



Enhancing Your Quality of Life

**City of Oshkosh Parks Department
2017 Impact Report**





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.

Public open space and recreation facilities are great assets and increasingly important investments for municipalities and residents. Parks and recreation facilities:

- **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**

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/



Highlights from 2017



With friends: Any "Fin" is Possible!

- The Parks Department hosted the annual fishing event for the Oshkosh West High School special needs students at the Oshkosh Seniors Center. Logistics at Menominee Park were challenging, so the Parks helped relocate the event to the ADA accessible Center.
- The Oshkosh Boat Club, Sweetwater Performance Center, Otter Street Fishing Club, Winnebago Lakes Council, Fox River Brewing Co., Blue Moose stores and volunteers from the community came together to make it a memorable day of fishing and boating on the Fox River.

Sea, Sand and Sailorland Playground Equipment



- The Sea, Sand and Sailorland playground equipment was replaced. The project was initiated by Menominee South Neighborhood Association and funding came from the Great Neighborhoods Program, Oshkosh Area Community Foundation, various fundraising efforts and the City of Oshkosh Capital Improvement Program.

Summer of Food Trucks in Oshkosh Parks



- The Friends of the Oshkosh Seniors Center (the Center's fundraising group) hosted Food Truck Fridays in South Park. The response from the community was tremendous. Approximately 2,000 people attended each of the Friday night events. Families enjoyed the food selection, live music and the wonderful amenities of their local park!

- New in 2017, Food Trucks were added to the free Live at the Leach Amphitheater Tuesday Night Concerts!
- Additional marketing, seating, and family-friendly entertainment increased attendance to approximately 600 people every Tuesday night.



Tuesday Night Concerts at the Leach Amphitheater Grow



City Receives \$25,000 Wisconsin DNR Urban Forestry Grant

- Landscape Operations staff worked closely with the City’s Community Development Department to secure and implement a \$25,000 Wisconsin DNR Urban Forestry Grant.
- 300 trees were planted, four educational seminars were held and 570 Ash trees were treated to prevent Emerald Ash Borer as a result of this grant.



Neighborhood Taking Root Workshop

Join your neighbors for a FREE interactive workshop and take root! Participants will learn tree planting and care techniques, benefits provided by Oshkosh's urban tree canopy, and much more.

40 workshop participants will receive a voucher to pick up a FREE tree to plant at home.

Workshop Information

- Date: Saturday, June 10, 2017
- Time: 9:00 AM - 11:00 AM
- Location: Merrill Middle School Multi-Purpose Room
108 W New York Ave, Oshkosh
- Additional information: www.ci.oshkosh.wi.us

Workshop Hosted By

North Park
Neighborhood Association
Historic Jackson Drive
Neighborhood Association

This event is made possible with funding support from:



Landscape Operations Helps with Oshkosh “4 Education” Project Curb Appeal



- Landscape Operations staff worked closely with Project Curb Appeal to improve and restore the curb appeal of Oshkosh schools.

Chapel Renovation and Historic Walking Tours Riverside Cemetery



HISTORIC WALKING TOURS
RIVERSIDE CEMETERY
10 AM ON SATURDAYS
SAVE THE DATES IN 2018
JUNE 2, JUNE 9,
OCT 6, OCT 13, OCT 20
920.236.5092



- An anonymous donor funded the chapel renovations at historic Riverside Cemetery.
- Walking tours of the historic cemetery were offered. Over 50 people enjoyed the tours in 2017.



