



City of Oshkosh Parks Department 2018 Impact Report



Enhancing Your Quality of Life



Mission

The City of Oshkosh seeks to provide a park and recreation system that will meet the needs of our current residents and future

generations, preserve and protect the City's open space, water, historical and natural resources, and provide a park and recreation program that is designed to enhance the City's quality of life.

The Oshkosh Parks Department consists of Oshkosh's various parks and facilities, urban forestry programs, Riverside Cemetery, Menominee Park Zoo, Pollock Community Water Park, Leach Amphitheater, Children's Amusement Center and Oshkosh Senior's Center.

The Parks Department has 14 rentable shelters and six boat launch areas within the City limits. The park system consists of just over 415 acres of park space.

City Parks:

- **Strongly influence the image and perception of a community**
- **Provide leisure time opportunities for residents and visitors**
- **Contribute to general satisfaction, morale, and civic pride**
- **Promote the general health, welfare and safety of the citizens**
- **Serve an essential role in preserving natural resources and providing a connection to nature**
- **Benefit the community economically**

Parks Department Administrative Staff

Ray Maurer, Parks Director

Chad Dallman, Assistant Parks Director

Bill Sturm, Landscape Operations Manager

Jenny McCollian, Revenue Facilities Manager

Jean Wollerman, Senior Services Manager

Kathy Snell, Special Events Coordinator

Anne Schaefer, Marketing and Fund Development Coordinator

Stacy James, Administrative Assistant

Parks Office

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www.ci.oshkosh.wi.us/Parks/



Highlight Reel from 2018

Let's Be Strategic - Parks Department Completes Strategic Planning Process

I. Improve Planning Processes and Assessment

Improve our department/divisions planning and follow-through
Complete departmental priority projects

II. Improve Use of Technology and Online Services

Improve, develop and implement online services
Implement an electronic work order system

III. Improve Communications, Collaborations and Community Partnerships

Improve communication and collaboration between Parks divisions

IV. Enhance, Improve and Expand Special Events and Programs

Investigate possibility of new events
Enhance and improve existing programs and events

V. Improve Our Volunteer Systems and Processes



Public and Private Collaborations Improve Community

- Oshkosh North High School softball player Sydney Supple raised over \$85,000 to renovate Rainbow Memorial Park ballfield.
- Miller Electric spends a day helping to clean-up Menominee Park. Volunteers play a crucial role in making the Oshkosh Parks a community asset to be proud of.

South Park Lagoon Improvements Completed



- The Parks and Public Works Departments worked together to complete the South Park lagoon improvements. The lagoons were enlarged to improve storm water management. In addition to storm water improvements, the project included elements to provide better access to fishing, stabilizing shorelines, new paths, new LED lights and fountains.

Tuesday Night Concerts at the Leach Amphitheater Continue to Grow



- In 2018, over 6,500 people attended the six Tuesday Night concerts.
- Food Trucks will become “standard” at the FREE Live at the Leach Amphitheater Tuesday Night Concerts!
- The concerts have become a family-friendly summer attraction in Oshkosh.

Tree Grants

- Grants greatly enhanced budgets to help plant trees in the City of Oshkosh.
- In 2018, over \$27,500 in grant funding was secured to plant trees in our community.

Arbor Day with Pointer!



