



CITY OF
SUN PRAIRIE
Wisconsin

PARKS, RECREATION & FORESTRY

ANNUAL REPORT

20
22

Strategic
Priorities

2022 in
Numbers

Division
Highlights



PARKS, RECREATION & FORESTRY COMMISSION

Kate Piela, Chair ● Kristen Newell, Vice Chair ● Barb Bailey ● Janice Chestnut
Alder Brent Eisberner ● Jeremiah Holiday ● Janet Rosseter

MUSEUM BOARD

Mayor Paul Esser, Chair ● Juanona Brewster ● Dan Callies ● Lorie Candelmo
Alder Mike Jacobs ● Donna Mackey ● Andy Schoenherr ● Kyle Utech ● Masaya Xiong

PARKS, RECREATION & FORESTRY DEPARTMENT TEAM

includes FT, PT, and year round LTE staff

Kristin Grissom, Director
Carrie Anderson, Office Assistant
Sunshine Anderson, Museum Programming & Design Associate
Ben Andrews, Recreation Program Specialist
Cindy Burtley, Parks & Forestry Division Manager
Deb Dreyer, Payroll Specialist
Oscar Escamilla, Parks Maintenance Worker
Zachary Gundrum, Parks Maintenance LTE
Brandon Hellenbrand, City Forester
Vernard Johnson, Neighborhood Navigator
Fred Kleinschmidt, Parks Maintenance Worker
Barry Mahlum, Neighborhood Navigator
Kristin Milner, Neighborhood Navigator Program Manager
Alyse Peters, Community Events/Sponsorship Development Coordinator
Teran Peterson, Neighborhood Navigator Advisor
Holly Pohl, Administrative/Recreation Programs Coordinator
Emily Rebarchek, School-based Program Specialist
Joe Seltzner, Parks Crew Leader
Katie Scanlan, Museum Interim Administrator
Chad Shelton, Recreation Division Manager
Karl Spiekerman, Forestry Technician
Ryan Staeger, Parks Maintenance Worker
Darreon Steward, Community Health Worker
Demetra Toniolo, Forestry Technician
Richard Vernig, Parks Maintenance Worker
Steve Vernig, Parks Maintenance Worker
David Walden, Parks Maintenance Worker

STRATEGIC PRIORITIES

OUR PURPOSE

To support the health, happiness, and wellbeing of our community.

OUR VISION

Inspiring the health, wellness, and connectedness of all those who live, work, and play in the Sun Prairie community.

OUR MISSION

- To provide and maintain an accessible, equitable, and sustainable park system
- To offer high quality recreational programming that is affordable and inclusive
- To restore, manage, and protect a diverse urban forest
- To promote and preserve open, natural spaces that provide local opportunities for exploration and connectedness to nature
- To serve the community and provide programs and services that contribute to a high quality of life in Sun Prairie

In December 2021, the Parks, Recreation & Forestry Commission approved and adopted four overarching goals which provided the focus of the work to be done in 2022.

In May 2022, the Museum Board developed a new vision, and a work plan that outlined four major goals. The work plan provided the foundation upon which work was conducted for the remainder of the year.

These goals, along with a series of objectives, guided the work, and progress was reported back to both the Parks, Recreation, and Forestry Commission and the Museum Board on a monthly basis on a quick-glance dashboard.

2022 OVERARCHING GOALS - PRF

1. Maximize resources and identify efficiencies that ensure fiscal sustainability and responsibility (**make financially responsible decisions**)
2. Increase accessibility and inclusivity of SPPRF parks, facilities, programs, and services (**make SPPRF available to everyone**)
3. Increase relevancy and value of department facilities, programs, and services (**offer things that people need and want**)
4. Protect, advocate for, and provide education on the natural resources within the City's park system (**care for the environment**)

2022 OVERARCHING GOALS - MUSEUM

1. Build the foundation for long-term success
2. Build capacity and community support
3. Create long-term sustainability and support
4. Transform the Museum into a hub for community engagement and community pride



2022 IN NUMBERS

The Parks, Recreation and Forestry Department is comprised of a team representing six divisions/functions: Aquatics, Events, Parks & Forestry, Recreation, Museum, and Neighborhood Navigators.

Below is a summary of the team's collective impact:

\$196,127

Alternative Revenue
(donations, sponsorships,
and grants)



26%

Total cost recovery across
all divisions



552

Total programs and
events



2,277

Total volunteer hours



19.5

Equivalent fulltime staff
making it all happen!

