



2025

Annual REPORT

Neenah Parks & Recreation

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 neenahwi.gov

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Creating Community through People, Parks & Programs

PARKS & RECREATION DEPARTMENT ORGANIZATIONAL CHART

**CITY OF NEENAH
RESIDENTS**

**MAYOR &
CITY COUNCIL**

PARKS & RECREATION COMMISSION
 Scott Weber
 Lee Hillstrom
 Kate Hancock-Cooke
 Ted Galloway
 Peter Kelly
 Gary Lawell
 Jim Wise
 Eric Maggio
 Ashley Ondresky

DIRECTOR OF PARKS & RECREATION
 Michael Kading

SUPERINTENDENT OF RECREATION
 Jim Kluge

SUPERINTENDENT OF PARKS
 Trevor Fink

PARKS & RECREATION SPECIALIST
 Maggie Rasmussen

RECREATION SUPERVISOR
 Megan Thompson

PARKS SUPERVISOR
 Clint Williams

ADMINISTRATIVE ASSISTANT
 Elise Collar

**SEASONAL
RECREATION
SUPERVISORS
AND STAFF**

**SEASONAL
RECREATION
SUPERVISORS
AND STAFF**

PARKS CREW
 Rex Bayer
 Scott Fromm
 Chris Johnson
 Nick Niles
 David Pfankuch
 Kevin Warning

CEMETERY CREW
 Mark Alberts
 Joshua Brouwer

**SEASONAL
PARK & CEMETERY STAFF**

**CITY OF NEENAH RESIDENTS,
CUSTOMERS, COMMUNITY**



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
People Visit Parks and Recreation for Myriad Reasons

More than half of U.S. adults visit their local parks and/or recreation facilities to:

- Exercise or be physically fit
- Be with family or friends
- Take a break from day-to-day stresses

Gen Zers (73%) visit their local parks and/or recreation facilities to exercise or be physically fit.
Parents (69%) visit their local parks and/or recreation facilities to be with family or friends.

The NRPA 2024 Annual Engagement With Parks Survey was conducted by Wakefield Research (www.wakefieldresearch.com) among 1,000 nationally representative Americans, ages 18+, between June 24th and July 7th, 2024, using an email invitation and an online survey.

Visit nrpa.org/ParkPulse for more information.

NRPA NATIONAL RECREATION AND PARK ASSOCIATION



CULTURE

Staff continued to participate the 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 regularly discusses ways of incorporating these values into their daily work and overall goals.

The Parks & Recreation team looks forward to further 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/PROJECT UPDATES

We're thrilled to share the following projects and updates in our park system from 2025:

- Southview Park Tennis Courts renovation was completed in August.
- Doty Park Phase 1 Shoreline Stabilization and Improvement Project was substantially completed in fall.

- Shattuck Park Flag Memorial was reconstructed, and a rededication ceremony was held on June 15, 2025.

- New play equipment was installed at Green Park. Landscaping will be completed in 2026.

- Cook Park play equipment landscaping was finished.

- Forestry staff planted 124 trees in spring on City property.

- Kayak rental station was installed at Arrowhead Park. In 2025, there were a total of 84 kayak rentals at Arrowhead Park and 118 rentals at Doty Park, for an overall total of 202 rentals.

- Little Lake Butte des Morts Aquatic Plant Management Plan was completed in spring.

- We partnered with Woolly Green Grazers LLC to provide grazing sheep and goats at Carpenter Preserve to help manage and mitigate invasive species growth. The sheep and goats completed 3 grazing cycles, beginning in May and ending in September.

- We were able to open all 3 ice rinks (Green Park, Memorial Park, Washington Park) for the first time in over 10 years at the beginning of the season!





KIMBERLY POINT LIGHTHOUSE

On August 7, 2025, National Lighthouse Day, we launched a fundraising campaign for the community to join us as Beacon Keepers for the Kimberly Point Lighthouse Preservation Project.