Pickle Ball Courts are Added at Menominee Park

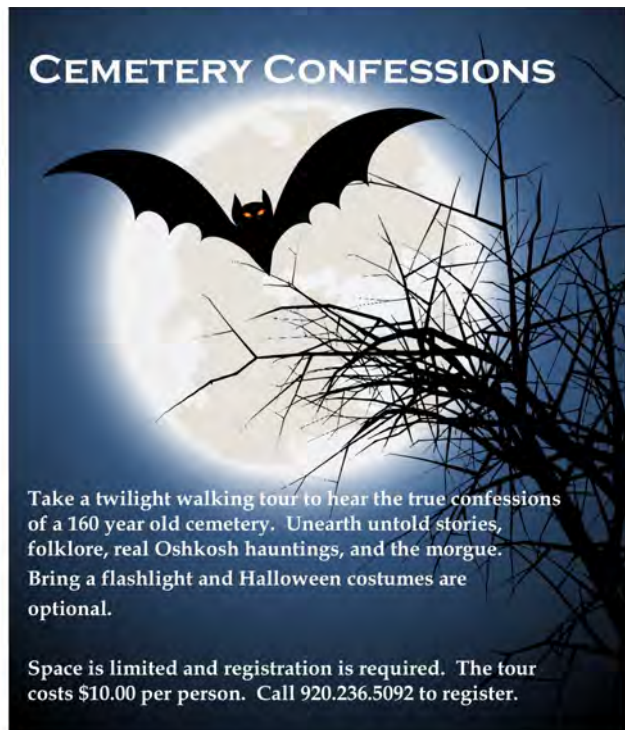


- The Menominee Park tennis courts and pickle ball courts were constructed.

Historic Walking Tours at Riverside Cemetery Add Halloween Tour!



Walking tours of the historic Riverside Cemetery feature the founding fathers of Oshkosh. Over 80 people enjoyed the historical tours in 2018. Notable stops on the tour included William Waters, Abby Harris, and Nathan Paine.



2018 Landscape Operations Division Overview

- The Landscape Operations Division is responsible for the maintenance and management of approximately 10,000 street trees and 8,000 trees within the public parks and other public properties. The division is responsible for landscape maintenance and horticultural operations throughout the city including 12 roundabouts, several planted traffic islands, public parking lot plantings, numerous flower beds on City property and landscape enhancements and construction projects.
- The Landscape Operations Division is also responsible for tree removals, new tree installations, stump removals, tree pruning, plant health care, tree/shrub insect and disease treatments, equipment maintenance, snow removal and other projects. Staff manages additional tree planting projects through various grants and neighborhood improvement project funds. A digital tree inventory is maintained on a regular basis in a GIS system. In 2018, the Landscape Operations Division planted 20 Memorial trees, 220 street trees, removed 141 trees, removed 120 stumps and pruned 2,115 trees.

Menominee Park Zoo, Pollock Community Waterpark, Leach Amphitheater and Children's Amusement Center Attract Over 190,000 Visitors Annually

"We Need Each other Wednesdays"
2019 Summer Series

MENOMINEE PARK ZOO
Oshkosh

FREE this summer!

May 29th 10am
ZOOZOPc
By Willy Rotunda
Designed as an introduction to the world of animals. Children get to touch, feed, and find out what makes each animal special.

June 12th 4pm
Zoomobile
The Zoomobile arrives with their live animals. It's a great opportunity to interact with animal species not living at Menominee Park Zoo.

June 26th 4pm
Wildlife Sanctuary
A presentation of a variety of reptiles and mammals. Learn about how they live and how humans can live in harmony with them.

July 10th 4pm
Pine View Wildlife Rehabilitation & Education Center
Rehabilitating injured animals for 37 years. This educational environmental outreach program will present birds of prey and reptiles.

July 24th 4pm
Schlitz Audubon Nature Center
Educates the public about hawks, owls, eagles, and falcons. Learn about their importance to the ecosystem, their wild relatives, habitat concerns, and issues facing raptors today.

August 14th 4pm
David Stokes
David uses live creatures, animal artifacts, songs, and short stories to entertain. He gets down with his audiences and makes learning fun.

Sponsored by the Oshkosh Zoological Society

All presentations take place inside the zoo, next to the otter exhibit.



- These affordable or free, family-friendly experiences add to the community's quality of life.
- Community partners sponsored over \$36,500 in 2018. These funds helped to enhance special event offerings, keep ticket prices affordable or free, and provide funds to make improvements to facilities.
- In 2018, attendance at Pollock Community Waterpark reached 49,084. The attendance represented an 18% growth from 2017.

Eagle Scouts and Gold Award Girl Scout Enhance Oshkosh Parks



Eagle Scouts and Gold Award Girl Scout make a difference with the Oshkosh Parks Department.

Projects in 2018 included:

- Jacob Cutts—Sea, Sand and Sailorland landscaping
- John Konrad—Tree pods in the Menominee Park Zoo Elk exhibit
- Emily Scherrer—Interpretive Signs at the Wolf, Elk and Otter exhibits

South Park's New Playground Equipment

South Park Playground Equipment Replaced

New poured-in-place surfacing, family-friendly perimeter walkway, and new playground equipment encourage children to climb to new heights.



