

Parks and Recreation Department

July 2025 Report

Parks

- Music in the Park: We have had to cancel the July 23rd show, it has been rescheduled for Aug 20. We will have two shows in August:
 - August 7th – Everett Smith
 - August 20th – Todd and Me
- Service Day – We want to Thank Emmanuel Christian Center for volunteering to work in our parks for their Service Day. They completed some much-needed projects: - staining of the old library building at Lakeside Lions, the post for the Little Library, and the posts in the picnic shelter. They also helped with the flower beds at Terrace Park which need a refresh and weed removal. ECC also had groups cleaning along University Ave and Old Central. Their support is greatly appreciated.

Department Activity

- Summer programs are running at full steam. The Able Park program continues to be popular.
- Our youth softball tournament was the last weekend in July – boy was it hot out. The kids and families did great and had a fun time. We did reduce some play time for games as the heat was rising.
- Clare will have a busy August with a variety of Day Trips and an Extended Trip with Anne at the end of the month.
- We have been using social media videos to grab attention of community members. The results have been good.
- Staff participated in the following Community based events: Pokémon Go, Popsicle with the Police.
- Director Scanlon attended the following meetings and events during June:
 - Tower Days Planning Meeting (Wrap Up)
 - Department Head Meeting
 - City Council Session
 - Weekly Park and Rec Staff Mtg
 - Mtg with SLP Lions for Tower Days

Social Media & Community Engagement

Our social media presence continues to grow as a vital tool for connecting with residents and sharing the energy of our events and programs. From live event coverage to fun video clips, our posts aim to be timely, engaging, and reflective of our department's spirit. Behind every post, photo, and video is a team effort. While we don't have a dedicated communications team, we continue to find creative and collaborative ways to meet the growing demand for quality content.

In June and July, we saw strong interaction and reach across a variety of posts on **Facebook**:

Views: The number of times your content was played or displayed. Content included reels, videos, posts, stories and ads.

- Terrace Park Playground is Open! – May 31
 - Video: 3,461 views
- Tower Days – June 5-8
 - All Videos and Posts: 11,324 views
 - 13 videos or posts were made our two highest viewed were:
 - Tower Days is Officially Underway had 2,623 and our live feed of Wrestling reached 1,290.
- Popsicle with the Police – July 24
 - All Videos and Posts: 5,062 views
- Music in the Park – July 9
 - 723 views
- SLP Rec Paw-some Work Buddy – July 3
 - 482 views

The most engaging posts in July were *Popsicle with the Police*, *Music in the Park* and *Paw-some Work Buddy*, both helping to spotlight the people and personalities behind our programs.

As our department continues to evolve and connect more directly with the public, social media has become an essential part of how we reach and engage our community. We're proud to share the stories, highlights, and moments that reflect the vibrancy of Spring Lake Park.

If you look at the chart below you can see a large peak during Tower Days.

