



2023

Annual REPORT

Neenah Parks & Recreation



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neenahwi.gov



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VISION, MISSION

THE VISION OF THE NEENAH PARKS & RECREATION DEPARTMENT IS TO CREATE COMMUNITY THROUGH PEOPLE, PARKS & PROGRAMS BY INCORPORATING OUR MISSION OF:

- Strengthening community image and sense of place
- Increasing cultural unity
- Supporting economic development
- Protecting environmental resources
- Facilitating community problem solving
- Promoting health and wellness
- Providing recreational experiences
- Fostering human development

NRPA PARK PULSE Parks and Recreation Creates Community Connections

87% of U.S. adults enjoy activities that make them feel more connected to their local community. Top activities include:

Attending local events, such as festivals and parades



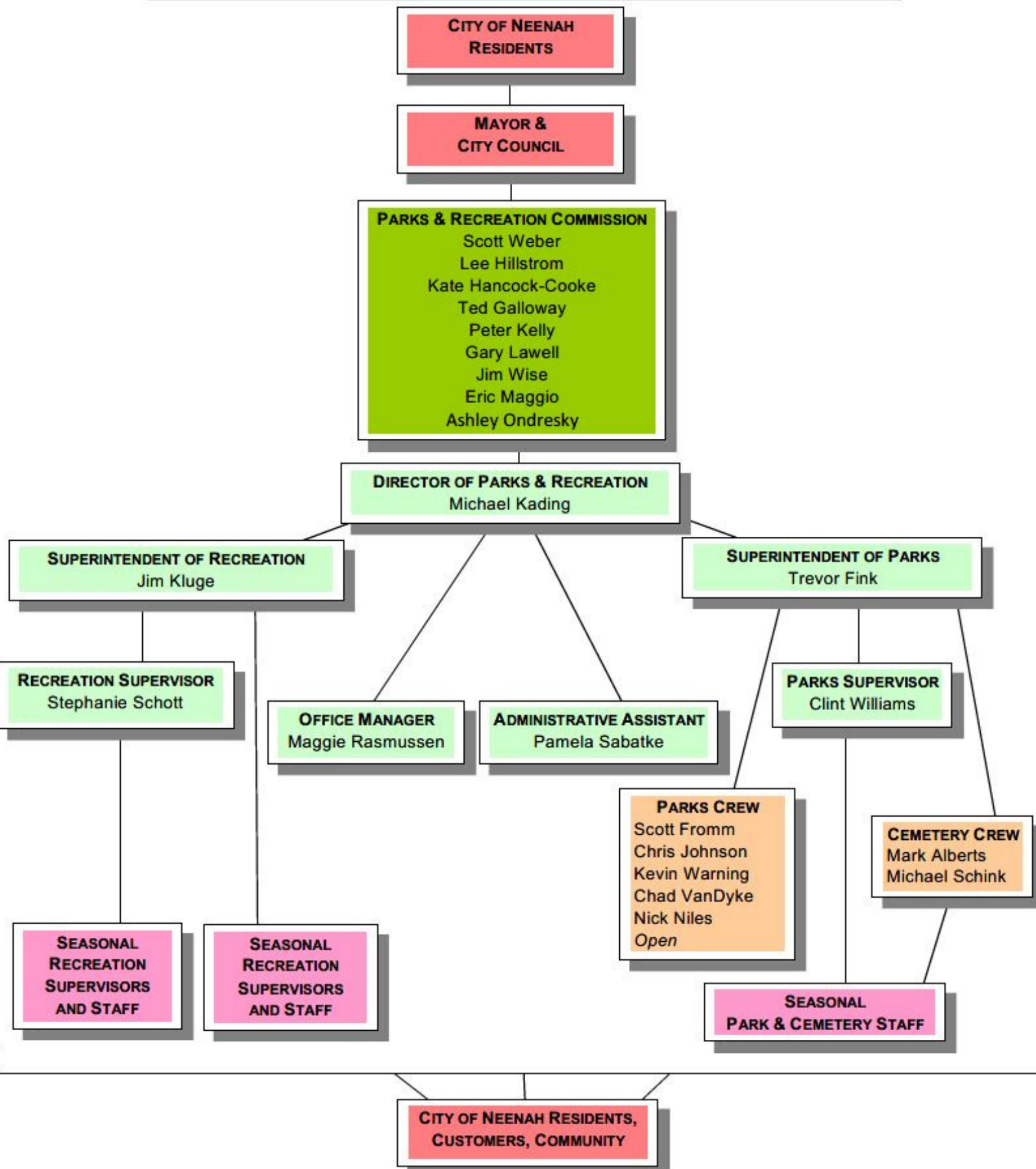
Shopping at the local farmers market

Visiting local historical areas



Parks and recreation is a top provider of activities and spaces that foster community connections.

PARKS & RECREATION DEPARTMENT ORGANIZATIONAL CHART





STAFF

Staff participated in a new City-wide culture initiative to enhance our workplace culture. It includes focusing on 4 values: Pursue Growth, Encourage Innovation, Cultivate Collaborative Relationships, and Engage with Our Community.

Through this initiative, staff attend training sessions in order to incorporate these values into their daily work. Formal training sessions conclude in 2024.

The Parks & Recreation team looks forward to exemplifying these values throughout our department!

Mission of the City of Neenah

We strengthen our community by building on the past, owning the present, and stewarding the future together. Here are the four values that the Culture Team has adopted and will be working on operationalizing:



PURSUE GROWTH

Individual development positively influences the community.



ENCOURAGE INNOVATION

Anticipate change. Embrace creativity and inspire ideas.



CULTIVATE COLLABORATIVE RELATIONSHIPS

Succeed by fostering mutual respect as we grow and work together.



ENGAGE WITH OUR COMMUNITY