The project will accomplish the following 3 things:

- Ensure ADA accessibility
- Rebuild the lighthouse's interior
- Restore exterior features

The goal was to raise \$280,000 - half of the project cost.

We are very grateful to report that we reached our fundraising goal as of the end of 2025 thanks to our very generous supporters (over 200!). The project is scheduled to begin in late summer/early fall of 2026.

Those who still wish to donate can do so until May 1, 2026 to be included on the donor board, which will be affixed to the lighthouse and include all donor names.



Kimberly Point Lighthouse

BEACON KEEPER

Neenah, WI





OAK HILL CEMETERY



Oak Hill Cemetery is 43.63 acres, with an additional 6 acres maintained by cemetery staff. The staff is also contracted with St. Margaret's Cemetery to do all full burial grave openings.

Here are current numbers:

-2,715 Lots Available

-25,9396 Lots Sold

-17,281 Burials

-1,691 Veterans Buried at the Cemetery

2025 Numbers

Lot Sales: 67 (36.8% decrease from 2024)

Lot Sale Revenue: \$63,885 (25.5% decrease from 2024)

Interments: 71 (12.3% decrease from 2024)

Interment Revenue: \$49,370 (12.5% decrease from 2024)

***Oak Hill also assisted with 23 interments for St.**

Margaret's Cemetery (21.1% increase from 2024) with a total revenue of \$25,575 (40.7% increase from 2024)

Foundations Poured: 50 (10.7% decrease from 2024)

Foundation Revenue: \$21,508.40 (9.5% increase from 2024)



RECREATION NUMBERS

9,421 Enrollments

-decrease of 5% from 2024

Over 80 Programs Offered!

Enrollments by Year				
2021	2022	2023	2024	2025
8,304	8,524	9,730	9,916	9,421

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

The overall cost recovery of Recreation Programs in 2025 was roughly 111% (6% decrease from 2024).

- Youth Programs: 105% (8% decrease from 2024)
- Adult Programs: 335% (108% increase from 2024)
- Contracted Programs: 135% (11% increase from 2024)



NEW PROGRAMS

We were excited to introduce the following new programs in 2025:

- **Cooking Creations**
- **Howl-O-Ween**
- **Indoor Open Pickleball Play**
- **Sports Basics Camps (Baseball, Basketball, Soccer)**
- **Outdoor Yoga**
- **STEAM Team**



NEW!

NEW!



OPERATION RECREATION

Operation Recreation is a summer day camp for children ages 6 through 7th grade. The program is operated out of The Brigade building with lots of walking to local landmarks and weekly field trips.

Op Rec once again had a great summer and enjoyed pool days, exciting field trips, and fun activities with the staff.

52 Full Summer Participants 17 Day Participants





OPERATION RECREATION JR.

Operation Recreation Jr. is a summer day camp program that provides childcare for younger children, ages 4-6. The program is operated out of the Washington Park Shelter.

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

22 Full Summer Participants 14 Day Participants





CHILDREN'S PLAYTIME 3K

2024-25 Children's Playtime ended on May 8th, with 37 kids participating. 33 were signed up at the beginning of the school year, and we opened a special January registration, which saw 4 more signups. 2025-2026 Children's Playtime 3K began on September 3rd and continues, with 40 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 a wonderful opportunity!





NEENAH POOL



Pool season ran from June 7 to August 23, 2025.

Total Possible Days: 78 (500 Open Swim hours)

Closures: 4 full days, 10 partial days

Season Average Temperature: 75°



Attendance

Total Attendance: 39,045

(2.7% decrease from 2024)

Swim Lessons: 906 Enrollments

(1.9% decrease from 2024)

Kids Triathlon: 80 Participants

Cardboard Boat Regatta: 6 Boats

Father's Day Cannonball Contest: 4 Dads

Noon Water Fitness Participants: 27

Snorkeling Class Participants: 3

Scuba Class Participants: 8

Private Pool Rentals: 5

Pool Pass Sales

Family of 2 Season Pool Passes: 225

Additional Family Member

Season Passes: 610

Individual Youth/Senior Passes: 55

Individual Adult Passes: 8

Total Season Passes: 898

(2.7% decrease from 2024)