2017 Landscape Operations Division Overview

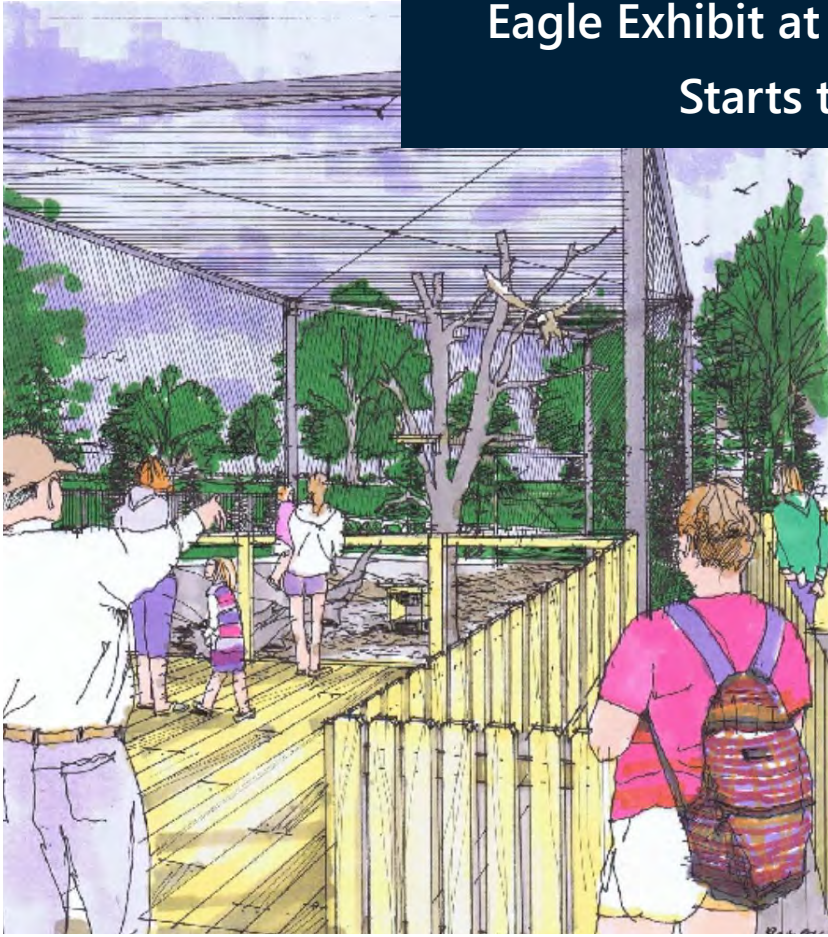
- The Division is responsible for the maintenance and management of approximately 10,000 street trees and 8,000 trees within the public parks and other public properties. The division is responsible for landscape maintenance and horticultural operations throughout the city including 12 roundabouts, several planted traffic islands, public parking lot plantings, numerous flower beds on City property and landscape enhancements and construction projects.
- The 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 2017, the Landscape Operations Division planted 17 Memorial trees, 310 street trees, removed 162 trees, removed 120 stumps and pruned 920 trees.

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



- These affordable or free, family-friendly experiences add to the community's quality of life.
- Community partners sponsored \$36,500 in 2017. These funds helped to enhance special event offerings, kept ticket prices affordable or free, and provided funds to make improvements to facilities.

Eagle Exhibit at Menominee Park Zoo Starts to Take Flight



- \$90,000 of the estimated \$150,000 in needed funding has been raised to construct an Eagle Exhibit at Menominee Park Zoo. The exhibit would be a bird of prey rehabilitation sanctuary.

Fugleberg Park Playground Replaced

- The many neighborhood parks play an important role in the community of Oshkosh. In 2017, Fugleberg Park received new play equipment and pour-in-place rubber surfacing.



Park Operations - 2017

Design and Construction Projects Completed for Parks

Teichmiller Park

New Park Lighting
Athletic Field Renovation Design
Restroom Renovation (ADA Compliant)

Roof replacements at the following locations:

Train Station at Menominee Park
Fugleberg Boat Launch Restroom Building
Reetz Concession Stand
Spanbauer Concession/Restroom Building

Menominee Park Zoo

Eagle Exhibit Fundraising (in progress)
Eagle Exhibit Site Preparation
Otter Exhibit Perimeter Walkway Completed
Otter Exhibit Landscape Improvements
Maintenance Building Improvements

Sea, Sand and Sailorland Playground

Playground Equipment Replaced
Perimeter Walkway
Pour-in-place Surfacing

Fugleberg Park

Playground Equipment Replaced
Perimeter Walkway
Pour-in-place Surfacing

Riverwalk Enhancements

Historical Sign Installation
Bench Installation

Leach Amphitheater

Doors and Frames Painted
North Concessions Kitchen Wall Construction
Construction of Sign Boards for Concessions

Boat Launch Kiosk and Concrete Work

24th Street Boat Launch
Fugleberg Boat Launch
William Steiger Park Boat Launch
Mill Street Boat Launch

Pollock Community Waterpark

Ceiling Renovation at Entrance

Mary Jewell

Restroom/Shelter Construction Began

Oshkosh Seniors Center Focuses on Fitness



- In January of 2017, the Oshkosh Seniors Center welcomed Jean Wollerman as the new Senior Services Manager. Jean has focused on the growth of fitness program offerings and related fitness facility upgrades.
- The Center has become an approved fitness facility with SilverSneakers, Optum and Silver and Fit. These Medicare reimbursement programs are dedicated to making it easy for people aged 65 and older lead active and healthy lives. The partnerships represent significant revenue growth opportunities for the Center.
- Success of facility upgrades can be credited to interdepartmental cooperation with Parks staff, Electrical staff, Information Technology staff and Facilities Maintenance staff. Donations were received from the Friends of the Oshkosh Seniors Center and the Ladies Benevolent Society. In-kind donations came from UW-Oshkosh and the Neenah/Menasha YMCA. The project has been a team effort!



