seed Guild to provide Nature programs for adults.
- Continued partnership with Appleton Lacrosse Club to work with youth grades 1- 8.
- Continued to partner with Northeast Skateboarding Trust (NEST) to give skateboarding lessons to youth ages 5-16.
- Shifted to a marketing partnership with the Fox Valley Rowing Club to offer Learn to Row Classes held at the Telulah Park Boat Launch.
- Partnered with Fox Cities YMCA to host the Glow in the Park event.
- Partnered with Appleton Police Department to provide police explorers for all four shows at the Unity Dance & Acrobatics recital. They provided six explorers that helped direct traffic and provide safety for our spectators and students.
- Partnered with Appleton Police Department to provide police explorers to watch over the playground fair equipment. They provided two explorers that stayed overnight at Pierce Park watching over all the playground fair equipment and set-up of games.

## Community Outreach:

- In January, Krystal went to Appleton North and West High Schools to talk with soon to be certified lifeguards about employment opportunities at Erb and Mead Pools.
- Jeff and Liz attended the job fair at Fox Valley Lutheran High School on March 2 where they were able to promote our open positions and talk with students about their interests.
- Laura and Krystal attended the Appleton North High School job fair on March 30 to talk to students about employment opportunities for the summer.
- On April 12, Jeff and Krystal attended the job fair at Appleton West High School to discuss summer employment opportunities with APRD.
- Jeff shared upcoming summer programs at Badger Elementary School.
- Margaret and Niki worked at the Fox Cities Kids Expo that took place at the Exhibition Center on April 15<sup>th</sup>. We brought the trikes to fit in the theme of “Kids in Motion.” It was a big hit and we were able to promote our upcoming spring/summer programs.
- On May 3, Krystal attended a community event at Horizon Elementary School to share summer programs offered with APRD.
- Niki presented information to community stakeholders about Children’s Week during the “Curiosity Chat” event at the Building for Kids.
- On May 5 Niki presented at the Kiwanis Club meeting with Tom to talk about programs and services we offer.
- On May 11 Liz attended the Rotary Club meeting to talk about summer programs.
- On May 18, Laura, Margaret, and Liz attended the City Celebration event that was put on by the City Departments.
- Niki worked with Long Vue from the NEW Hmong Professionals group to collaborate on a volleyball program that took place at Kiwanis Park on Tuesday and Thursday evenings.
- Being proactive, Krystal went to Appleton West High School to talk to the two lifeguard training classes about employment opportunities for the summer at Erb and Mead Pools.
- Niki met with the Linwood Retirement community to talk about our programs/services.
- Jeff and Liz attended the Back-to-School Bash event at Jefferson Elementary School on August 31 to help promote fall and winter programming.
- Margaret and Jeff worked with Kelley Duehring from AASD to get 12 refugee children registered for youth soccer. 9 of them qualified for our fee waiver program and the 3 others we assisted with registration as their parents speak minimal English.
- Jeff and Margaret attended the Sports Discovery Night at the Community First Champion Center on September 26.
- Krystal attended a community event at Johnston Elementary School on November 14. At this event we were able to provide information on programs offered in the winter season.



## Marketing Highlights

- In 2023, we posted 393 Facebook posts and 300 Instagram posts. Our Facebook reach was 1,678,393, which was an increase of 29% from last year. Instagram reach was 139,128, which was an increase of 42% from 2022. We attracted 1,493 new Facebook followers to bring us to 14,935. Our Instagram followers increased by 426, putting us at 2,841.
- Although our winter recreation season was very short in 2023, Margaret was prepared with new signage for Jones Park that included hours for family skate times and information about the new skate rental program. We hope to have more of a season in 2024 so we can market our amenities and bring more awareness to the winter recreation we provide the community.
- We engaged the community in choosing a mascot for our department. River the Fox was chosen! He was introduced during our Toy Ride Along week in April and has gone to the Unity dance recital, Mead Pool, Scheig Gardens, Baseball, and many more events and programs this year.
- One of our most watched videos this summer was “A Day at Erb Pool.” Between the pool staff, Niki, and Krystal we were able to capture the videos and Margaret edited them into the final product that was shared on social media so community members can see what takes place at Erb Pool throughout a normal day and be reassured that the facility is being used to its full potential.
- Laura, Niki, Liz, and Margaret finalized the brand refresh of Unity Dance Academy. We renamed the program Unity Dance & Acrobatics, still using the UDA initials. The logo, colors and fonts have been reworked. The new logo was introduced at the recital in May.
- Margaret designed new signage for the new Unity Dance & Acrobatics studios. Exterior sign, decal for waiting room, and individual studio signs. She also designed a new bulletin board for the open house, a meet the teacher bulletin board, and a bulletin board for the start of classes.
- We held a Unity Dance & Acrobatics new studio open house and ribbon cutting ceremony on August 28<sup>th</sup>. We had well over 100 people come to tour the studios and learn about our program. We had water bottle stickers printed to hand out at the open house and car decals for participants to purchase.
- Margaret updated our display board and printed flyers for each of our community outreach events. She tailored the promotional information to the expected audience. We had displays and flyers for job fairs, sports focused events, early childhood focused events, and school events.
- Margaret, Jeff, and Niki finalized the renaming of our youth sports leagues. The leagues are now known as the “A” League. This includes basketball, soccer, flag football, and t-ball/baseball/softball. We worked with a graphic designer to come up with new logos for the league and then a specific logo for each sport. We introduced the new name and logo in the spring/summer activity guide and have followed up with targeted emails and social media campaigns. As we closed out 2023, we adopted the new name and logo through



all 4 sports leagues. It was great to see the logos on all the t-shirts in each season and out in the community. We are excited at how well it has taken off and we will continue to push the name and philosophies in the coming years.

- Margaret designed a new “A” League banner that is placed at the ball diamonds at AMP to help promote the new branding for the sports leagues. She also put together signs for each of the dugouts with QR codes to our website containing schedules, field maps, and standings.
- Jeff and Margaret completed an entire year of newsletter style communication for the A-Leagues. We typically send 4-5 per season and the proactive communication has proved to decrease the number of questions that Stephanie and Jeff receive throughout the season.
- We started a trend with our pool opening videos and we wanted to continue that for 2023. After kicking around ideas, we finally landed on the iconic “Caddyshack” scene. Dave Wentworth played the lead as the Bill Murray character and Margaret directed a group of lifeguards and managers for the rest of the scenes. We reached 7,000 views on Facebook and over 25,000 views on Instagram.
- In April we started promoting our Playground Program by putting yard signs out at all the parks that are playground sites. The signs included a QR code if people had questions regarding the program.
- Once the playground program staff was hired, Margaret put together a “Meet the Leaders” information sheet with bios and pictures of the playground leaders to send to registered families and to post on our website so that families could get a better feel of who was spending time with their kids.
- We had a lot of promotion/marketing for Children’s Week this year. Niki was involved with the creation of promotional videos, in-studio radio appearances, live TV segments, etc.
- Margaret and Stephanie kept the website updated throughout the year. Extra time goes into this process in January, just before the spring/summer guide goes out, and in June, just before the fall/winter guide goes out.
- Margaret and Niki developed a document on summer weather guidelines that outlines how we handle cancellations with certain programs/events/leagues. This was posted to our website and shared on social media as an informational piece to be proactive with our communication strategy.
- We continued with our “APRD News You Can Use” newsletter for another year. We sent 26 newsletters for a total of 502,684 emails with our open rate increasing to 44% in 2023 from 40% in 2022. It is great to see nearly half of the emails are being opened. Keeping the branding of our newsletter consistent seems to be working as people know what to expect when they open the newsletter.
- We continue to increase our proactive communication with target emails sent through Constant Contact for our programs and events. In 2023, we sent 60 targeted emails which was an increase of 58% from 2022. The open rate on these emails averaged 74% which confirms that we are finding great success in our overall program communication. Also, recreation supervisors and customer service have noticed less questions on programming for which we utilize proactive communication.