Punch Cards (12 visits): 217

(1.9% increase from 2024)

Lap Swim/Water Walking Passes: 21

(30% decrease from 2024)

Concessions Sales

2650 Airheads

1884 Pretzels

1781 Large Sodas

1773 Slush Puppies

1389 Bags of Popcorn

1268 Cheese Cups

1264 Ice Cream Sandwiches

1248 Ring Pops

1240 Nachos

1188 Skittles

1149 Cookies & Cream Bars

1048 Ice Cream Cones

1042 SpongeBob Bars

989 M&M Sandwiches

982 Giant Freezes

965 Malt Cups

735 Bottles of Water

728 Snickers Ice Cream Bars

622 Bubbl'rs

617 Pizzas

598 Spiderman Bars

525 Goldfish Crackers

513 Sour Punch Straws

440 Cotton Candy Twirl Bars

392 Great Harvest Cookies

282 Pickles

238 Beef Sticks

113 Ice Waters

90 Sour Blue Raspberry Bars

2 Push Pops

Total Concession Sales: 27,755 (decrease of 4.85% from 2024)





SUMMER STAFF

We had an outstanding summer staff of 132 individuals in 2025, including:

- 25 Lifeguards
- 18 Admissions/Concessions Clerks
- 4 Pool Supervisors
- 65 Camp/Playground/Sports Staff
- 10 Leaders in Training
- 10 Parks & Cemetery Staff





SPECIAL EVENTS



- 9th Annual WinterFest - Approximately 400 attended
- 20th Annual Touch A Truck - Over 1,000 attended
- CommunityFest hosted with Menasha - Highlights: Fireworks Show (made possible through a generous donation by Festival Foods), Parade of Lights, 17 Vendors, 15 Performers, approximately 8,000-10,000 people attended



- 11th Annual Filthy Fun Run hosted with Fox Crossing - Approximately 500 participated
- Movie in the Park - Approximately 35 attended



- A Day in the Park for the Young at Heart - Over 200 attended
- 1st Annual Howl-O-Ween - 10 dogs registered, approximately 20 more attended
- 21st Annual Build a Scarecrow - Over 20 families participated
- 9th Annual Grinch Family Breakfast - 50 participated (sold out)





RIVERSIDE PLAYERS

THEATRE IN THE PARK

Riverside Players Present
The 69th Season of "Theatre in the Park"

The Gravitational Pull of Bernice Trimble
by Beth Graham
Performed by arrangement with Ian Arnold, Catalyst TCM Inc. www.catalysttcm.com
Directed by Laurie Friedman Fannin
DATES: June 19-22
TIMES: All shows are at 7:00PM.
RATING: PG-13
*Please note the use of strong language in this show.

Chicago
by Fred Ebb and Bob Fosse
Music by John Kander
Lyrics by Fred Ebb
Based on the play by Maurine Dallas Watkins
Script adaptation by David Thompson
CHICAGO is presented by arrangement with Concord Theatricals. www.concordtheatricals.com
Directed by Susan Rabideau
DATES: September 5-7 & 9-13
TIMES: All shows are at 7:00PM, except the show on September 13, which is at 1:00PM.
RATING: PG-13

1994 Tickets Sold (67.4% increase from 2024)
\$33,320 in Ticket Revenue (118.9% increase from 2024)

Riverside Players presented *The Gravitational Pull of Bernice Trimble* for a 4-show run from June 19-22, 2025, and *Chicago* for an 8-show run from September 5-7 and 9-13, 2025. *Chicago* tickets sold out, and we sold roughly 62% of tickets for *The Gravitational Pull of Bernice Trimble*.

