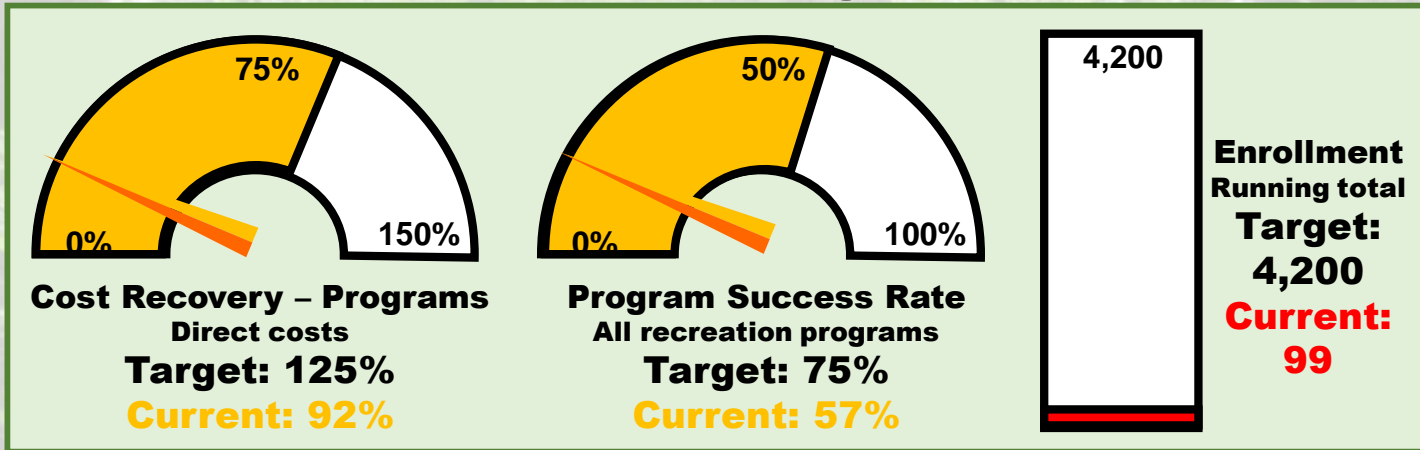
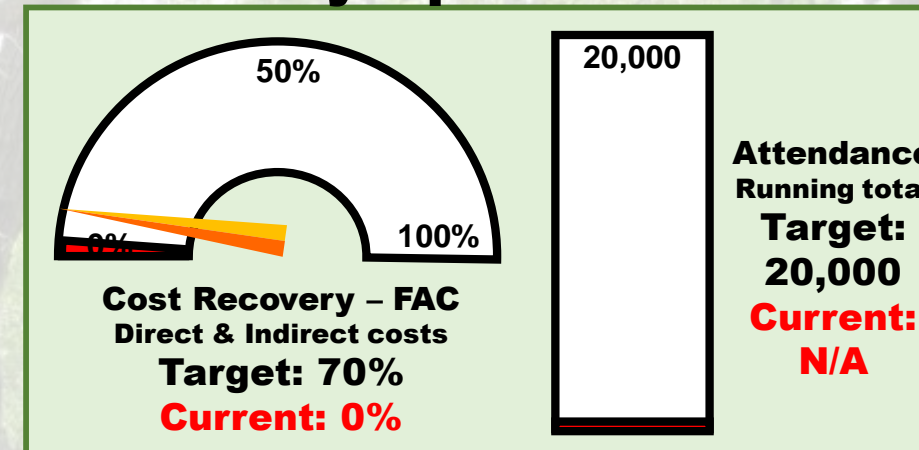