- We tracked our website usage through Google Analytics in 2023 but, unfortunately, our data got disconnected and we lost tracking for November and December. With our data for the first 10 months, we had 685,273 page views and 142,751 visitors on [www.appletonparkandrec.org](http://www.appletonparkandrec.org). The page views were up 25% through the first 10 months but the visitors were down 30%. Hopefully that is a sign that visitors were just visiting all different pages on our site!
- Margaret and Niki continued to attend the monthly City Communication Team meetings.
- July was Parks and Recreation month. We changed our Facebook cover photo to celebrate the month.
- Once again, we developed and distributed two activity guides in 2023. The spring/summer guide was printed and mailed to all City residents. We chose not to print the fall/winter guide due to the increased cost of paper. Instead, a postcard was mailed to all residents stating the guide would only be available digitally on our website.

## Other Notable Accomplishments/Areas of Interest

- Niki worked with IT to have our registration software program (RecTrac) server housed in the cloud. This process took place in April.
- Margaret worked with Vermont Systems to convert our WebTrac splash page to the new Gen UI version. She was able to reformat the layout to make it more user friendly.
- The recreation division team worked to develop guidelines to assist staff in handling our programs when the air quality is not favorable for outdoor programming. These guidelines were added to our severe weather policy.
- Niki worked collectively with the staff to develop emergency contact forms for staff. These forms were also run through our risk manager and legal services for final approval and then distributed to staff to complete.
- Margaret and Stephanie worked with Tom and Greg to update the athletic field agreement so that it reflects the new rates adopted by council and to make it easier for the customer to understand and complete.
- Niki developed a sponsorship guide outlining opportunities for businesses/organizations to get involved with our programs and events.
- Krystal and Margaret collaborated to develop a design for the fobs that we used for summer passes at the pool.
- Niki updated the MOU with the Appleton City Band.
- Lifeguard Lola Levin was honored on August 28 with the Youth Good Samaritan Award by the American Red Cross of Northeast Wisconsin at the Heroes Classic Golf outing. Along with her recognition, Officer Franzke from Neenah was also awarded the Emergency Response award. These honors stemmed from the July 16, 2022, event at Erb Pool.
- With the Mayor's Communications Specialist leaving, Margaret and Niki reached out to the City Communications Team to see if they wanted to continue meeting. The team agreed and starting meeting in person, rotating locations in April. The group has been productive in working together to share tips and tricks on how to communicate each department's information to the public.

2023



# Annual Report

**Submitted by:**

Jeff Plasschaert, CGCS

Golf Division Manager/Golf Course Superintendent

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**Appendix A - Participation Revenue Report Ending December 31, 2023**

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**Appendix C – 2023 Weather Data, Nine Year Reid Averages**

**Appendix D – 2023 Daily Precipitation Calendar**

**Appendix E – 2023 Reid Grounds Labor Breakdown**





*Smoky, hazy, mid-summer sunrise over #2 and 3.*

## **I. 2023 Season Overview**

Every year of golf operations have brought unique challenges and 2023 brought a year of increased demand, higher costs for labor and supplies, stabilized fuel prices and drought conditions. Staff was able to navigate these issues with no disruption to golfers, which allowed 44,471 rounds to be played. 4329 more rounds than last year and a new 20 year high in rounds played, taking the top spot from 2022. Three consecutive years have seen dramatic increases in rounds played. This year had an 11% increase and rounds are 50% higher than the rain filled 2019. Over the past nine years, since the City of Appleton took over all operations of Reid, an average of 36,024 rounds have been played annually.

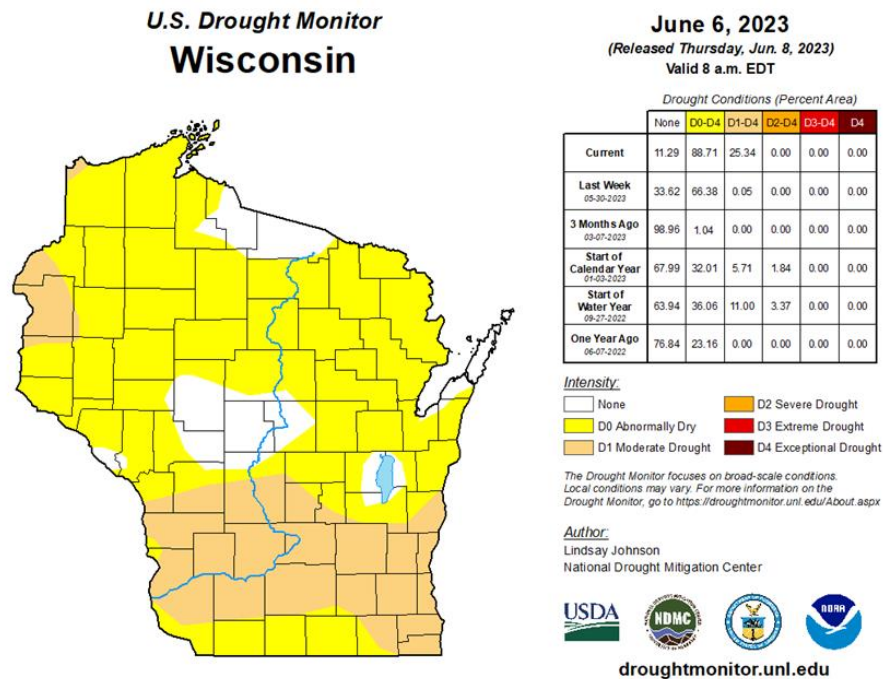
2021 was the first year Reid eclipsed \$1,000,000 in total revenues, 2022 followed with \$1,000,000 solely through the point-of-sale (POS). 2023 continued the increase in revenues with \$1,206,005 rung through the POS. Roughly a 20% increase year to year in golf revenues, this comes from increased rounds, tweaks to fees and much higher cart usage. As a reminder Reid also generates revenue from cell tower lease and rent not rung through POS.

The golf course was open 12 additional days this year and had 15 more golfable days compared to last year. Rounds per golfable day increased from 207 to 212 in 2023. Staff began tracking golfable days in 2018, this is the highest number of rounds per day. Including 2023 the previous six years averaged 190 rounds per golfable day, increasing each year. This is attributed to increased league play and passholders who will typically play on marginal weather days. The requirements used by staff to determine golfable days are: weather being conducive for golf, no rain, carts available, even wind is

factored. Although not an exact method, days will get broken up into partial days due to the timing of weather events to have an accurate total.