2021*	2022	2023*	2024*	2025
828 Tickets Sold	1806 Tickets Sold	1921 Tickets Sold	650 Tickets Sold	1994 Tickets Sold
\$14,440 in Revenue	\$29,350 in Revenue	\$36,550 in Revenue	\$15,215 in Revenue	\$33,320 in Revenue

*One Show Performed



STORYWALK

This year, our StoryWalk adventure was up at Southview Park from May 1-October 31.

Books featured were:

**May - *The Wonder of Thunder*
by Sharon Purtill**

**June - *Dragons Love Tacos*
by Adam Rubin**

**July - *Collaboration Station*
by Shannon Olsen**

**Aug. - *The Day the Crayons Quit*
by Drew Daywalt**

**Sept. - *Hay Goes Home*
by G Pa Rhymes**

**Oct. - *You Get What You Get*
by Julie Gassman**



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.



PARKS & REC IN THE COMMUNITY



The annual Arbor Day celebration was held at Memorial Park on April 25, 2025. This year, an Autumn Blaze Maple tree was planted in honor of former alderman Todd Stevenson. Special thanks to Mrs. Schappa's 4th grade class from Horace Mann Elementary School for helping with the celebration and creating beautiful artwork!

Park Kart is a free program that brings physical activity, arts and crafts, and educational activities to youth and their families by visiting areas with limited access to recreation facilities and services! There were approximately 350 attendees in 2025 at the 4 sites - Castle Oak Park, Carpenter Preserve, Primrose Apartments, and Liberty Heights!



The annual Veterans Day ceremony was held at Shattuck Park on November 11, 2025, to honor our veterans, and the event was well attended. Special thanks to St. Margaret Mary Elementary School, Neenah-Menasha Veterans Honor Guard, Neenah Police/Fire Honor Guard, Neenah Community Band, Eric Douglas of the Neenah Police Department, and speakers Dan King, Mayor Jane Lang, Robert Schmeichel, Dale Youngquist, and Teresa Cook for taking part in the ceremony!



SPONSORSHIPS

- **Bergstrom Automotive: Kid's Triathlon Title Sponsor**
- **Brown Family Dentistry: Riverside Players Center Stage Sponsor**
- **Community First Credit Union: Riverside Players Show Night Sponsor**
- **Di Renzo & Bomier: Neenah Pool Banner Sponsor, Kid's Triathlon Swim Cap Sponsor**
- **Fox Valley Dental: StoryWalk Bronze Sponsor**
- **Galloway Company: Movie in the Park Title Sponsor**
- **Kessler-Fahrenkrug Funeral Home: Riverside Players Curtain Call Sponsor**
- **N&M Transfer Co, Inc.: Touch A Truck Silver Sponsor**
- **Neenah Foundry: Neenah Pool Banner Sponsor**
- **Valley VNA Senior Care: Riverside Players Break A Leg Sponsor**
- **VT Industries - Eggers Division: Neenah Pool Silver Sponsor, Movie in the Park Silver Sponsor**

**THANK
YOU**



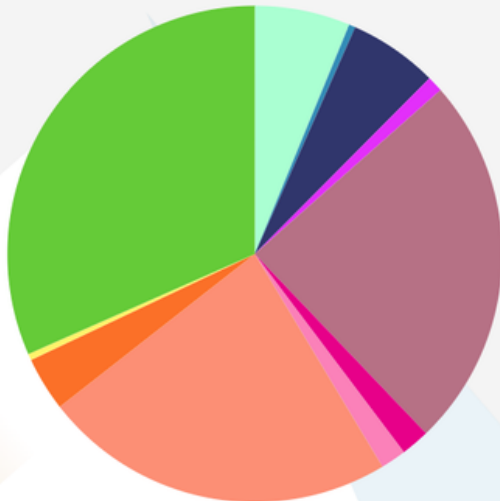
PARTNERSHIPS

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

American Foundation for Suicide Prevention	Autism Society of Greater Wisconsin	Community First Fox Cities Marathon
Down Syndrome Association of Wisconsin	Fox Valley Sailing School	Fox-Wolf Watershed Alliance
Future Neenah Concerts	Huntington's Disease Society of America	Juvenile Diabetes Research Fund
Neenah Baseball Inc.	Neenah Historical Society	Neenah Joint School District
Neenah Nodaway Yacht Club	Neenah Soccer Club	Neenah Summer Fun Runs
Neenah-Menasha YMCA	SOAR Fox Cities	YouthGo