Park Operations - 2018

Design and Construction Projects Completed in the Parks

Zoo Improvements

Storm Water Inlet Repair and Trail Restoration

Lakefly Renovations - HVAC and Serving Window Replacement

Phase One of Zoo Maintenance Building Completed

Elk Enhancements (Eagle Scout Project)

Wolf/Elk/Otter Interpretive Signs (Gold Girl Scout Project)

South Park

Playground Equipment and Poured-in-Place Surfacing Installed

South Park Lagoon Project Completed

Fugleberg Boat Launch Improvements

Restroom Renovation

Replacement of Parking Lot Lights

Rusch Park

Master Plan Developed

Mary Jewell

Restroom and Shelter Construction Completed

Oshkosh Seniors Center

North Entrance Door Replaced

Menominee Park

Tennis Courts and Pickle Ball Courts Constructed

Rainbow Memorial Park

Ballfield Fundraising and Design

Riverwalk

Jeld Wen Section Completed

Leach Amphitheater Area Renovations Completed

Oshkosh Seniors Center Focuses on Fitness and Wellness



- The Center has become an approved fitness facility with SilverSneakers, Renew Active (formerly Optum) and Silver and Fit. These Medicare reimbursement programs are dedicated to making it easy for people aged 65 and older stay active! Revenue from accepted Medicare reimbursement programs grew 53% to \$29,593 in 2018.



- 28,768 of the visits at the Oshkosh Seniors Center were people participating in fitness related activities. This number represents 51% of the Center's total visits in 2018. Renovated spaces, new equipment and additional classes helped to accommodate the growth of older adults committed to staying active!

Volunteers

- The annual volunteer recognition dinner for the Oshkosh Seniors demonstrates the limitless energy of nearly 300 volunteers generously giving over 24,788 hours — a value of \$612,000.
- Volunteers are crucial to operating the Center.



Oshkosh Seniors Center 2018 Attendance

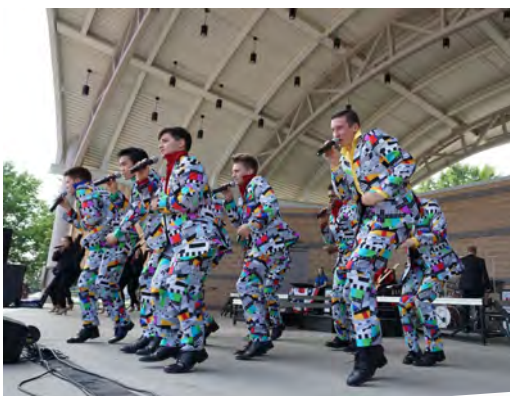
Number of Visits	56,607
Individual Visitors	3,043
Female	2,223
Male	810
Winnebago Senior Tours Visits	1,148
Advocap Nutritional Lunch Visits	4, 411
Fox Fitness Center and Exercise Class Visits	28,768
Medicare Reimbursement Fitness Insurances, Silver Sneakers, Renew Active, and Silver and Fit	
Wellness - screenings, presentations, health fairs, nail care	2,597
Art Programs	2,019
Social Programs	12,557
Woodshop Programs	2,642
Education Programs	1,891
Total of Volunteer Hours	24,788
Total Number of Volunteers	293

The Friends of the Oshkosh Seniors Center Grow Fundraising Efforts

The Friends of the Oshkosh Seniors Center increase their support funding to the Oshkosh Seniors Center. Food Truck Fridays continue to grow. Annual appeal fundraising efforts have increased. The increase in fundraising has made it possible for the Friends to provide additional financial support to the Center.



Oshkosh—Wisconsin’s Event City



SPECIAL EVENT

**Wisconsin Herd NBA G League Basketball Team,
Largest Ice Fishing Tournament in the Midwest
(Battle on Bago),
Largest Christian Music Festival in the Nation (Lifest),
Over 100 Local Events!**

Block Parties and other Special Events have been around since the early 1900’s. The first of its kind starting in the streets of New York city when residents roped off the city streets to honor the residents on the block going off to war. Since that time, events have continued to flourish, bringing together families, friends, neighbors, and communities all for a common cause.