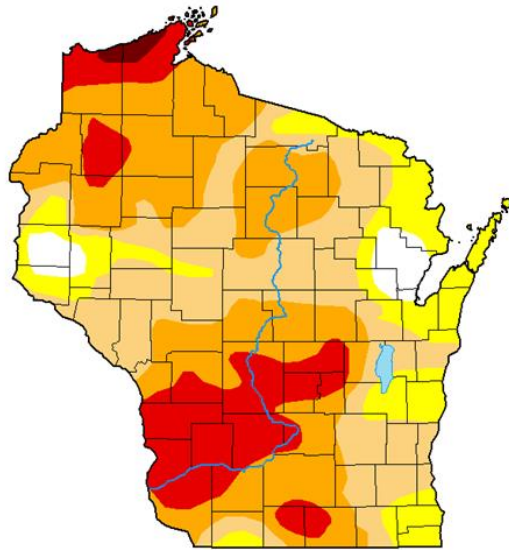
- April 10<sup>th</sup> – Course open for front 9 walking only.
- April 11<sup>th</sup> – Carts, range and all 18 holes available.
- November 21<sup>st</sup> – Golf course closed for the year to begin winter preparations.

Weather is unpredictable day to day and year to year. A two headed aspect which helped Reid rounds and revenues was the drought that began in early summer. Dry weather means, no cart restrictions, no league cancellations and full tee sheets. It also means added work for the grounds staff with additional issues related to irrigation use and added traffic control to move cart traffic around allowing turf to recover. Staff would always prefer managing water inputs on the course as it minimizes disease pressure and allows carts daily, but rainfall is unmatched in water quality and turf response. Weekly drought monitor maps are produced from the national weather service, the state of Wisconsin was covered most of the summer with Reid popping up in early June and continues being on the map today. Below are two examples of Wisconsin drought monitoring maps.



**U.S. Drought Monitor  
Wisconsin**

**August 29, 2023**  
(Released Thursday, Aug. 31, 2023)  
Valid 8 a.m. EDT



Drought Conditions (Percent Area)

	None	D0-D4	D1-D4	D2-D4	D3-D4	D4
<b>Current</b>	3.31	96.69	81.62	51.80	16.76	0.66
<b>Last Week</b> 08-22-2023	3.31	96.69	78.35	44.14	12.90	0.66
<b>3 Months Ago</b> 05-30-2023	33.62	66.38	0.05	0.00	0.00	0.00
<b>Start of Calendar Year</b> 01-09-2023	67.99	32.01	5.71	1.84	0.00	0.00
<b>Start of Water Year</b> 09-27-2022	63.94	36.06	11.00	3.37	0.00	0.00
<b>One Year Ago</b> 08-30-2022	81.19	18.81	6.38	0.00	0.00	0.00

**Intensity**

- None
- D0 Abnormally Dry
- D1 Moderate Drought
- D2 Severe Drought
- D3 Extreme Drought
- D4 Exceptional Drought

The Drought Monitor focuses on broad-scale conditions. Local conditions may vary. For more information on the Drought Monitor, go to <https://droughtmonitor.unl.edu/About.aspx>

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Western Regional Climate Center



[droughtmonitor.unl.edu](https://droughtmonitor.unl.edu)

Two capital improvements took place at the course this year. Cart paths at #1 and 10 tee were paved, enhancing the first impressions of the golf course. These paths were chosen for their high impact value and location, while also addressing poor path conditions at #10 tee. Golfer feedback was very good with more questions of future path paving projects, which are in Reid’s CIP plans. The second major improvement was the use of the new storage cooler and freezer in the clubhouse basement installed over the winter. Although unseen to golfers it allowed staff a worry-free summer of knowing product would be cold and safe for serving.



**Clubhouse basement Freezer (left) and cooler (right).**

Reid hosts tournaments annually, below are the events and how many participants of each event. These events will be returning to Reid in 2024:

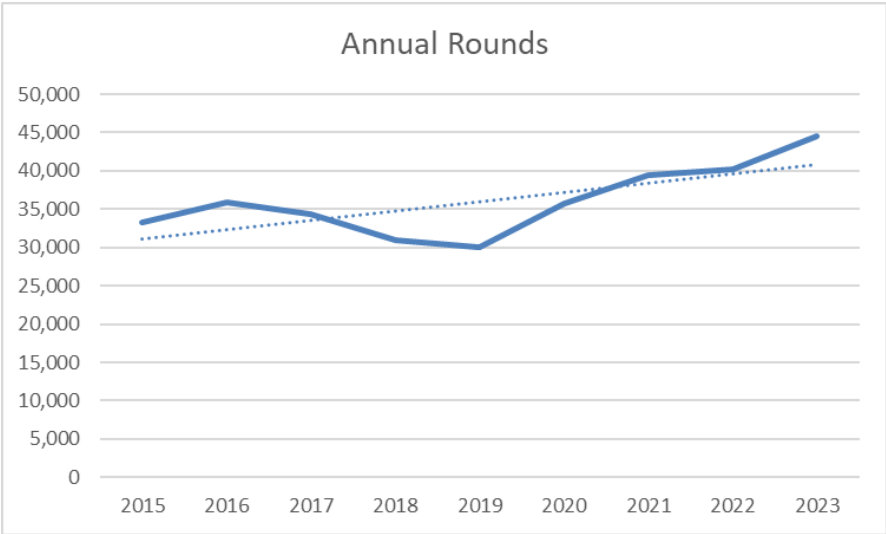
- 3-4-5 – May 15<sup>th</sup>, 29 two person teams.
- City Tournament – 98 participants.
- Wisconsin Junior PGA hosted two events in 2024 and New Tour Junior event – 149 total participants.
- Fox Cities Championship – July 23<sup>rd</sup> & 24<sup>th</sup>, 114 participants.
- 2-Pin Challenge – 32 two person teams, 38 teams were registered but the date was postponed by a week due to weather and a couple teams dropped out.

Fall weather continued to be beneficial for golf until temperatures finally dove quickly in November prior to Thanksgiving. Overall, the weather this year was great for golf! Nine months this year set new monthly revenue marks, including July which ended at \$204,791 an all-time high and only the second time surpassing \$200,000 for a month which was June. As December wound down with holiday sales there is no reason to believe there will be a decline in play heading into 2024 with the number of new passes and gift cards sold.

Reid is also more than a golf course, during winter months the course is used for sledding, cross country skiing, snow shoeing and fat tire biking. After closing the course, before snow cover sets in staff have seen more people walking about the course too.

**II. Financial Breakdown**  
**a. Daily Fee Rounds including Twilight Golf & Promotional Rounds (Actual \$513,897)**

Reid hosted 44,471 rounds in 2023, an increase of 11% over 2022 when 40,142 were played. 2023 was another busy year at the golf course, June followed by July blew away any previous monthly revenue marks exceeding \$200,000 each, previous monthly high was \$189,123 in July 2022. Rounds have been trending higher since 2018 & 2019.