SHELTER RENTALS



- Doty Park - 30
- Doty Gazebo - 2
- Great Northern - 28
- Herb & Dolly Smith - 5
- Memorial Tullar - 117
- Memorial Open - 9
- George Scherck Small Room - 8
- George Scherck Large Room - 111
- Riverside Park - 17
- Southview Park - 2
- Whiting Boathouse - 152

*As of 1/1/25, the Washington Park Shelter was no longer available for rental, as it is strictly used for departmental programming.

*The Green Park Shelter was unavailable for rentals in 2025 due to maintenance work.

*The Riverside Park Pavilion was unavailable for rentals additionally for the month of June in 2025 (already blocked off for July, August, and part of September) due to Riverside Players show date changes.

TOTAL RENTALS: 481

8.9% decrease from 2024

NEW RENTAL PROCESS IN 2025

*Online facility reservations were made available on January 3, 2025 to allow customers to rent park shelters online 24/7. This capability for users saves roughly 10-15 minutes per rental that was previously spent completing a reservation with someone on the phone, in person, or via email. We also do not have to mail the rental contract to the renter and wait for its completion with payment, as the agreement is completed online along with the payment.

*On June 2, 2025, all rentals were required to either be made online or in person in the Parks & Recreation Office with payment due at the time of rental. This change has greatly streamlined the shelter rental process. It also eliminated waiting for payment for rentals or renters holding the reservation and ultimately canceling.

- During the entire year of 2025, 51.3% of rentals were made online.
- From June 2, 2025 (online or in-person rentals only), until the end of the year, 73.1% of rentals were made online.



DOTY CABIN

The Doty Cabin had a total of 1162 visitors, including descendants of Governor Doty! 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 Duane Doty. There was one school visit before the Cabin opened for the season. This year featured new events, including Doty Days, Ghost Stories, and Trick or Treat on Halloween! The Doty Cabin received \$595.00 in donations from their tours and events in 2025! Beyond tours and events, the Cabin completed a detailed inventory process with more work still to be done. We'd like to give special recognition to docent Jacy Park and volunteer Becky Heidke-Kwiatkowski for their outstanding work and dedication!



2021*	2022	2023	2024	2025
400 Visitors	690 Visitors	884 Visitors	770 Visitors	1162 Visitors
-	\$557 in Donations	\$463 in Donations	\$575 in Donations	\$595.50 in Donations

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



DOTY CABIN



At the November Parks & Recreation Commission Meeting, we recognized Sandy Joch and Jann and Bill McBride for their outstanding service to Doty Cabin. Sandy and Jann served as Docents for 27 and 23 years, respectively, welcoming and engaging visitors with meaningful storytelling and tending to the Cabin's timeless charm. Bill served at the Cabin for 23 years through ongoing maintenance and upkeep and acting as an honorary Docent by welcoming visitors. Sandy, Jann, and Bill have made invaluable contributions to the Doty Cabin, and we commend them for their impactful service!



BOAT STALLS

24 out of 31 boat stalls at Shattuck Park were rented in 2025.

Stalls are either 8', 10', 12', or unlimited on the end.

The season ran from May 1-November 1.

-19 City of Neenah Resident Renters

-5 Non-Resident Renters

2021	2022	2023	2024	2025
27 Stalls Rented	23 Stalls Rented	26 Stalls Rented	20 Stalls Rented	24 Stalls Rented





NEENAH COMMUNITY BAND



The Neenah Community Band (NCB) held spring and holiday concerts at Neenah High School, in addition to 7 summer concerts at Riverside Park, including the CommunityFest celebration on the Fourth of July.

