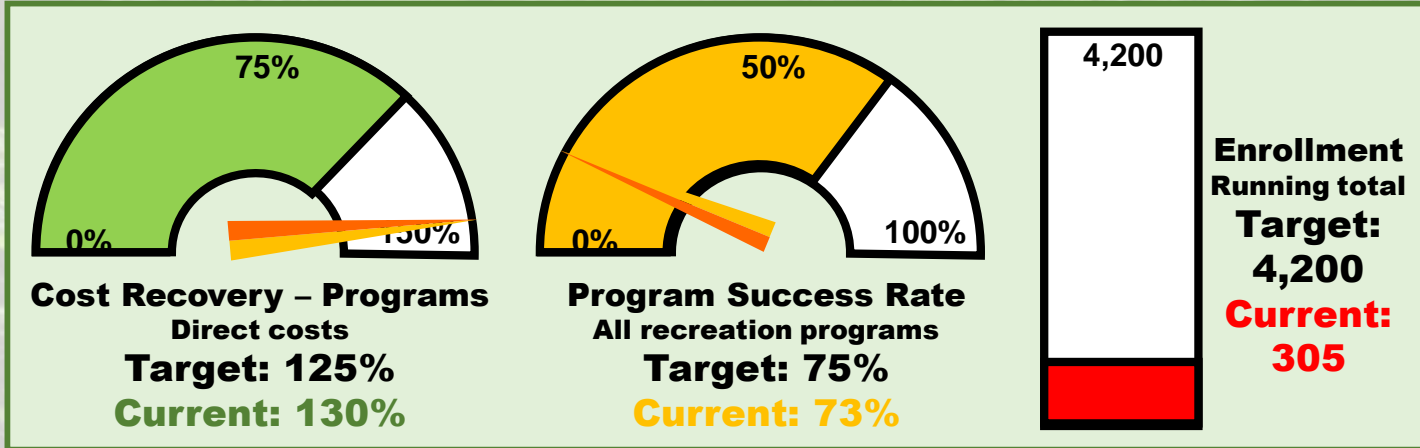
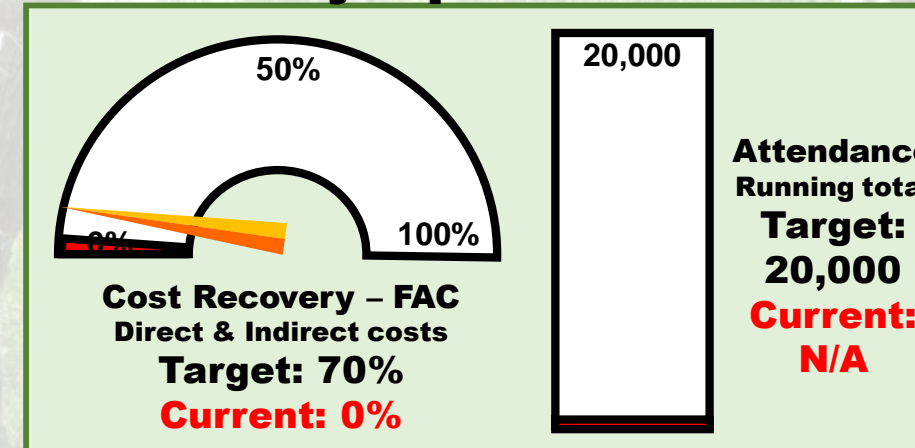


