



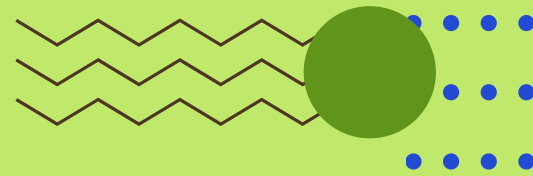
2024 IMPACT REPORT



**Oshkosh
Parks Department**



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.

PARKS DEPARTMENT ADMINISTRATIVE STAFF

RAY MAURER,
PARKS DIRECTOR

CHAD DALLMAN,
ASSISTANT PARKS DIRECTOR

TRAVIS DERKS,
LANDSCAPE OPERATIONS
MANAGER

JENNY MCCOLLIAN,
REVENUE FACILITIES MANAGER

DAN BRAUN,
SENIOR SERVICES MANAGER

KATHY SNELL,
SPECIAL EVENTS COORDINATOR

ANNE SCHAEFER,
MARKETING AND FUND
DEVELOPMENT COORDINATOR

ERICKA RICK,
ADMINISTRATIVE ASSISTANT

**PARKS DEPARTMENT
805 WITZEL AVENUE
920.236.5080
WWW.USHKOSHWI.GOV/PARKS
FACEBOOK.COM/USHKOSHPARKS**



Key Performance Indicators



**360 GRANTS AND
DONATIONS
DOLLAR AMOUNT -
NEARLY \$725,000**



**553 DEPARTMENT
SPONSORED EVENTS -
NEARLY 32,000
PARTICIPANTS**



**553 VOLUNTEERS
12,508 VOLUNTEER HOURS
VALUE OF VOLUNTEER HOURS-\$413,626**



SIGNIFICANT HIGHLIGHTS OF 2024

COMPREHENSIVE OUTDOOR RECREATION PLAN UPDATED

According to the 2019-2023 Wisconsin Statewide Comprehensive Outdoor Recreation Plan, Wisconsin's urban population has more than tripled in the last 100 years. **With over 95% of Wisconsinites enjoying some sort of outdoor recreation, parks and open space can now be viewed as essential to the public good in much the same way as roads, sewers, and other public infrastructure.**



NEW BEAR AND FOX EXHIBIT OPENS

The Zoo entertains and educates over 100,000 visitors during the May through September season and continues to grow and improve with the generosity of donors. With the arrival of Mr. Reeves, the Alaskan black bear, and two new foxes, Menominee Park Zoo Hours were extended for the winter, open Monday through Friday, 10 am to 2 pm (excluding holidays).

2024 OPERATIONS AND ENHANCEMENTS



44th Parallel Park



Rusch Park Trail

Rusch Park

- **West side trail constructed**
- **Newport Trail access improvements**

44th Parallel Park

- **Play equipment replaced including poured in place rubber surface and accessible route**

Menominee Park

- **Gazebo restored**
- **Beach house removed and site renovated**
- **Pratt Trail Road reconstruction completed**

Menominee Park Zoo

- **Asphalt paths replaced many of the zoo gravel paths**
- **Black Bear/fox exhibit completed**
- **Secured Black Bear and Red Foxes for exhibits**

2024 OPERATION AND ENHANCMENTS (CONTINUED)

South Park

- Pedestrian bridge restored
- Trail repaving (400') along the north end completed

Quarry Park

- Park shelter/restroom and parking lot removed and restored to natural turf

Lakeshore Park

- Lakeshore Park 4 Seasons building was officially opened for use in spring
- West side trail and parking lot constructed

Rainbow Memorial Park

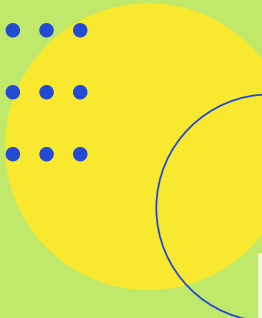
- Electrical updates to special event area were completed
- Hosted all Brews on Bay events