Acknowledge people. Hear people. Include people.



PARK UPDATES

We're thrilled to share the following updates in our park system from 2023:

- The new playground equipment and surface for Baldwin Park was completed. Park staff continues their work on the landscaping and accessibility.
- A new basketball court was installed at Southview Park.
 - The Arrowhead Pier was completed.
- Park staff completed some upgrades at the pool, with adding extra concrete, renovating fencing around the playground, and renovating landscaping on the east side and lawn area to ease some of the continued ongoing maintenance.
- Special thanks to the water department for installing the new water lateral for a drinking fountain at the Dog Park. Park staff continues working on landscaping, pouring concrete pads, plumbing, and installing new drinking fountain.





OAK HILL CEMETERY

The chapel at Oak Hill Cemetery was beautifully restored thanks to a generous local benefactor. The project also included a storage garage. The original chapel was built in 1924 and eventually became a storage area for maintenance equipment. The restoration of the chapel and building of the storage garage allows the chapel to be used as originally intended. The chapel became available for rent in January 2024.



Lot Sales: 56

Lot Sale Revenue: \$50,846.00

Interments: 83

Interment Revenue: \$52,045.00

***Oak Hill also assisted with 18 interments for St. Margaret's Cemetery with a total revenue of \$17,805.**

Foundations Poured: 67

Foundation Revenue: \$13,927.20



RECREATION NUMBERS

7,680 Enrollments

-increase of 15.8% from 2022

Over 80 Programs Offered!

Enrollments by Year				
2019	2020	2021	2022	2023
6,869	4,048	6,478	6,630	7,680

Program fees are established at rates with the goal to recover 100% of the direct program costs.

The overall cost recovery of Recreation Programs was roughly 127%.

-Youth Programs: 121%

-Adult Programs: 220%



NEW PROGRAMS

We were excited to introduce the following new programs in 2023:

Camp Create with the Art Bus and Art by Emma (of the Art Bus)

Kids Learn to Knit

Canvas Crafts

Egg My House

Time Travelers Camp

Odyssey Climbing Field Trip

Operation Recreation Jr.