- Increased pass sales was cause for concern to begin the year, concern was daily green fee revenues would drop but daily green fees increased \$57,154 this year.
  - Passholder rounds increased by 86 rounds to 11,599 this year.
- Appleton East Boys and Girls, Appleton North Boys and Lawrence University Club Golf spring and fall all played at Reid this year.
  - Team rounds decreased by 14 rounds this year, 1042 played.
- Reid's go to revenue source are golf leagues. Reid hosts 25 leagues every week, 19 in the afternoon/evening maximizing the 3:00-twilight segment using both #1 and 10 tees. Many leagues requested additional tee times this year for their league which helped increase daily revenues.
- Twilight rounds increased as well, 3363 rounds played an increase of 418.
- Revenue per round jumped from \$24.94 to \$27.12 this year. This is the total amount spent during a round of golf, includes all money spent at the course not just golf and cart. Staff target is \$25.00 per round, this is the first time to exceed \$25.00 per round since 2014.
- In the past three seasons Reid has offered less promotional rounds due to not needing to drive rounds to specific times. The tee sheet has been consistently filling up daily.
- At certain times of day staff have blocked out tee times to keep play moving smoothly around the course due to nearly all time slots filling up. This helps with cart usage and pace of play.

#### **b. Annual Passes and Discount Cards (Actual \$141,359)**

2023 saw another significant increase in annual passes sold, a total of 234 compared to 199 in 2022. Heading into the golf season staff was concerned that daily revenue from green fees was going to suffer from the increase in annual passholders. The thought being more passholders would not leave as much tee time inventory for daily fee customers, but it did not as noted and they only played an additional 86 rounds. Below is a breakdown of annual passes sold this year:

- Junior Annual – 54, 7 less than 2022. Junior age changed to 17 and under from 18 and under in 2023.
- Junior Associate – 53, 25 more than 2022 increase due to many passes to 18-year-olds.
- Associate – 13, 2 less than 2022.
- Adult – 3, 3 more than 2022.
- Senior – 19, 1 more than 2022
- Family – 10, no change.
- Business – 13, 1 more than 2022.
- Adult Weekday – 1, 1 more than 2022.
- Senior Weekday – 43, 12 more than 2022.
- Junior Summer Memorial Day to Labor Day – 25, 8 less than 2022. Staff explains to purchaser they can purchase annual junior pass for additional \$50, many make the change to annual over summer.

Discount cards cost \$30 per year and are used for 15% off any daily fee round throughout the year. Staff encourages league players to purchase it as it pays for itself during league play and hopefully encourages them to play more golf throughout the season. The more card holders use it the more they save and Reid benefits from extra rounds.

- Discount Cards – 161, 4 more than 2022.

**c. Rental Revenues (Actual \$285,191)**

The growth of golf over the past few years has been noticeable and many new players want to ride, including juniors. Staff have been discussing this noticeable trend and have concluded that increased pay rates in the area allow juniors (with driver's licenses) the disposable income to rent carts that a few years ago they did not have.

Increased cart usage has been a continuing trend over the years. In 2023, 57% of rounds were riding compared to 54.6% last year. This was a new measure staff started in 2022 with the new POS by tracking cart passholder rounds as well. A total of 25,369 rounds were riding rounds this year.

- Rental revenues increased 35% year over year, \$72,355.
- \$258,282 in daily fee rentals for carts.
- 35 annual cart passes were sold, \$17,044 in revenue. 12 more passes were sold this year compared to last year.
- Additional rental revenue comes from club rentals, pull carts, locker rentals and tee sign advertising accounting for \$9865 in revenue.
- 2023 was year 4 of 6 for the cart lease. With the added use and subsequent wear and tear Yamaha split the cost to replace all 40 seats as they were splitting on the driver side corner.



*Old seat on left and new on right, top of left seat with tear. Damage consistent on the entire cart fleet.*

#### **d. Lessons (\$8,015)**

Lessons is another service Reid offers, primarily the junior program. Brian Hansen, Clubhouse Manager and PGA Professional, leads the junior lessons with seasonal staff. The program was tweaked this year to have longer weekly lessons with one less week. This made their time together more efficient as a portion of the lesson is lost walking back and forth to the range. Offering junior lessons has been a big factor in more junior passes being sold, increased junior rounds and supplies Reid it's future golfers.

- 121 juniors were in the lessons this year.
- 42 juniors were enrolled in the junior league which played on Wednesdays throughout the summer.
- Brian also instructs individual adult lessons as time and schedules permits. This is not a primary focus for him, but another service Reid offers. 15 adult lessons were given this year, the restricted use of Reid's range deters some of the lesson opportunities for those who want to work on their driver swing.



*Brian instructing juniors on short game this summer, in the shade to let everyone cool off.*

#### **e. Range Revenues (Actual \$30,491)**

The practice range is very busy, a great revenue generator and staff's biggest headache throughout the year. The practice range at Reid is tight on space both side to side and length. The nature of municipal golf is to attract new golfers to the game and the practice range is where they begin their journey. Golf is a difficult game for seasoned golfers and new golfers have a hard time keeping range balls on the range. Throughout the day staff run to #7 and #9 to clear the fairways of wayward shots. Range balls have also gone missing, or used on the course for play where they should not be used. Throughout the

years Reid gained a significant amount of yellow range balls from other courses, Reid used white range balls. During the mid-year replenishment order staff made the decision to switch to yellow range balls as the inventory had reached a tipping point toward yellow. This change was viewed positively from golfers and staff.

- Range revenues were 30% higher this year, this is attributed to bringing large baskets back and increasing prices. Large baskets were not sold in 2022 to attempt to keep more balls on the range and at Reid. Staff found golfers would hit half a large basket, take it home and come back to hit later. Staff have been educating users of the range during the sale of the baskets.
- Range opened for use on April 11<sup>th</sup>.
- 5403 range baskets were hit this year, \$39,514 in revenue.
- 23 annual range passes were sold, \$6384 in revenue.
- Range ball inventories have been better from an operations standpoint and purchasing.

#### **f. Merchandise (Actual \$35,651)**

Merchandise sales were 7% higher in 2023, \$2265. Reid merchandise sales are in the form of convenience and not a destination for golf purchases. Reid's pro shop is stocked with balls, tees, wedges, socks, miscellaneous types of apparel, hats and gloves. If a golfer needs something for their round it is available, but Reid does not stock an abundance of clubs or apparel. In fact, when the current wedge inventory sells out, it is doubtful that staff will bring more in. Staff can special order clubs as needed.

- Ball sales account for \$19,708 in revenue.
- Gloves account for \$6385 in revenue.
- Hats account for \$3060 in revenue.
- Apparel and miscellaneous pro shop supplies account for \$6498 in revenue.

#### **g. Food and Beverage (Actual \$148,986)**

Another great source for revenue at Reid is Food & Beverage, our busiest food days are during and after league play. Food and beverage sales made a 20% increase in revenues this year, price changes helped with the boost in revenue. Food and beverage pricing is modified before opening the course every year, by waiting as long as possible staff has not had to make price changes during the season as most restaurants do.

The most consistent source of food and beverage sales are league players who stick around after their round in the lounge. With added league play and overall rounds, food and beverage sales are going to increase. Food and beverage staff accounts for roughly 20% of Reid's total labor budget, \$35,000. Staffing levels are constantly being adjusted to fill the needs of Reid's golfers.