Leach Amphitheater

- Stage and sound booth curtains replaced
- East concesssion grill replaced

Pollock Community Water Park

- Leisure pool replastering completed



LANDSCAPE OPERATIONS



276
Trees Planted



**Planted and
maintained 100
planters in the
downtown**



1,963
Trees Pruned



79
Trees Removed



156
Stumps Removed

**DESIGNED AND IMPLEMENTED THE LANDSCAPE FEATURES AT THE NEW
MENOMINEE PARK ZOO BEAR AND FOX EXHIBIT**



**DESIGNED AND RENOVATED THE
ROUNDAOUBTS AT
CITY OF OSHKOSH GATEWAYS**

COLLABORATIONS AND VOLUNTEERS HELP BEAUTIFY OSHKOSH

Collaboration between:

- Parks Department**
 - Community Development Department**
 - Bentwood Neighborhood Association**
- Transforms the corner of Elwood Street and
Bent Avenue into a green space for the
neighborhood**



**Volunteer groups work alongside
Landscape Operations:**

- Spruce up the landscaping at
Firestation #18**
- Transplant perennials to beautify
the Menominee Park Zoo grounds**
- Plant tulips in Opera House Square**





SPONSORSHIPS: \$5,000

DONATIONS: \$330,113

ATTENDANCE: 33,923



SPECIAL EVENTS ATTENDANCE TOTAL 1,914

- **CARNIVAL NIGHT - 425**
- **CHRISTMAS IN JULY - 329**
- **WILD, WILD WEST - 272**
- **DUCKY DAYS - 291**
- **DINO DAYS - 378**
- **KIDS CAMPS - 13**
- **YOGA AT THE POOL - 72**
- **FITNESS CLASS - 59**
- **SEASON PASS
APPRECIATION - 75**

Leach AMPHITHEATER

Leach Amphitheater

Sponsorships: \$4,250

Donations: \$11,737

Attendance: 11,000 (LIVE at the Leach, Touch-a-Truck, June Dairy Day, Movie Nights, and Yoga)

Events hosted by the Oshkosh Parks Department:

- Tuesday Night Concert Series (3)
- Movie Nights (2)
- June Dairy Day
- Touch-A-Truck
- Yoga at the Leach (4)

2024 Children's Amusement Center

Children's Amusement Center remained closed in 2024 due to Pratt Trail Road reconstruction. Special Events from this area were moved and rebranded to be called South Park Summer Events.

Total Attendance - 900

- Wild Wild West- 325
- Summer Luau – 325
- Bubble Bonanza- 250





2024 Menominee Park Zoo

Sponsorships: \$14,992

Donations: \$74,065

Zoo attendance: OVER 102,000

Total of special events attendance- 23,340



- Breakfast with the Bunny-704
- Bunny in the Barn-741
- Snooze at the Zoo-72
- Brews in the Zoo-415
- Zooloween Boo-3,498
- Wildlife Wednesdays (12)-1,365
- Daily Summer Programs-6,833
- Brews on the Bay-4,640
- Lakeside Packaging-305
- Friday Story and Craft Time (15)-382
- World Otter Day-724
- American Zoo Day-950
- International Wolf Day-1,151
- International Vulture Awareness Day-933
- Beary-Foxy Festive-627



OSHKOSH SENIORS CENTER

2024 total visits: 50,313

**Attendance returns to
pre-Covid levels**

- **31,170 (61.95%) Fitness and Related Programs**
- **14% increase in Personal Training usage since 2023**
- **8,009 (15.92%) Educational Programs**
- **7,806 (15.51%) Social Events & Programs**
- **2,303 (4.58%) Outreach & Support related programs**
- **1,025 (2.04%) Other Meetings and Programs**





PROGRAMS KEEPING OLDER ADULTS ACTIVE, SOCIAL, AND INFORMED



We aim to connect people to fitness, good health, economic security, lifelong learning, social engagement, purpose, creativity, mobility, and nutrition—all in a social and fun environment!



FRIENDS MATTER!

The Friends of the Oshkosh Seniors Center tirelessly fundraise for program enhancements and to secure the Center for future generations. In 2024, they contributed \$70,000 to Center operations.



SPECIAL EVENTS PUT OUR COMMUNITY ON THE MAP!



SPECIAL EVENTS

IN 2024, SPECIAL EVENT PERMITS REACHED A RECORD HIGH OF 104, MARKING AN 11% INCREASE IN THE NUMBER OF EVENTS COMPARED TO 2023.

WELCOMING NEW EVENTS

Oshkosh welcomed several new events in 2024, most notably CrossRoads 41 and the Walk to Defeat ALS, which will return in 2025!