April 2021: Month End Metrics

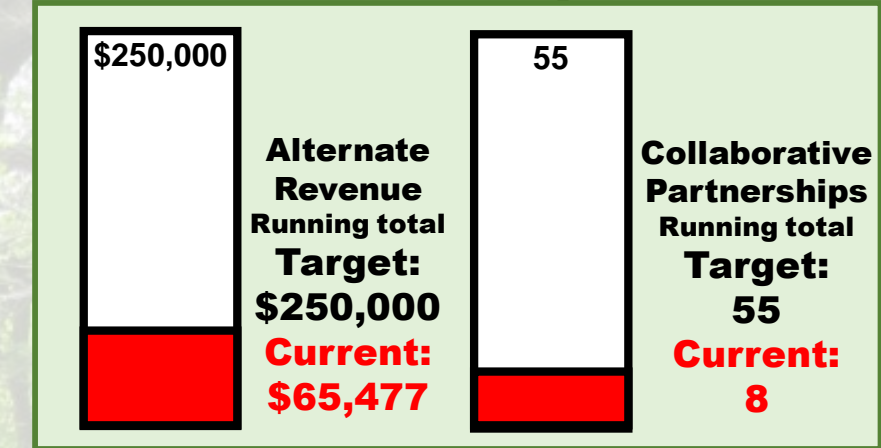
Recreation Programs



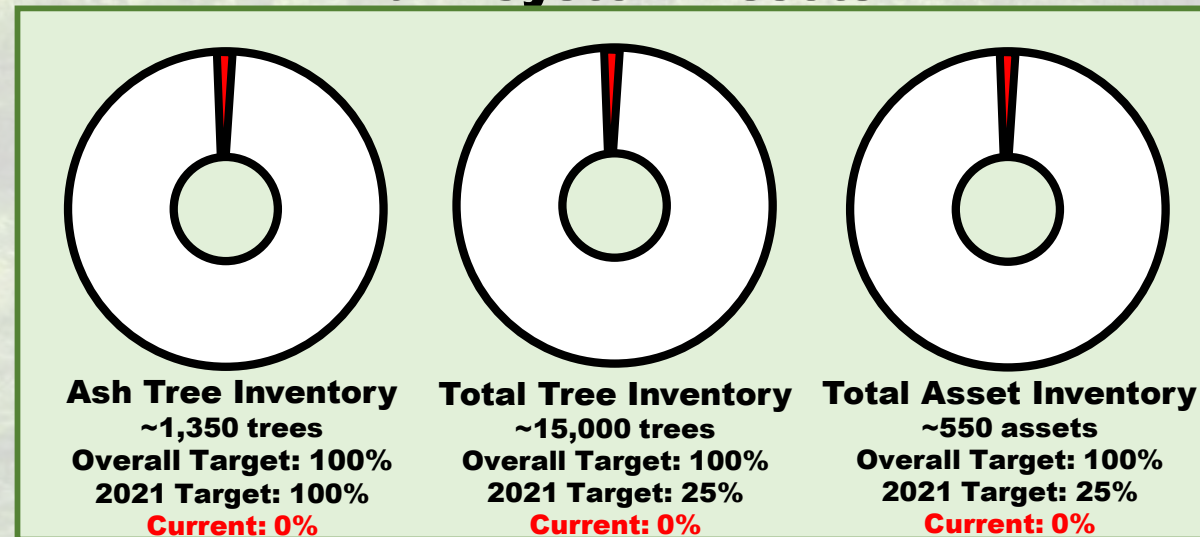
Family Aquatic Center



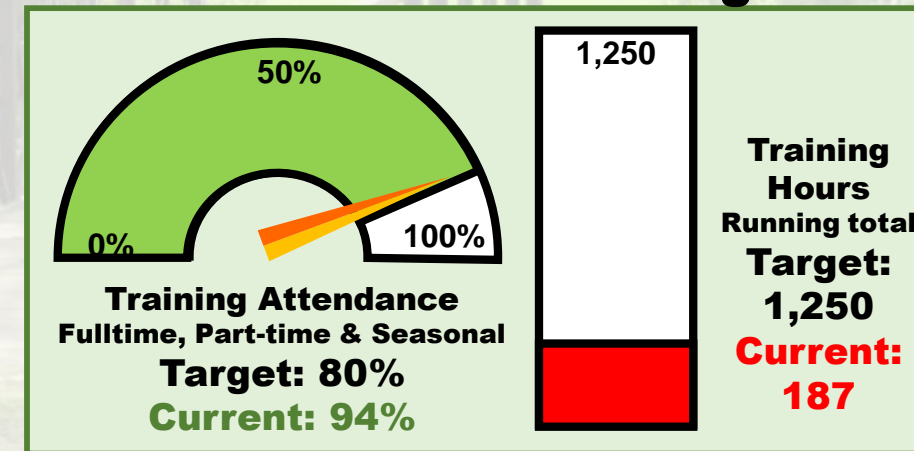
Partnerships



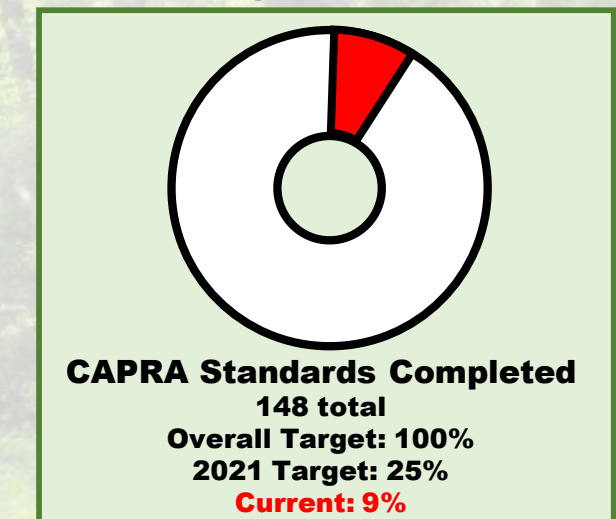
Park System Assets



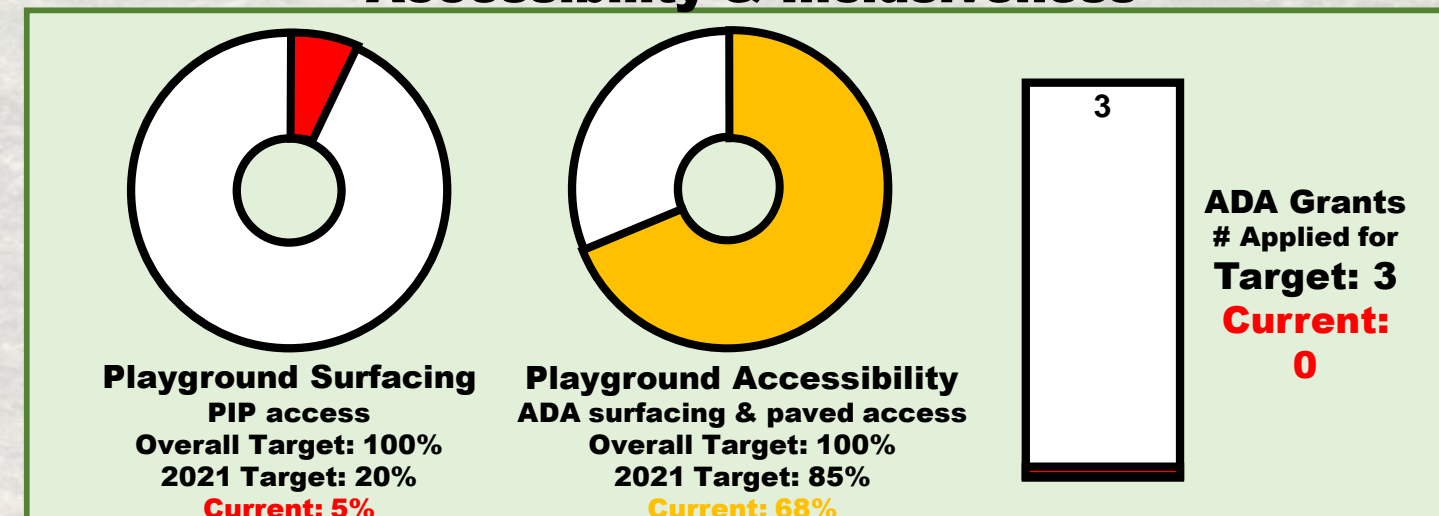
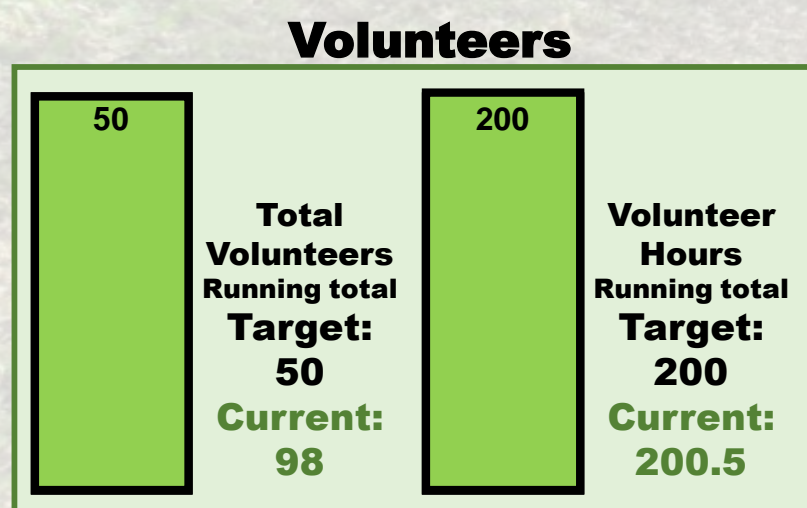
Personnel & Training



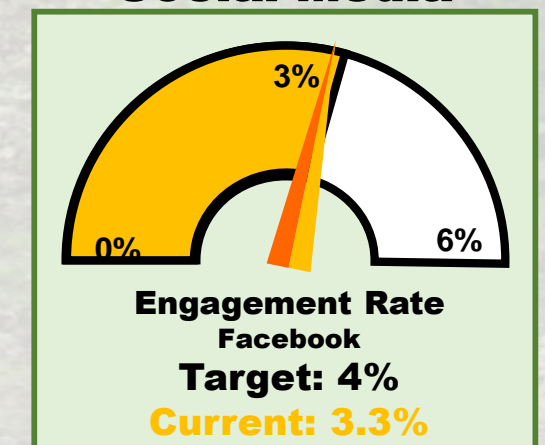
CAPRA



Accessibility & Inclusiveness



Social Media



April 2021: Month End Task Updates

Develop & Implement Financial Sustainability Plan

- Not Started
- In Progress
- Completed

- Staff met to finalize methodology
- A draft of the plan has been developed
- Staff attended Cost Recovery Master Class I & II

Identify all Deferred Maintenance Items & Develop Action Plan

- Not Started
- In Progress
- Completed

- List of all park assets has been reviewed

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 continuing to meet regularly.
- Current tasks include developing a marketing timeline and using google analytics for insights.

Develop & Implement a Social Media Content Calendar

- Not Started
- In Progress
- Completed

- Project team is meeting bi-weekly
- Developing a campaign for engagement throughout the park system and photo sharing
- Partnered with DNR for an Arbor Day Facebook takeover