Tennis Open Play

Pickleball Open Play





OPERATION RECREATION

Operation Recreation once again enjoyed a great summer for children ages 6-7th grade!

Participants enjoyed pool days, field trips, and fun activities with the staff.

81 Day Participants

28 Full Summer Participants





OPERATION RECREATION JR.

Operation Recreation Jr. was introduced as a new program in 2023 to provide summer childcare for younger children. The program is for children ages 4-6. It ran out of the Washington Park Shelter.

Participants were able to partake in many fun activities, including cooperative games, dramatic play, crafts, healthy lifestyle activities, outdoor sports, movies, and special guests!

18 Day Participants 13 Full Summer Participants





CHILDREN'S PLAYTIME 3K

2022-23 Children's Playtime ended on May 4th, with 47 kids participating. 2023-2024 Children's Playtime 3K began on September 6th and continues, with 46 kids enrolled.

We have once again partnered with Washington Early Learning School to help provide social opportunities for children participating in early intervention services. This partnership has been great!





NEENAH POOL

Pool season ran from June-3 to August 19. We were happy to extend the season through Saturday of the last week!

Total Possible Days: 78 (546 Open Swim hours)

Closures: 5 full days, 5 partial days

Season Average Temperature: 77°

Attendance

Total Attendance: 39,045

(1% increase from 2022)

Swim Lessons: 902 Enrollments

(7% decrease from 2022)

Kids Triathlon: 72 Participants

Cardboard Boat Regatta: 15 Boats

Father's Day Cannonball Contest: 12 Dads

Concessions Sales

2871 Airheads

2139 Pretzels

1931 Slush Puppies

1912 SpongeBob Bars

1903 Large Sodas

1894 Ice Cream Cones

1613 Ring Pops

1449 Nachos

1297 Ice Cream Sandwiches

1217 Popcorn

1199 Cookies & Cream Bars

1046 Skittles

986 Sour Punch Straws

963 Malt Cups

Season Pool Pass Sales

Family of 2 Pool Passes: 324

Additional Family Member Passes: 884

Individual Youth/Senior Passes: 93

Individual Adult Passes: 8

Punch Passes (12 visits): 163

Punch Passes were new this year!

Each punch pass was valid for 12 entries

(1 punch per person per visit).

882 Chocolate Chip Sandwiches

859 Snickers Ice Cream Bars

767 Bottles of Water

734 Giant Freezes

699 Goldfish

657 Pizzas

590 Ice Waters

544 Great Harvest Cookies

479 Fruit Snacks

329 Pickles

266 Beef Sticks

207 Vitamin Waters

168 Push Pops



SUMMER STAFF

We had a wonderful summer staff this year, including 31 Lifeguards, 21 Admission/Concession Clerks, and over 60 playground staff members!



Neenah Pool Lifeguards competed in a NEWPRO Lifeguard Competition held in Green Bay. Neenah Pool sent 3 teams, and Neenah 1 took 1st Place, and Neenah 2 & 3 tied for 6th place. 11 teams competed.





SPECIAL EVENTS



8th annual Grinch Family Breakfast - 55 (Sold Out)

20th annual Build a Scarecrow - approx 30 families

7th Annual WinterFest - Over 200 people

8th Annual Filthy Fun Kids Run - 550 Kids Total
Run with Fox Crossing Parks & Recreation

18th Annual Touch A Truck - Over 1000 people



RIVERSIDE PLAYERS

67th Season of “Theatre in the Park!”

Due to an unforeseen cast medical issue, the play *Fireflies* had to be canceled; however, the musical, *All Shook Up*, was a great success!

1921 Tickets Sold

We received great feedback on the show, including:

“We...had the BEST TIME EVER! We absolutely LOVED IT!! There was so much talent and gifted artists. The music 🎵 both voice and instrumental were GORGEOUS! The choreography was perfectly timed and added zip and sparkle! The surprises were fun and kept you on your tapping toes in suspense what -or who with who -next!! Congratulations on cast and crew for a dynamic and wonderful year!”