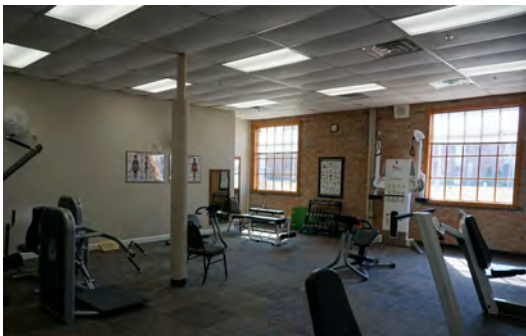
The Volunteers at the Oshkosh Seniors Center are Age –Defying

- The annual volunteer recognition dinner for the Oshkosh Seniors demonstrates the limitless energy of over 400 volunteers generously giving over 15,746 hours. (Value of \$380,266)
- Volunteers are crucial to operating the Center.

Oshkosh Seniors Center 2017 Attendance

Number of Visits	59,928
Individual Visitors	3,197
Female	2,117
Male	1,080
Fox Fitness Center and Exercise Class Visits	30,134
SilverSneakers Visits	19,258 (Generated \$19,457 in revenue)
Wellness-screenings, presentations, health fairs, nail care	2,370
Art Programs	3,752
Cards and Games	9,700
Social and Educational	2,300
Special Events	685
Total of Volunteer Hours	15,746
Total Number of Volunteers	400

Fox Fitness Center Facility Improvements Began in 2017 50% of Participants Attend the Fox Fitness Center and/or Exercise Classes



OSC Fitness Center Upgrades

- New Rubber Flooring
- New Carpeting
- Dividing Wall to Separate Strength Training from Cardio Area
- New Fitness Equipment
- Fitness Equipment Storage Area
- Moved Fitness Coordinator's Office for Accessibility

Winter Fun Riverside Park Ice Rink

- Cold weather was welcomed in December to help the Parks staff flood the new downtown ice rink at Riverside Park. Thanks to some generous donors from the Oshkosh Area Community Foundation, the work of the Oshkosh Parks Department, help from the Oshkosh Convention and Visitors Bureau and the Convention Center staff there's a new winter attraction. The community enthusiasm for the outdoor ice rink located next to the Convention Center has been great.



Lakeshore Municipal Golf Course



- Oshkosh Corporation selected Oshkosh for their new global headquarters location on approximately 32 acres of the Lakeshore Municipal Golf Course site. Construction for the new headquarters is expected to start in the spring of 2018. Plans for the remaining park land are scheduled to be developed in 2019 with extensive input from the public.

Behind the Special Events in “Event City”

Embracing our City as “Wisconsin’s Event City” gives our citizens a sense of belonging and pride. The events held here enrich people’s lives by weaving together opportunities to celebrate, interact, promote inclusiveness, and stretch the imagination.

Through special events, we are building family traditions, bringing neighbors together and providing a positive impact economically in our community. The Special Events Coordinator oversees the Special Events Review Committee and assists event organizers in meeting the requirements necessary to hold their event in the City of Oshkosh.



The Coordinator monitors events and through observations will offer organizers insights on potential process improvements for staffing needs and City resource opportunities.

The Special Events Coordinator worked with event organizers to identify the costs of extraordinary services associated with special events per Section 5-18 of the Municipal Code and developed a transparent process for tracking and billing those costs to event organizers. The goal is to provide better customer service to internal and external stakeholders.

SPECIAL EVENT

120 events were approved by the City in 2017. Below are some highlights from the post-event customer surveys:

- 91% Strongly agreed that the special event application was easy to complete
- 98% Strongly agreed that the location was ideal for the event
- 98% Strongly agreed that special event personnel were courteous and easy to work with

Marketing and Fund Development



FUNDING

GRANTS

- The Parks Department was awarded the DNR's Recreational Trails Program grant in the amount of \$45,000 for renovation to a section of concrete Riverwalk adjacent to the Leach Amphitheater.
- The Oshkosh Seniors Center received a grant from the Ladies Benevolent Society to purchase exercise equipment for the newly renovated Fitness Center in the amount of \$2,400.

Improving Relationships with Friends of the Oshkosh Seniors Center Results in More Donations

- The number of people receiving fall appeal letters was increased to 7,000 households. Donations for the fall appeal increased 45% from 2016 and donations continue to be received.
- The Friends' Food Truck Fridays were a huge success. Sponsorships and proceeds were over \$20,000.



New Sources of Revenue for Oshkosh Seniors Center

- Support sponsorships for the Oshkosh Seniors Center were developed as an additional source of revenue. Senior-related businesses are able to build relationships with our 3,200 participants. The 2017 support sponsorships totaled \$6,500.

Facebook is the primary source of communication with the Oshkosh Parks customer. Facebook "fans" of all pages have increased 67.1% since May of 2016.

The total number of "likes" on pages has reached 15,312.