PARKS HIGHLIGHTS

- Completed construction of a four-court expansion at the Wyndham Hills Pickleball Complex
- Added the 44th park into the park system – Haven Park
- Resumed grooming of Sheehan Park Cross Country Ski Trails after a 10-year hiatus
- Replaced Misty Meadow Park and Memorial Park playgrounds
- Updated the 2013 ADA Parks transition plan
- Installed "Inclusion in the Parks" Mural at Sheehan Park
- Installed new scoreboards at Sheehan Park
- Park Shop underwent renovation, adding new offices, restrooms, a breakroom, and shop area
- Completed inventory of park assets (in excel)
- Developed and adopted Park Encroachment Policy



420

total acres of parkland

44

total parks

39

total playgrounds



RECREATION HIGHLIGHTS

- Record year for program enrollments, registration revenue, and cost recovery (direct costs)
- Won WPRRA Silver Star – Best Adult Programming Award for Adult Recess event
- Won WPRRA Silver Star – Best Youth Programming Award for Parker's Pals inclusive/adaptive program
- Partnered with SPASD to implement the Thursday Afterschool Program (TAP) in response to earlier bell times starting the 2022–2023 school year; was able to convert a .725 FTE to 1.0 FTE
- Hosted the 1st annual Madtown Pickleball Open, Wisconsin's Largest Pickleball Tournament, with over 200 participants
- Conducted the 1st annual Adult Recess event which saw over 150 participants

521

total programs offered

4,604

total program enrollments

172%

total direct cost recovery in Fund 280 (recreation fund)



EVENTS HIGHLIGHTS



- Held the 1st Annual Frozen Fest, with an estimated attendance of 2,000 people throughout various events
- Held the 1st Annual Jurassic Parks 5K/8K/Dog Jog/Fun Run
- Expanded the Concerts in the Park series, offering beer sales and more food vendors
- Hosted the 3rd Annual Trunk or Treat event, seeing over 1,600 participants and 27 vendors
- Launched an annual partnership/sponsorship opportunity guide in 2022 for 2023
- Partnered with Working Draft Brewing Company and Full Mile Beer Company to create "Wetmore Vibes" IPA

\$31,175

total sponsorship revenue

112%

total direct cost recovery for events

10,100

total event attendees

FORESTRY & NATURAL RESOURCES HIGHLIGHTS

10,452

total trees inventoried

318

total trees planted

1.33 : 1

ratio of trees planted to
trees removed

- Hired the City's first dedicated City Forester
- Completed a full inventory of all public trees
- Secured a WI DNR Urban Forestry Grant for the third year in a row
- Developed and implemented a Community Tree Donation program
- Treated 219 trees for Emerald Ash Borer
- Conducted three major targeted invasive species removal events
- Participated in an ongoing DNR soil amendment project with regards to soil quality and planting practices



MUSEUM HIGHLIGHTS

- Welcomed visitors from 31 Wisconsin municipalities, 19 states, and 5 countries
- Evaluated 283 items offered for donation to the Museum
- Surpassed 30% completion of multi-year collections inventory project
- Offered programming for Girl Scouts, Sacred Hearts 6th graders, and Wisconsin Park & Recreation Association
- Successfully obtained an additional \$84,000 in the 2023 budget to enhance the operations of the Museum
- Redeveloped the long-term vision for the Museum

Research Impact

A researcher wanted to learn more about her great-grandparents buried in the Sun Prairie Cemetery. She approached the Museum and we were able to share a copy of her great-grandmother's original obituary. The researcher wrote: "The obituary put tears in my eyes! I had only the one given in find-a-grave [website]. The original ended with a memoriam poem that was written by [my aunt], then about 12 years old, to her Grandma... I am so grateful to add this to my family's story!"

Photos:

Top: Visitors enjoying craft activities during Santa Saturday

Middle: Museum volunteers inventoried more than 7,000 records and artifacts, including Sun Prairie assessment books dating back to 1860

Bottom: Local Girl Scouts exploring Sun Prairie history



61

research requests

2,142

visitors

1,039

volunteer hours

AQUATICS HIGHLIGHTS

- Completed the renovation of the big waterslide
- Installed new starting blocks and lane lines
- Sold a record amount of season passes; doubled sales from 2021
- Hosted the 1st Annual Slide-a-Mile Challenge where participants were challenged to slide down the big waterslide 26 times in one weekend
- Chad Shelton, Recreation Division Manager, won 2022 WPRA Aquatic Professional of the Year award



20,241

total visitors

717

total youth that learned to swim



243

total season passes sold



NEIGHBORHOOD NAVIGATORS HIGHLIGHTS

- Obtained ARPA funding and Wisconsin DHS grant funding to expand the impact of the Navigators program
- Expanded the summer Youth Mentorship Program at The Element on Main and Vandenburg Heights Park
- Added a Community Health Worker and Program Manager to the team
- Developed a partnership with the Friends of the Neighborhood Navigators to expand the impact of their Emergency Stabilization Fund
- Provided holiday gifts and food to 15 families in need



189

total unduplicated residents
served

92

total unduplicated youth and
teens participated in summer
Youth Mentorship program

\$101,137

total amount of alternative
funding (non tax levy)
secured for the program