Happy Wanderers and the Neenah Ambassadors Big 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 500 at the spring and holiday concerts.

We were fortunate to have business sponsors for 5 summer concerts. Sponsors included: Bergstrom Automotive, CLA, Coldwell Banker Real Estate Group, Future Neenah, and KerberRose.

NCB received \$1,185 in trust fund donations in 2025.

NCB awarded scholarships to 7 music students in the amount of \$2,650 total.





SOCIAL MEDIA & MARKETING

FACEBOOK

FOLLOWERS

As of 1/1/2025: 8,129
 As of 12/31/2025: 8,770
 ↑ 7.9%

INTERACTIONS

(# of likes or reactions, saves, comments, shares, & replies)

January: 289
 February: 72
 March: 195
 April: 322
 May: 1,370
 June: 315
 July: 295
 August: 870
 September: 365
 October: 344
 November: 385
 December: 105
 TOTAL: 4,927

VIEWS

(# of times content was displayed)

January: 48,978
 February: 20,487
 March: 35,490
 April: 44,285
 May: 96,783
 June: 82,048
 July: 70,966
 August: 124,360
 September: 39,597
 October: 41,496
 November: 36,687
 December: 25,656
 TOTAL: 666,833

INSTAGRAM

FOLLOWERS

As of 1/1/2025: 1,136
 As of 12/31/2025: 1,211
 ↑ 6.6%

REACH

(total # of unique users who've seen our content)

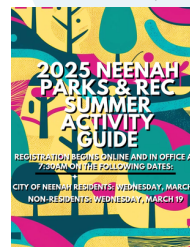
January: 314	July: 299
February: 158	August: 166
March: 208	September: 182
April: 179	October: 56
May: 438	November: 164
June: 294	December: 118
TOTAL: 2,576	

ACTIVITY GUIDES

Our department creates Activity Guides, which feature a comprehensive list of programs, events, and department information for the public. In 2025, three activity guides were released - the 2025 Summer Activity Guide in February, 2025-2026 Fall/Winter Activity Guide in August, and 2026 Winter/Spring Activity Guide in December. All were posted online on the City of Neenah website and mailed twice (Summer Activity Guide, Fall/Winter Activity Guide) to all City of Neenah households.

of Households Mailed to:

11,973 (Summer Guide)
 12, 024 (Fall/Winter Guide)



CONSTANT CONTACT

In January 2025, our department began using Constant Contact, a comprehensive digital marketing platform, for email marketing. This platform allows us to send customized mass emails to everyone subscribed or to certain audiences.

2025 Email Results:

Subscribers (as of 12/31/25): 7,019
 Emails Sent: 79,257
 Emails Delivered: 76, 135 (96%)
 Emails Opened: 36,861 (48%)
 Clicks on Links within Emails: 1,719 (2%)



VOLUNTEERS

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

We had 10 registered volunteers for the Filthy Fun Kids Run (many others participated), 46 Riverside Players usher volunteers, and 11 CommunityFest volunteers. We also had wonderful Commission members and their families volunteer at various events throughout the year!

New in 2025, we established a parks volunteer group, led by volunteers Frank Cuthbert and Gerry Andrews. This group held various workdays at Carpenter Preserve to beautify the area using the new Carpenter Preserve Work Kart!



Thank 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 \$242.00 in donations for Play It Forward in 2025.

12 applications for financial assistance were submitted, and 10 were approved (2 applications were for programs that do not qualify for the program), saving these families a total of \$570.

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

2 Memorial Benches were purchased and installed in 2025. Locations include: Baldwin Park and Washington Park

7 Trees for the Living were purchased and planted in 2025. Locations include: Doty Park, Memorial Park, Oak Hill Cemetery, and Southview Park





SNAPSHOTS OF 2025

THANK YOU TO ALL WHO MADE THIS AMAZING YEAR POSSIBLE!





SNAPSHOTS OF 2025

THANK YOU TO ALL WHO MADE THIS AMAZING YEAR POSSIBLE!