January 2021: Month End Metrics

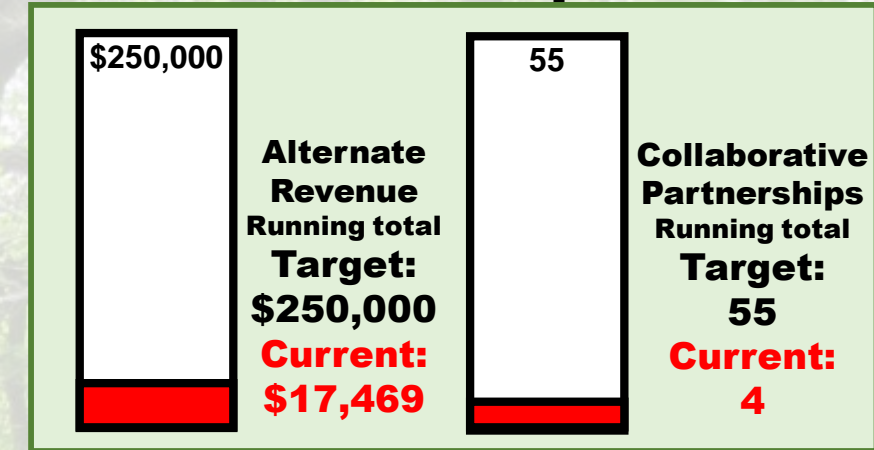
Recreation Programs



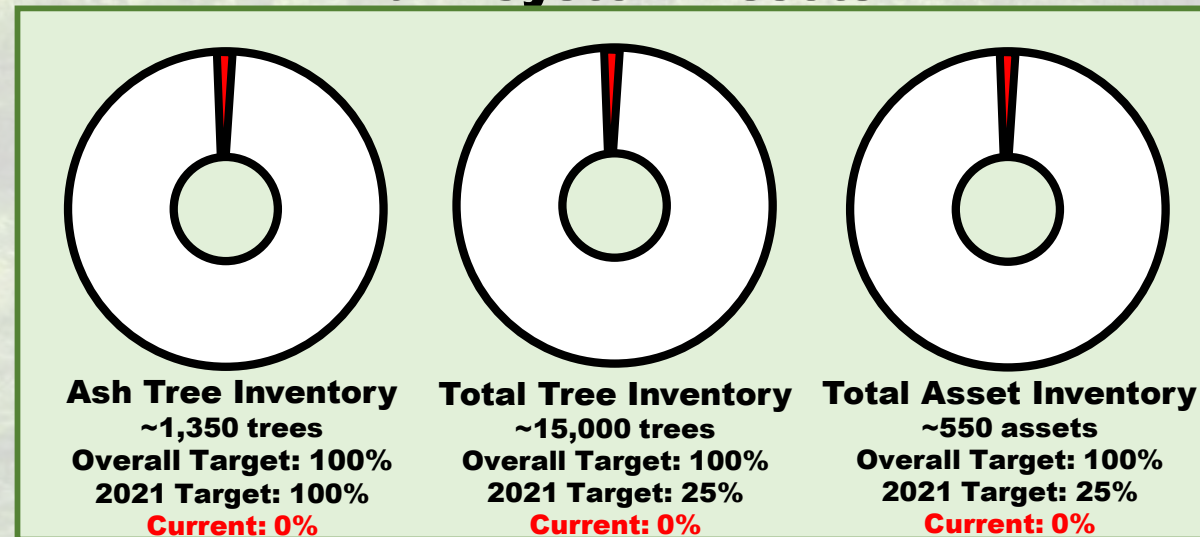
Family Aquatic Center



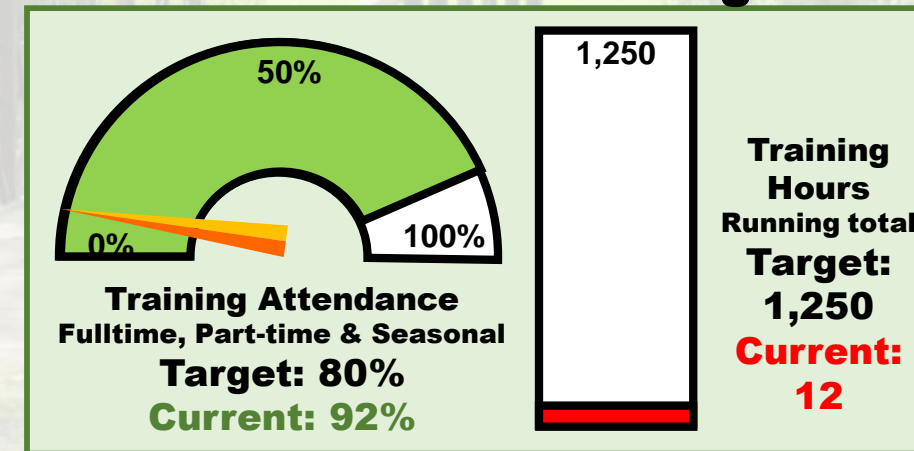
Partnerships



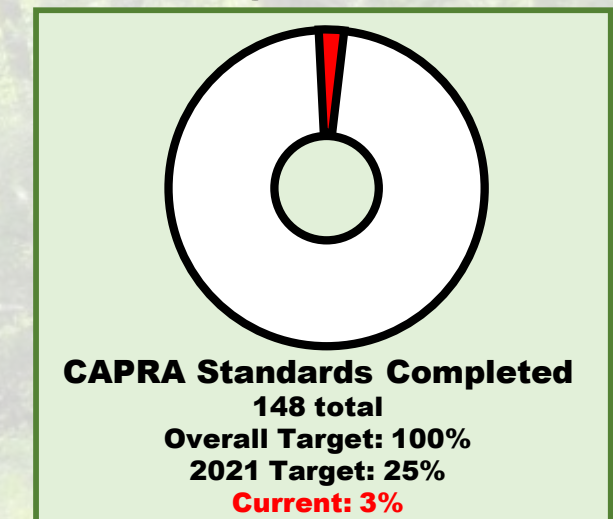
Park System Assets



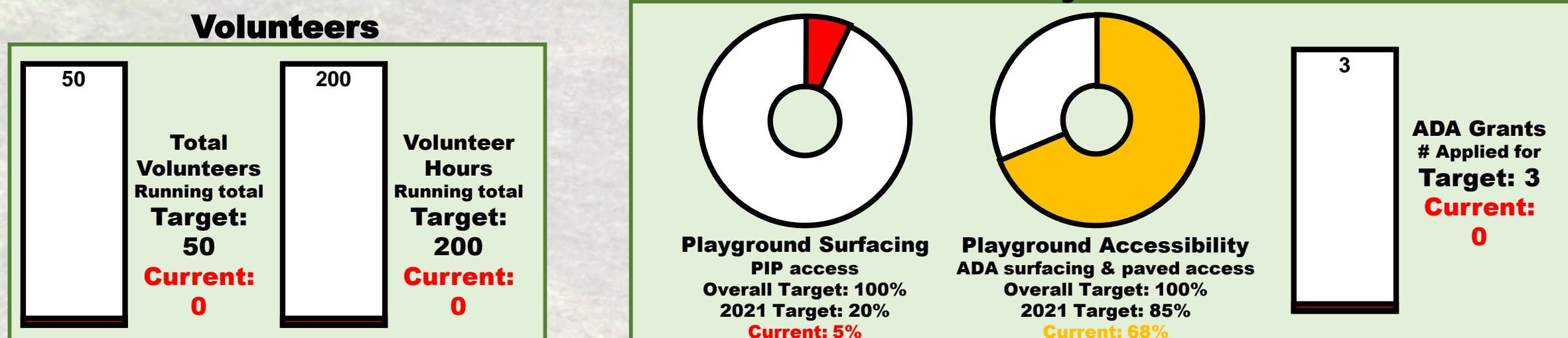
Personnel & Training



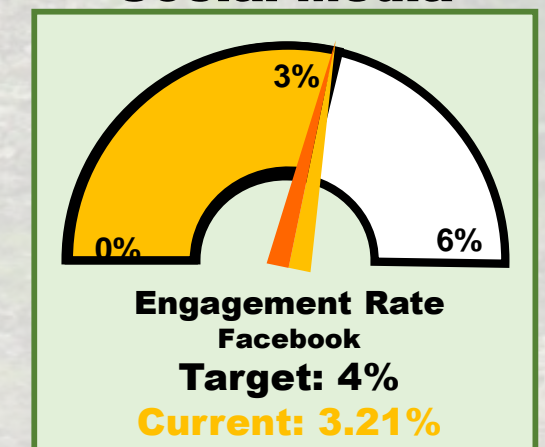
CAPRA



Accessibility & Inclusiveness



Social Media



January 2021: Month End Task Updates

Develop & Implement Financial Sustainability Plan

- Not Started**
 - In Progress**
 - Completed**
- Staff met in December 2020 for training on cost recovery
 - Staff has developed service categories
 - Staff began focused discussion on cost recovery as it relates to indirect costs across all divisions of PRF

Identify all Deferred Maintenance Items & Develop Action Plan

- Not Started**
- In Progress**
- Completed**

Develop & Implement Donations/Fundraising Policy

- Not Started**
 - In Progress**
 - Completed**
- Policy drafted in December 2020
 - Policy underwent process of internal review in January 2021
 - Policy approved and adopted by Council on February 2, 2021

Develop an Annual Partnership Guide for Planned Giving

- Not Started**
- In Progress**
- Completed**

Develop & Execute MOU with Sun Prairie Parks Friends, Inc.

- Not Started**
- In Progress**
- Completed**

Develop & Implement a Formal Volunteer Program

- Not Started**
- In Progress**
- Completed**

Update existing ADA Transition Plan

- Not Started**
- In Progress**
- Completed**

Development of a Comprehensive Recreation Programming Plan

- Not Started**
- In Progress**
- Completed**

Develop Department-wide Marketing Plan for 2022 Implementation

- Not Started**
 - In Progress**
 - Completed**
- Project team is meeting bi-weekly to work on the development of the plan
 - Staff is identifying needs and opportunities
 - Using Google analytics to determine marketing efforts

Develop & Implement a Social Media Content Calendar

- Not Started**
 - In Progress**
 - Completed**
- Project team is meeting bi-weekly
 - First objective will be to link all social media accounts within our marketing platforms