- \$20,897 in food sales.
- \$29,209 in non-alcoholic drink sales.
- \$96,715 in beer sales.
- 2-Pin Challenge helps clear out end of year inventory at reduced rates.
  - Vendors picked up unopen cases of beer and administer refunds for unopen product.

**h. Additional Revenues (Actual \$72,973)**

Additional revenue sources for Reid are lease revenue from the cell phone tower, stormwater ponds, rental of city property, tee sign and scorecard advertising, high school payments and a Lawrence University cross country meet. In 2023 the following activities and events were hosted at Reid, with the revenue noted:

- Appleton East and North boys spring golf season \$2500
- Appleton East girls fall golf season \$1250
- Lawrence University golf club spring and fall golf season \$2500
- Lawrence University Cross Country Meet \$2500
- Appleton Area School District Middle School Cross Country Meet \$500



*Sign advertising on #18 tee post.*

**III. Marketing**

This year’s 52-week Marketing Plan was developed as a guideline and revolved around the individual and group golfer as it has in the past. Reid is a high-volume golf course and does not do many golf outings, this model has shown to be beneficial through the years but there has been an uptick in outing

requests. With the numerous leagues Reid has, it is difficult to squeeze 18-hole outings in during the week.

- Real-time marketing was not necessary with increased rounds played. Prior to 2020 when rounds started to increase steadily there was a lull in play from 1:00-3:00 that real-time marketing targeted. The lull has been filled with a lot of passholder play before leagues tee off.
- Three Community Color Mailer advertisements in May, July and September were mailed throughout Appleton and the Fox Valley.
- Radio ads throughout the year promoting different events, for example City Tournament and holiday sales.
- Bi-weekly email blasts.
- Social media advertising continues to gain use at Reid, this year templates were created for course status posts.
- New for 2023 Reid produced their own scorecards and had them printed locally. Staff secured two advertisers who are on the scorecard to help offset the cost.



*#3 green looking north towards #8 fairway.*

#### **IV. Staffing 2023**

Recruiting, hiring and retaining staff is becoming increasingly difficult and is not a sole problem of the golf industry. The biggest challenge in the golf industry is the seven day a week operation and many prospective staff not wanting to work weekends. 2023's staff was outstanding, management staff was fortunate to not have any employee issues this year. The 2023 staff was very dedicated and enjoyed the amount of play pushed through the course which kept everyone busy throughout the season.

- Seasonal pay rates were increased by 20-25% which helped increase the applicant pool.
- Food and beverage had the most turnover year to year with only two employees returning from 2022.
- Pro shop staff, who interact with every round, 100% returned.

- New for the 2023 budget money was requested and approved to help with the increased demand of golf. These hours were primarily used for pro shop check in at league time and to help turn carts over from rental to rental.
- Outside services staff were primarily returners plus the addition of a brother of one of the returning staff. Most of these staff members come in after school to pick the range and store the carts at the end of the evening.
- Grounds staff hired three new members this year, with the others all returning. The large number of returners help with training of the new team members when questions arise, safe equipment operation and efficiencies of tasks.
  - New for 2023, with so many returners, each piece of maintenance equipment was labeled with a QR Code which would direct staff to a one-page, quick reference document. These pages are not used as training but as reminders in case staff need a reminder of how to operate. Equipment operates similarly, but different in terms of safety switches, parking brakes, oil dipstick locations, etc.



*QR Code for units 620 & 624, Reid's primary greens mowers.*

The winter months are ideal for continuing education in the golf industry. In January course superintendent, Jeff Plasschaert, joined a distinguished group of golf course superintendents completing Golf Course Superintendents Association of America (GCSAA) certification process becoming a Certified Golf Course Superintendent (CGCS). There are less than a thousand CGCS's in the association. The program must be completed in a year from acceptance.

- Jeff was a Class A Superintendent which is a requirement of the CGCS program.

- Creating and submitting Reid Golf Course Best Management Practices (BMP), each state has completed their own unique BMP and Jeff created Reid's. BMP's are a key talking point in pesticide conversations nationally.
- Passed three tests on agronomy, business, and environment.
- Golf course, maintenance facility, record keeping, and operation was attested by two Certified Golf Course Superintendents.
- Written report and presentation.



## V. Wrap-up/Planning Stages

The 2023 golf season thrived, hopefully Reid will be able to continue to capture this momentum and new golfers to sustain operations. Based on early communications with golfers, returning and new passholders, junior registrants there is no reason to believe 2024 will be any different.

Total revenue of \$1,296,973.28 came to the golf course in 2023, the third consecutive year exceeding the \$1,000,000 threshold and second to put \$1,000,000 through the POS. After all operating expenses were paid 2023 netted \$251,310. *\*True end of year numbers will look slightly different due to end of year adjustments made by the Finance Department.\**

Although regionally we did not experience extreme weather patterns this year it appears to be the new normal and maximizing the good weather will be more and more important. Winter preparations are already under way to recruit more leagues/players, retain all 13 business passes, renew all 18 tee sign advertisers and secure two advertisers for 2024 scorecards.

Time this winter has been spent tweaking the marketing plan to meet our customers' demands, continually fine-tuning operations of Reid. Reid Golf Course's marketing plan is a detailed week by week template geared to maximize profits and rounds. Bi-weekly email blasts provide our database with information on upcoming promotions. Most promotions are put on a calendar in January and February when evaluating the marketing plan before "finalizing" (a fluid document which is always getting tweaked throughout the year) in late February. The promotions include a wide variety of green fees, food and beverage and merchandise specials throughout the year over many different media including mailers, radio, television, social media and print advertising.

Shortly after the New Year begins an emphasis to recruit and retain employees for the upcoming season begins to take precedence. Opening the golf course could take place anytime between mid-March and late April and staff want to be ready. Fingers crossed for an early opening in 2024!

Reid's business model has proven sustainable and continues to be tweaked to get better every year. Moving forward future days and years will be spent reinforcing the foundation staff has built and looking for areas to improve Reid, keeping it sustainable for community enjoyment for decades to come.



*A stunning sunrise on a fall morning looking over the practice green and #16.*

## **VI. Grounds 2023 Wrap-Up**

The golf course was in great condition throughout 2023, no noticeable turf disease, drought conditions supplemented with irrigation and no major weather events! Every staff member was diligent to their

tasks, kept their eyes open and made suggestions on what needed to be done or how to become more efficient. The maintenance staff was great throughout the season! Good news to begin 2024 too, several are returning and are looking forward to another great year.



*Taylor spiking greens, this breaks surface tension and allows gas exchange. Process is timed with greens topdressing and causes no disruption to play.*

To achieve great conditions throughout the year the course needs to come out of winter without issue and it did. During the golf season superintendent and staff have the necessary tools to alleviate stresses, control disease, etc. but there is a lot to be learned regarding winter injury when the same tools are unavailable. The primary winter problems are disease outbreaks, ice damage from lack of gas exchange, desiccation, and crown hydration. Each winter can bring its own problems. In a perfect world the turf would be allowed to harden off (go dormant) with average temperatures to build ground frost followed by a nice fluffy blanket of snow to help insulate the turf from extreme cold temperatures.