The City of Oshkosh recognizes the importance of special events, not only for the purpose of connecting people but creating an identity for the community while benefiting the development of tourism and local business promotion. Whether a business is simply in the vicinity of the event, or is a sponsor of an event, events allow businesses to showcase their products and services to hundreds and thousands of people in attendance.

Events give us a sense of pride, encouraging us to take better care of our community. We want to make the streets and neighborhoods safe places to host events. And while a majority of the events held in the City of Oshkosh are fundraisers for local nonprofit groups, those funds directly benefit the residents and neighborhoods of Oshkosh.

There were 250 events in 2018 that required extraordinary services throughout the city. Of these, 120 qualified as “Special Events” and received a Special Events Permit. From block parties to sporting events, the City of Oshkosh continues to support and promote events in our community.

Types of Events held in 2018

Festivals/Celebrations	113
Sporting Events	55
Block Parties	23
Run/Walk/Roll Events	23



Marketing and Fund Development



WE NEED YOUR SUPPORT!

Consider a **Donation**, **Planned Gift** or **Sponsorship**

- **Donations.** Enclosed you will find an envelope to make a donation to the Friends of the Oshkosh Seniors Center. Your generous gifts make a difference in the lives of all the participants at the Oshkosh Seniors Center. Your gifts allow us to enhance the services we provide older adults in the Oshkosh community. Enclosed you will find a gift envelope.
- **Planned Gifts.** Consider leaving a planned gift to the Friends of the Oshkosh Seniors Center in your will or living trust. A planned gift designation is easy. Simply designate the Friends of the Oshkosh Seniors Center as a recipient. Charitable bequests, life insurance designations, charitable remainder trusts, memorials, and gifts of securities are common donation options. It's possible your planned gift may reduce your tax liabilities. Consult with your tax advisor to determine the best estate planning options for you.
- **Sponsorships.** We have sponsorship opportunities available for businesses interested in supporting our efforts to enrich the lives of older adults in the community. It's an opportunity to promote your business and assist in our mission.

If you would like to discuss support options please contact Anne Schaefer, Marketing and Fund Development Coordinator at 920.232.5306.

Friends of Oshkosh Seniors Center is a non-profit 501 (c) (3) and your donation may be tax deductible. Please consult your tax advisor for actual deductibility.



Working together with the Friends of the Oshkosh Seniors Center to help them achieve their Mission:

Community members dedicated to supporting the Oshkosh Seniors Center and those who use its programs and services.

FUNDING

46% of the Oshkosh Seniors Center annual operating budget comes from grants, donations, program fees, and fundraising efforts.

Facebook is our main social media platform; we have 19,012 "fans". It's the primary marketing tool used by Parks Department.

Facebook is the primary source of communication with the Oshkosh Parks customer. Facebook "fans" increased 24.1% in 2018. Our pages include; Menominee Park and Zoo, Oshkosh Parks Department, Leach Amphitheater, Pollock Community Waterpark, South Park, Oshkosh Seniors Center and Riverside Cemetery.



Leach Amphitheater
Published by Anne K. Schaefer (P) - July 3, 2018

July 10th, opening the Live at the Leach Amphitheater FREE Tuesday Night Concerts is Star Six Nine, gates open at 5:30 pm. The food truck line up - Inferno Subs, Hmong and Asian Food, Los Amigos Family and Restaurant Cantina, and Hot Dog Charlies LLC. Bring the kids it's Bubble Night and Verve, a Credit Union Beach Ball Night. Summer fun at the Leach Amphitheater!

Performance for Your Post

14,393 People Reached

377 Reactions, Comments & Shares

239	196	43
Like	On Post	On Shares
10	8	2
Love	On Post	On Shares
1	1	0
Wow	On Post	On Shares
1	0	1
Angry	On Post	On Shares
41	17	24
Comments	On Post	On Shares
85	81	4
Shares	On Post	On Shares
1,338		
Post Clicks		
472	0	866
Profile Visits	Link Clicks	Page Post Views