“It is so funny! The singing and dancing is outstanding and so is the music! In fact, enjoyed everything about this fantastic show and can't wait to see it for a second time tomorrow!”

2019	2020**	2021*	2022	2023*
2432 Tickets Sold	0 Tickets Sold	828 Tickets Sold	1806 Tickets Sold	1921 Tickets Sold
\$31,292 in Revenue	\$0 in Revenue	\$14,440 in Revenue	\$29,350 in Revenue	\$36,550 in Revenue

*One Show Performed

**No Shows Performed



COMMUNITYFEST

CommunityFest was once again hosted in collaboration with the City of Menasha.

Highlights Included:
Fireworks for 22 Minutes*
Parade of Lights
14 Vendors
10 Performers

***The fireworks show was made possible through a generous donation by Festival Foods.**



Pool staff participated in the Parade of Lights!



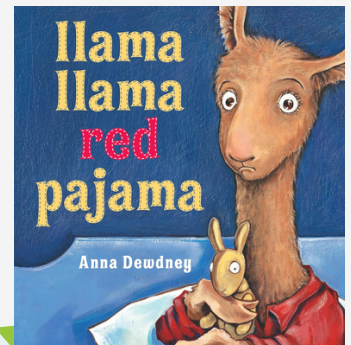
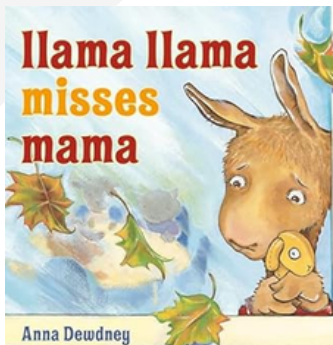
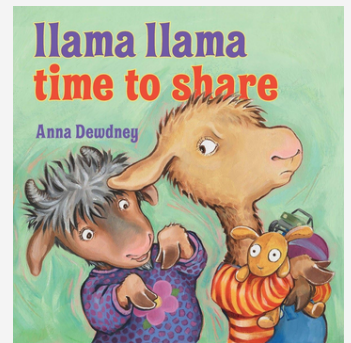
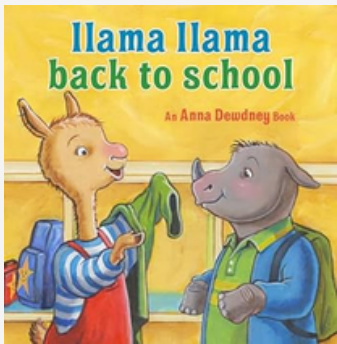
STORYWALK

The StoryWalk™ project was created by Anne Ferguson of Montpelier, Vermont, and developed in collaboration with the Vermont Bicycle & Pedestrian Coalition and the Kellogg Hubbard Library. Families enjoy this opportunity as it promotes active play and literacy in our park system.

This year, our StoryWalk adventure was up at Southview Park from May 6-November 3.

Books featured were:

Llama Llama Back to School
Llama Llama Time to Share
Llama Llama Misses Mama
Llama Llama Red Pajama



We enjoy highlighting local authors in our StoryWalk, so if you have written a children's book you feel would be a good fit, please reach out to our department!



PARKS & REC IN THE COMMUNITY



Park Kart brings physical activity, arts and crafts, and educational activities to your and their families by visiting areas with limited access to recreation facilities and services and is a free program! There were approximately 470 attendees this year at 4 sites!



We took a “quack” at decorating a tree bed for Future Neenah’s Spring Fling event with over 35 decorated tree beds!



A Day in the Park for the Young at Heart was held September 12 at Fritsch Park in the Village of Fox Crossing. This annual event is a cooperative of the C. of Appleton, Menasha and V. of Fox Crossing. Over 200 individuals gathered for fun in the park.



In conjunction with the City overall, the Parks & Recreation Department celebrated the 150th anniversary of the incorporation of the City of Neenah.