The weather this year was great for golf and to an extent maintenance. No rain allowed staff to do routine maintenance without making changes to frequency or schedule. Reid was 3" below average in precipitation, however, the busiest golf months of May through September were 8.5" below average. Spring and fall precipitation helped with the yearly average but did not help supplement irrigation. 18.4 million gallons of water was irrigated this summer, double from the previous year and the most with Jeff as superintendent. Minus the usual weeping heads and occasional pipe leaks the irrigation system ran as intended all season. The amount of golf (traffic), lack of timely rains and humidity levels (or lack thereof) are the primary factors in determining when and amounts of irrigation. Turf showed signs of stress throughout the year, especially in non or under irrigated areas.



*Drought and traffic stressed turf between range tee and service road where irrigation does not reach.*

As mentioned earlier in the report a capital improvement project was completed this year. Course entry cart paths on #1 and 10 were blacktopped enhancing the first impression of the golf course. The paths at #1 were in good shape before paving, but #10 had deteriorated and needed to be repaired. Golfers and staff have had nothing but positive feedback on the improvement and have asked when more will be completed. The challenge with this project was keeping the course open while work was completed. To do so all play was from the forward tee on #1 (no league complaints for playing a par 5 shorter!) where access to #1 could be made from west of #1 tee and play was limited on the back 9 to league play where staff could give directions on how to access #10 tee. After paving grounds staff added soil to create level edges from the path to existing turf, seeded and roped off to let it grow.



*#1 tee path paved and restoration completed waiting for germination.*

Despite the increased play staff was able to get their work done and not be affected, but operations have changed with increased play. Early morning staffing levels have increased to get out of the way of golfers which limits the amount of time for projects during the peak golf time of day. The following are projects that were completed this year:

- Edged select bunkers, a continual process of getting through bunkers every couple of years.
  - Restored two bunker edges this fall by removing excess sand splash, adding soil and sodding. These areas will be ready for play early in 2024.
- Bunkers received 15 tons of sand during annual bunker depth check. Sand is blown out of bunkers by wind, golfers hit sand out on shots and sand additions are needed to keep proper sand depths in bunkers.
- Edged all sprinkler heads, this helps staff when issues arise with heads and allows golfers to see their yardage to the hole easier (yardages on top of sprinkler heads). The nature of the greens, tees and fairways at Reid is creeping bentgrass which grows horizontally and vertically encroaching sprinkler heads.
- Removed 10 damaged, decaying or dangerous trees from the golf course.
- Created a detailed Ash Tree inventory to help target where budget dollars will be best used in removals due to the Emerald Ash Borer. Staff treats select trees for the pest but trees are showing infection. The inventory highlights key Ash that staff want to preserve/replace and dangerous trees which should be removed sooner than others.
- Spiked high traffic areas multiple times this year to increase water infiltration in these locations. By doing so it allows them to tolerate wear better.
- Increased rounds create more wear and tear to the golf course, keeping up with ball marks and divots can keep staff busy all day! Although less divots were taken from greens this year staff found more areas throughout the course where golfers used the course to practice and left divots scattered throughout. In this photo of #9 our clubhouse manager was luckily enough to see the people who did this on #9 and had a chat with them on their lack of respect to other golfers and staff.





*Staff piled the unrepaired divots for an educational social media post.*

- Cart paths did not need much work this year with lack of rainfall. However, coming out of winter the paths on #12 and #13 tees were holding a lot of water and needed to be addressed. Staff raised both paths to get the water off them, this allowed them to dry out and be smooth the remainder of the year.
- Greens were aerified and covered in a thick blanket of sand filling the aerification channels. Tees and fairways were also aerified, range tee was overseeded and closed for a few days to allow for recovery this fall.
- Finished growing in the green expansion on #10.
- As increased volume of play continues grounds staff has changed how it does the occasional routine maintenance of topdressing. In previous years an hour of tee times would be blocked to topdress greens and staff would work that gap around the golf course. This year the course was closed until 9:00a.m. on three occasions to complete this task safely and efficiently. Closing for a couple of hours worked out well and staff will continue with this method while rounds are increasing.
- Continued maintenance of removing buckthorn and cleaning up fence lines.
- Grounds staff again worked with Mary Beth Neinhaus', The Flower League, and The Marigold Mile to plant Marigold flowers at Carpenter sign bed, #1 tee and clubhouse.
- Planted and rotated flowerpots three times this season to correlate with the seasons.



*Summer pot planting at the clubhouse entrance/patio.*

- Reid took ownership of two pieces of equipment this year, a 72" trim mower mid-year and greens roller in December. The trim mower replaced the same mower and the roller is a new piece of equipment for operations. Staff look forward to using it in 2024 and improving conditions 1% daily.



*New greens roller after delivery.*

Grounds laborers track their hours for their daily tasks, this process gets tweaked annually to continue making the data better. During the year 4939 labor hours were used to maintain Reid, 40 more hours compared to 2022. Of these hours 21% were used in greens maintenance, including mowing, rolling, topdressing, pesticide and fertilization applications, etc. Not a surprise considering that 2.8 acres of greens take up the most labor as that is where most golfers spend most of their time and what keeps players coming back. This is the exact same percentage of labor used the previous three seasons. The next most labor consuming tasks are mowing fairways twice per week (778 hours) and mowing rough (605 hours). Fairways consist of 26 acres of turf and rough consists of 50-60 acres mowed weekly. No mow (not no maintenance) areas were tweaked and expanded this year to help reduce Reid's mowed acreage. Below are a few notes of the labor breakdown, the rest of the data can be found in Appendix E:

- 3624 labor hours were for routine maintenance, 73% of labor hours used. This is a 25+% increase from last year and was planned with the shifting of hours/staffing and increased play. For example, increased rounds lead to changing the course setup more often to shift wear areas. This is a common theme when discussing with other superintendents, less labor promoted to projects.
- Mowed greens 10 hours less but rolled 50 hours more this year.
- 40 more labor hours were tracked this year, almost zero weather related issues where staff may have been sent home.
- Most line items are very similar year to year, a few notes on the larger variances year to year:
  - Irrigation repair and maintenance 60 hours less
  - Project work 140 hours less, due to shifting staff hours and increased play.
  - Fairway mowing hours increased 150 hours due to tracking surround mowing differently this year.
  - Tee marker placement and divot repair increased 50 hours this year, staff spent Friday's filling tee divots after morning routine maintenance.

A major offseason task is to evaluate the chemical and fertilizer plan which was used during the previous season and create a new RFQ for turf vendors to bid. The in-depth document includes everything from fungicides and herbicides to grass seed varieties and fertilizers. Pricing continues to rise on most products, this year Reid was able to save a 26-acre fairway fungicide application due to the dry summer conditions. Staff only apply as needed and do their best to limit applications throughout the season by using lower use rates and longer lasting products.

Another key area in the offseason is getting course equipment ready for another long golf season. All green and tee equipment is refurbished and cleaned in the winter. Additionally, golf course cutting units are disassembled and sent to vendors for reel sharpening. This maintenance is very tedious and requires a special spin grinder to create sharp blades that are necessary to maintain the turf conditions everyone desires.