PROMOTING NEIGHBORHOOD BLOCK PARTIES

Special Event staff worked closely with the Neighborhood Association and the Oshkosh Police Department to provide essential information on hosting a successful block party.

PRIORITIZING SAFETY

The City of Oshkosh continues to focus efforts on safety and security at Special Events using anti-vehicle barriers and Police services.



VOLUNTEER RECRUITMENT EFFORTS RESULTED IN BUSINESSES AND ORGANIZATIONS COMPLETING PROJECTS ALONGSIDE THE OSHKOSH PARKS DEPARTMENT STAFF

- Keller Williams (Fall Decorations and Mulching)
- Avail Switchgear Systems (Planted Tulips)
- US Bank (Shrub bed mulching at three parks)
- Winnebago Community Credit Union (Decorating, painting and beautification)

MARKETING AND FUND DEVELOPMENT GRANTS AND SPONSORSHIPS AWARDED IN 2024

	Amount	Program
Discover Oshkosh	\$ 2,500.00	Bridging Past and Present: Exploring Native American Cultural Heritage
Theda Care	\$ 5,000.00	Menominee Park Zoo Summer Activities
Bella Vista/Lakeland Care	\$ 3,000.00	Sponsoring Events at the Oshkosh Seniors Center
Friends of Oshkosh Seniors Center	\$ 5,500.00	Matching Gift for Bridging Past and Present Grant Funding
Ladies Benevolent Society	\$ 4,000.00	Funding part-time employees for Personal Training
Network Health	\$ 10,000.00	Premier Sponsor Package
DNR 2025 Grant	\$ 25,000.00	Received the Urban Forestry 2025 Grant
Wisconsin Arts Board Grant	\$ 5,000.00	Grant sponsor for Bridging Past with Present: Exploring Native American Cultural Heritage
Peace Lutheran Grant	\$ 2,000.00	Gift to sponsor part-time employees for personal training
	\$ 62,000.00	




ThedaCare®
Supports
Menominee Park Zoo
FREE Summer Programs

Bridging Past and Present:

Exploring
Native American
Cultural Heritage



The Sunday free public event is the start of a series of workshops, lectures, and informational opportunities to help understand the region's indigenous communities, both past and present. It begins with the recent Menominee Park archaeological work viewed through the lens of our neighboring Tribal Nations and archaeological professionals. It will continue with program offerings of Native American Artists celebrating their vibrant cultural heritage of the past through their art.



Sunday, February 23 at 2 pm
Oshkosh Convention Center
2 North Main Street, Oshkosh, WI 54901
Please register at ticketcandy.com

Light refreshments will be served. Questions about the event may be directed to Anne Schaefer, 920.232.5306



Speakers Include:
• David Grigori, Tribal Historic Preservation Officer, Menominee Indian Tribe of Wisconsin
• Jennifer Haas, Director of Cultural Resource Management, University of Wisconsin-Milwaukee
• Dr. Pascale Maerig, Associate Professor at the University of Wisconsin-Oshkosh
• William Guckelbush, Tribal Historic Preservation Officer, Ho-Chunk Nation
• Introduction - Anne Cornilias, Director, Oshkosh Public Museum



September 9, 2024

YEAR IN REVIEW WITH NETWORK HEALTH AND OSHKOSH SENIORS CENTER PARTNERSHIP



We grew attendance with your help by 12.2%! We are on pace to serve 47,000+ visitors in 2024.

GOALS

Partner with the Oshkosh Seniors Center to connect people to health, economic security, lifelong learning, social engagement, purpose, creativity, mobility, and nutrition—all in a social and fun environment!

Increase reach and reinforce your brand through the following avenues:

- Enhance events through your participation
- Promote center activities through your channels
- Achieve visibility at the Center with facility signs
- Highlight the partnership and commitment through branding Network Health on highlighted key marketing materials



SUMMARY OF ACTIVITY

- Gratitude Workshop with Silver Sneakers Speaker
- Fitness Open House (provided breakout session with Silver Sneakers Speaker)
- Presenting Sponsor for Food Truck Fridays in June and August
- National Senior Health and Fitness Day
- Brain Health Fair (providing keynote speaker)
- Open House for all activities in October
- Hosting your Network Health Medicare Diabetes Prevention Program (2 cohorts)