The Veterans Day Annual Ceremony was held at Shattuck park and was well attended.



We hosted Movie In The Park with Neenah PD during National Night Out with approximately 150 people!



ARBOR DAY

We celebrated Arbor Day with 4th and 5th grade students from Roosevelt Alliance School and planted a “Princeton” Elm in honor of the City of Neenah’s 150th anniversary. The tree was donated by a grant provided by the Wisconsin Master Gardeners Association facilitated in partnership by with the Winnebago County Master Gardeners and Neenah Historical Society.





SPONSORSHIP

- **Galloway Company: Show Night Sponsor for Riverside Players, Gold Sponsor for Movie In the Park**
- **Kessler-Fahrenkrug Funeral Home: Silver Sponsor for Touch A Truck, Silver Sponsor for Riverside Players, Silver Sponsor for Movie In The Park**
- **N & M Transfer Co., Inc.: Silver Sponsor for Touch A Truck (+\$100)**
- **Zuppas: Silver Sponsor for Touch A Truck, Silver Sponsor for Movie In The Park**
- **Dave Mader State Farm: Silver Sponsor for Touch A Truck**
- **DiRenzo & Bomier: Kids Triathlon Swim Cap Sponsor**
- **Menasha Corporation: Gold Sponsor for Riverside Players**
- **Fox Communities Credit Union: WinterFest**





PARTNERSHIPS

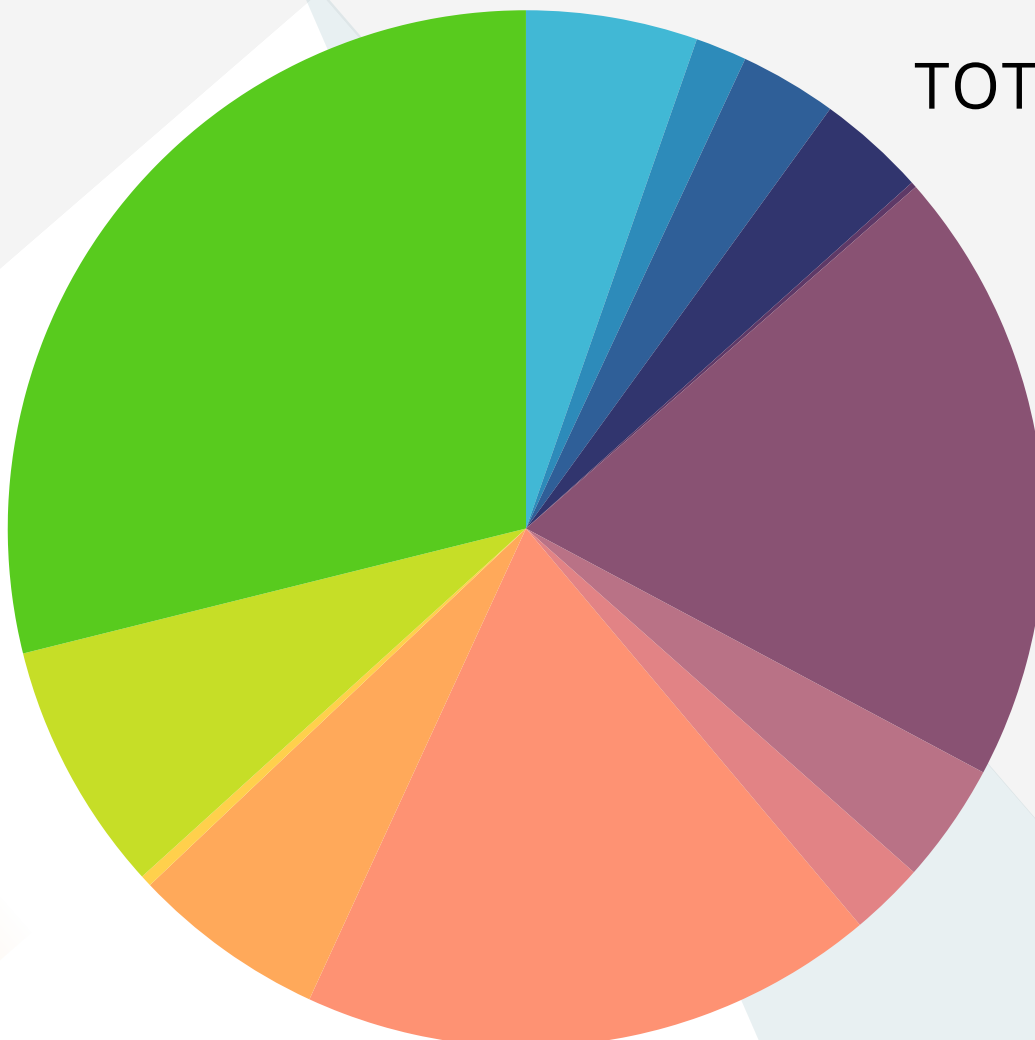
Neenah Parks & Recreation provided support to the following organizations for events and programs:

Fox Valley Sailing School	Neenah Baseball Inc.	Neenah Nodaway Yacht Club
Neenah Soccer Club	Neenah-Menasha YMCA	Neenah Joint School District
Future Neenah Concerts	Fox Valley Sailing School	Neenah Summer Fun Runs
Neenah Historical Society	YouthGo	SOAR Fox Cities
Down Syndrome Association of Wisconsin	Juvenile Diabetes Research Fund	Community First Fox Cities Marathon



SHELTER RENTALS

- Doty Park - 30
- Doty Gazebo - 9
- Green Park - 17
- Great Northern - 19
- Herb & Dolly Smith - 1
- Memorial Tullar - 108
- Memorial Open - 21
- George Scherck Small Room - 13
- George Scherck Large Room - 101
- Riverside Park - 34
- Southview Park - 2
- Washington Park - 44
- Whiting Boathouse - 162



TOTAL: 561



DOTY CABIN

The Doty Cabin had a total of 884 visitors from 17 states and 7 countries, including people from Munich, France, and New Zealand! The Cabin was open daily from noon-4:00 pm, June-Labor Day, with one of the docents present to lead tours of the cabin and present the history of James Doty. School visits were made possible before the Doty Cabin opened for the season, and one day brought in 125 visitors - the most for the year!

Special thanks to our docents Sandy Joch and Jann McBride and to our volunteer caretaker Bill McBride. Both Sandy and Jann have an incredible knowledge of the Doty family and their impact here in Neenah and throughout Wisconsin.

The Doty Cabin received \$463.00 in donations from their tours this year, and we were fortunate to receive a \$5,000 grant for Doty Cabin log chinking work!



2019	2020*	2021*	2022	2023
773 Visitors	300 Visitors	400 Visitors	690 Visitors	884 Visitors
\$417.75 in Donations	-	-	\$557 in Donations	\$463 in Donations

*Cabin was closed due to COVID but outside tours were given.



BOAT STALLS

26 out of 31 boat stalls at Shattuck Park were rented. Stalls are either 8', 10', 12', or unlimited on the end.

The season ran from May 1-November 1.

-20 City of Neenah Resident Renters

-6 Non-Resident Renters





NEENAH COMMUNITY BAND

The Neenah Community Band (NCB) held spring and holiday Concerts at Neenah High School, in addition to 5 Summer Concerts - 4 at Riverside Park and 1 at Shattuck Park.

Happy Wanderers and the Ambassadors Dance Band each held their own concert at Riverside Park as part of the Summer Concert Series.

There was an average of 200 attendees at the summer concerts and roughly 600 at the spring and holiday concerts.

We were fortunate to have business sponsors for all 7 summer concerts.

Sponsors included: Coldwell Banker Real Estate Group, Bergstrom Automotive, Catch Fire Consulting, Badger Globe Credit Union, Heid Music, CLA, and Truenorth.