2023 was a successful year at Reid, grounds included. The course was in good condition throughout the year even with the added amount of play. The course remained in good condition throughout the fall

and was tucked in for winter ready for an early spring opening. Through early January not much snow has fallen and the longer into the month no ice accumulates the better chance the turf will have coming out of winter ready to go. However, until the weather breaks in spring 2024 no one knows what will happen in the coming year, but the off season provides an opportunity to be ready for the unknown and be prepared for the known. Staff is ready to get started!

## Appendix A - Participation Revenue Report Ending December 31, 2023

City of Appleton - Reid Golf Course				
Revenues - December 31, 2023				
	2022		2023	
	2022 Y-T-D	Total	2023 Y-T-D	Total
<u>Green Fees</u>	<u>Rounds</u>	<u>Revenue</u>	<u>Rounds</u>	<u>Revenue</u>
Weekday-18 Holes	5,372	\$95,505.61	5,110	\$93,970.48
Weekday-9 Holes	13,509	\$201,281.85	16,075	\$224,492.19
Weekend - 18-Holes	2,886	\$75,246.72	3,656	\$95,790.55
Weekend - 9 Holes	2,861	\$56,145.17	3,626	\$59,533.64
Twilight Golf	2,945	\$28,563.34	3,363	\$40,110.49
Passholder Rounds	11,513		11,599	
Team Rounds	1,056		1,042	
<b>Sub-Totals</b>	<b>40,142</b>	<b>\$456,742.69</b>	<b>44,471</b>	<b>\$513,897.35</b>
<u>Pass/Discount Card Sales</u>	2022 Y-T-D	Total	2023 Y-T-D	Total
	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
Pass Sales	188	\$79,888.02	243	\$107,235.68
Corporate Pass Sales	11	\$31,279.60	12	\$34,123.20
Discount Cards	157	\$4,710.00	161	\$4,840.14
<u>Cart Revenue</u>	2022 Y-T-D	Total	2023 Y-T-D	Total
	<u>Cart Sales</u>	<u>Revenues</u>	<u>Cart Sales</u>	<u>Revenues</u>
Cart Fee	21,917	\$195,233.19	25,369	\$258,281.79
Annual Cart Passes	23	\$11,720.19	35	\$17,043.65
<u>Practice Range</u>	2022 Y-T-D	Total	2023 Y-T-D	Total
	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
Driving Range	6,708	\$26,311.11	5,389	\$39,514.73
Annual Range Pass	16	\$4,180.08	23	\$6,383.86
<u>Golf Shop Merchandise</u>	2022 Y-T-D	Total	2023 Y-T-D	Total
	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
Balls/Assessories/Apparel/Misc.		\$33,385.52		\$35,651.34
Gift Cards	318	\$18,930.09	377	\$22,166.87
Lessons*		\$7,195.00		\$8,015.00
Other Rentals**		\$8,442.30		\$9,865.39
<u>Food and Beverage</u>	2022 Y-T-D	Total	2023 Y-T-D	Total
	<u>Sales</u>	<u>Revenues</u>	<u>Sales</u>	<u>Revenues</u>
Food		\$17,930.30		\$20,896.92
Beverage		\$25,025.91		\$29,208.83
Alcohol Sales		\$80,329.23		\$96,715.17
Catering/Banquet		\$567.58		\$2,165.26
<b>Raincheck Redeemed</b>		<b>-\$541.56</b>		
<b>Total Revenue (All Categories)</b>		<b>\$1,001,329.25</b>		<b>\$1,206,005.18</b>

\*Lessons include private, group and juniors

\*\*Other rentals include additional revenue club rentals, pull carts, locker rentals & tee sign advertising.

**Appendix B – Golf Course Expense Report Ending December 31, 2023**

<b>Reid Golf Course Budget December 31st Expense Report</b>			
<b>Description</b>	<b>Budget</b>	<b>End of December Expenses</b>	<b>Available</b>
Regular Salaries	\$205,872	-\$204,437.00	\$1,435
Overtime	\$595	-\$41.00	\$554
Part-Time	\$135,696	-\$148,720.00	(\$13,024)
Fringes	\$88,141	-\$82,910.00	\$5,231
Training/Conferences	\$750.00	-\$558.00	\$192
Office Supplies	\$500.00	-\$129.00	\$371
Memberships & Licenses	\$1,760.00	-\$2,133.00	(\$373)
Building Maint./Janitorial	\$1,500.00	-\$1,198.00	\$302
Food & Provisions	\$50.00	\$0.00	\$50
Landscape Supplies	\$41,800.00	-\$42,850.00	(\$1,050)
Concession/Merchandise Supplie	\$60,400.00	-\$83,396.00	(\$22,996)
Other Misc. Supplies	\$3,500.00	-\$5,538.00	(\$2,038)
City Copy Charges	\$0.00	\$0.00	\$0
Outside Printing	\$4,000.00	-\$3,376.00	\$624
Uniforms	\$500.00	-\$247.00	\$253
Gas Purchases	\$20,770.00	-\$20,568.00	\$202
Miscellaneous Equipment	\$39,110.00	-\$37,642.00	\$1,468
Accounting/Audit Fees	\$2,160.00	-\$1,356.00	\$804
Bank Service Fees	\$19,000.00	-\$28,018.00	(\$9,018)
Consulting Services	\$500.00	\$0.00	\$500
Solid Waste/Recycling Pickup	\$2,460.00	-\$2,915.00	(\$455)
Contractor Fees	\$1,000.00	-\$3,835.00	(\$2,835)
Advertising	\$6,000.00	-\$4,681.00	\$1,319
Electric	\$22,725.00	-\$27,798.00	(\$5,073)
Gas	\$4,300.00	-\$4,563.00	(\$263)
Water	\$2,100.00	-\$2,008.00	\$92
Sewer	\$676.00	-\$538.00	\$138
Stormwater	\$13,160.00	-\$13,357.00	(\$197)
Telephone	\$3,000.00	-\$898.00	\$2,102
Cellular Phones	\$1,000.00	-\$730.00	\$270
Cable Services	\$2,150.00	-\$2,121.00	\$29
Equip Repairs & Maint	\$5,000.00	-\$11,096.00	(\$6,096)
Facilities Charges	\$34,837.00	-\$35,493.69	(\$657)
Software Support	\$1,944.00	-\$2,100.00	(\$156)
CEA Operations/Maint.	\$48,150.00	-\$41,893.00	\$6,257
CEA Depreciation/Replace.	\$71,548.00	-\$67,687.00	\$3,861
Grounds Repair & Maintenance	\$27,000.00	-\$38,145.00	(\$11,145)
Insurance	\$7,540.00	-\$7,536.00	\$4
Equipment Rent	\$33,500.00	-\$31,230.00	\$2,270
Depreciation Expense	\$61,000.00	-\$65,424.00	(\$4,424)
Interest Payments	\$3,975.00	-\$3,972.00	\$3
Transfer Out - General Fund	\$17,900.00	-\$17,900.00	\$0
<b>Expense Total</b>	<b>\$997,569.00</b>	<b>-\$1,049,037.69</b>	<b>(\$51,469)</b>

## Appendix C – 2023 Weather Data

2023	Average	5 Year Avg.	Actual	Difference	Average Precip	Actual Precip	Difference	5 Year Avg	5 Year Difference	Snow Fall	Days w/ Precip	Golfable Days	Course Open Days	No Carts	Frost
January	18	17.7	26.4	8.7	1.36	1.42	0.06	1.3	0.12	9.1	18	0	0	0	0
February	20	20.4	24.3	3.9	1.13	2.81	1.68	1.2	1.61	19.1	12	0	0	0	0
March	31	31.4	30.5	-0.9	1.92	3.7	1.78	3.1	0.6	29	14	0	0	0	0
April	44	44	46.4	2.4	3.24	3.49	0.25	3.3	0.19	4	7	19	21	3	3
May	57	56.8	55.8	-1	3.64	1.15	-2.49	4.4	-3.25	1	6	29	31	1.5	7
June	67	66.8	66.9	0.1	4.65	2.75	-1.9	5.4	-2.65	0	4	29	30	1.00	0
July	72	71	70.7	-0.3	3.64	2.26	-1.38	3.7	-1.44	0	8	30.5	31	0.5	0
August	70	69	68.7	-1.3	3.79	2.95	-0.82	5.2	-2.25	0	8	29.5	31	0.50	0
September	61	62.8	64.7	3.7	3.18	1.35	-1.83	4.8	-3.45	0	6	29	30	0.50	0
October	48	48.6	50.7	2.1	2.53	4.26	1.73	3.7	0.56	1	9	25	31	6.00	3
November	35	35.5	36.4	0.9	2.1	2.28	0.18	2.2	0.08	6.8	8	18.5	21	1	3
December	23.8	25.8	34.3	10.5	1.56	1.33	-0.23	2.3	-0.97	4.7	13	0	0	0	0
	45.5666667	46	48	2.4	32.74	29.75	-2.97	40.6	-10.85	74.7	113	209.5	226	14	16

## Nine Year Weather Averages at Reid Golf Course

	Temperature										Average	Historical Average
	2015	2016	2017	2018	2019	2020	2021	2022	2023			
January	18	19	23	19	15	25	23.4	12.9	26.4	20.18889	18	
February	10	24	29	20	17	21	14.3	19	24.3	19.84444	21	
March	33	37	31	31	28	35	38.3	31.5	30.5	32.81111	31	
April	46	42	47	36	43	42	48	40.3	46.4	43.41111	45	
May	57	57	54	62	53	54	57.7	59.5	55.8	56.66667	57	
June	64	66	66	67	64	68	69.8	67.9	66.9	66.62222	67	
July	69	70	70	71	72	75	71.1	70.4	70.7	71.02222	72	
August	67	71	65	70	67	70	71.7	70	68.7	68.93333	70	
September	65	64	63	62	64	59	63.7	61.8	64.7	63.02222	61	
October	49	53	52	45	46	43	55.3	49.7	50.7	49.3	48	
November	41	43	34	29	31	41	36.3	37.9	36.4	36.62222	35	
December	34	22	19	27	26	27	28	23.5	34.3	26.75556	22	
Year Total	46.0833	47.333	46.0833	44.9167	43.833	46.67	48.13333	45.36667	47.98333	46.26696	45.6	
	Precipitation										Average	Historical Average
	2015	2016	2017	2018	2019	2020	2021	2022	2023			
January	0.57	1.48	2.54	0.73	2.05	1.54	1.11	0.28	1.42	1.302222	1.14	
February	0.42	1.01	0.99	1.42	2.81	1.02	1.06	1.13	2.81	1.407778	1.07	
March	0.58	4.24	2.62	1.09	2.1	5.16	1.75	7.1	3.7	3.148889	1.82	
April	2.6	1.49	5.4	4.04	5.6	1.69	2.2	3.5	3.49	3.334444	2.94	
May	5.39	3.78	2.95	4.96	6.6	4.9	3.45	3.3	1.15	4.053333	3.2	
June	4.66	6.65	6.3	5.5	6.65	4.05	5.4	3.75	2.75	5.078889	4.01	
July	2.23	2.63	2.4	2.87	4.3	5.25	6.7	3	2.26	3.515556	3.64	
August	3.71	4.13	3.35	9.79	6	1.8	7.6	5.4	2.95	4.97	3.79	
September	5.41	5.47	2.2	7.05	9.9	2.55	1.55	4.1	1.35	4.397778	3.18	
October	2.75	2.23	1.8	8.1	6.65	4.5	1.6	1.75	4.26	3.737778	2.53	
November	3.01	2.11	1.1	1.56	3	2.84	0.77	2.9	2.28	2.174444	2.2	
December	6.14	2.16	0.87	2.13	2.78	1.02	1.89	1.58	1.33	2.211111	1.56	
Year Total	37.47	37.38	32.52	49.24	58.44	36.32	35.08	37.79	29.75	39.33222	31.08	

# Appendix D – 2023 Daily Precipitation Calendar

2023

January							April							July							October							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
1	2	3	4	5	6	7							1							1	1	2	3	4	5	6	7	
8	9	10	11	12	13	14	2	3	4	5	6	7	8	2	3	4	5	6	7	8	8	9	10	11	12	13	14	
15	16	17	18	19	20	21	9	10	11	12	13	14	15	9	10	11	12	13	14	15	15	16	17	18	19	20	21	
22	23	24	25	26	27	28	16	17	18	19	20	21	22	16	17	18	19	20	21	22	22	23	24	25	26	27	28	
29	30	31					23	24	25	26	27	28	29	23	24	25	26	27	28	29	29	30	31					
							30							30	31													
February							May							August							November							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
			1	2	3	4		1	2	3	4	5	6			1	2	3	4	5					1	2	3	4
5	6	7	8	9	10	11	7	8	9	10	11	12	13	6	7	8	9	10	11	12	5	6	7	8	9	10	11	
12	13	14	15	16	17	18	14	15	16	17	18	19	20	13	14	15	16	17	18	19	12	13	14	15	16	17	18	
19	20	21	22	23	24	25	21	22	23	24	25	26	27	20	21	22	23	24	25	26	19	20	21	22	23	24	25	
26	27	28					28	29	30	31				27	28	29	30	31			26	27	28	29	30			
March							June							September							December							
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
			1	2	3	4					1	2	3						1	2						1	2	
5	6	7	8	9	10	11	4	5	6	7	8	9	10	3	4	5	6	7	8	9	3	4	5	6	7	8	9	
12	13	14	15	16	17	18	11	12	13	14	15	16	17	10	11	12	13	14	15	16	10	11	12	13	14	15	16	
19	20	21	22	23	24	25	18	19	20	21	22	23	24	17	18	19	20	21	22	23	17	18	19	20	21	22	23	
26	27	28	29	30			25	26	27	28	29	30	24	25	26	27	28	29	30	24	25	26	27	28	29	30		
																					31							

0"
0"-.1"
.1"-.25"
.26"-.5"
.51"-1"
1"-2"
2"+
Snow
Open/Close



## Appendix E – 2023 Grounds Labor Breakdown