NCB received \$5,460 in trust fund donations.

NCB awarded one \$150 scholarship to a music student with the hopes of more applications in the future to award more scholarships.





VOLUNTEERS

Thank you to our generous volunteers for their time and dedication!

We had 7 registered volunteers for the Filthy Fun Kids Run (many others participated) and 32 Riverside Players usher volunteers. We also had wonderful Commission members and their family volunteer at various events throughout the year!

*Truly
Grateful
for you.*



PLAY IT FORWARD

Play It Forward is a financial assistance program that City of Neenah residents can apply for to cover half the costs of activities or programs they'd like to participate in. Applications are reviewed based on income and need. We depend on generous donations to help with this fund.

We received \$585 in donations for Play It Forward this year!

Five applications for financial assistance were submitted, and all were approved; however, one family did not complete their registration.

We continue to offer this program. Applications are available in our office, on our website, or via email/mail per request. Also, every dollar makes an impact, so please consider donating!



MEMORIALS/ DONATIONS

8 Memorial Benches were purchased this year. Locations include: Arrowhead Pier and Memorial Park

17 Trees for the Living were purchased and planted this year. Locations include: Kimberly Point Park, Cook Park, Southview Park, Island Park, Oak Hill Cemetery, Great Northern Park, Riverside Park, and Memorial Park





FEEDBACK

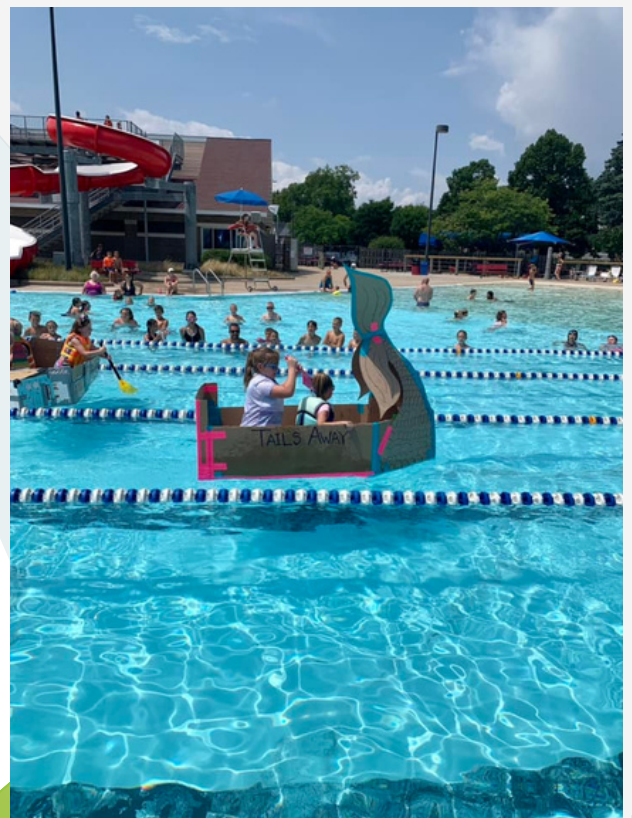
We'd like to share some positive feedback we received from the community this year:

- **“Excellent, caring, kind, professional staff.”**
- **“Swim instructors are fabulous - do a great job keeping the kids focused and balancing fun and learning.”**
- **“From the quiet days of walking around the peninsula next to the water & returning back to work through the park, to those delightful years of having our littles run off energy at the "rocket park" before stopping at the library, to then hosting family & friends for picnics, or when celebrating birthdays or holidays, to gathering groups & clubs... Riverside Park has been a welcoming & beautiful space for us over decades.”**
- **Summer Program Participants: How was your experience - 1-5? (1 being poor and 5 being great)**

4.3 average score



SNAPSHOTS OF 2023





SNAPSHOTS OF 2023





SNAPSHOTS OF 2023



THANK YOU TO ALL WHO MADE THIS GREAT YEAR POSSIBLE!