

PARKS,
RECREATION &
FORESTRY

ANNUAL REPORT

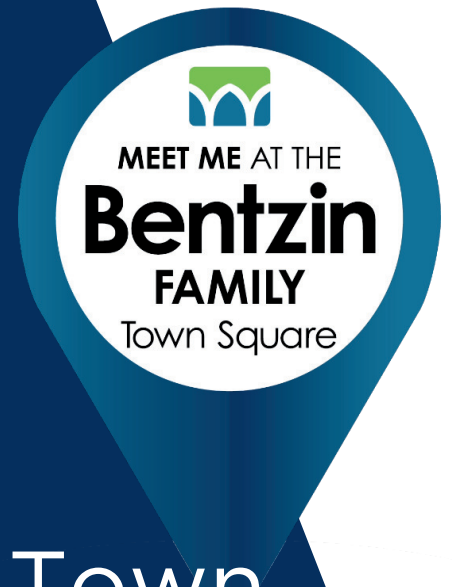
2023



THE CITY OF
WATERTOWN

Opportunity runs through it.

THE MISSION



The Bentzin Family Town Square mission is to be the vibrant heart of our community, providing a dynamic outdoor space that fosters connection, celebrates diversity, and cultivates a sense of belonging.



THE FOCUS



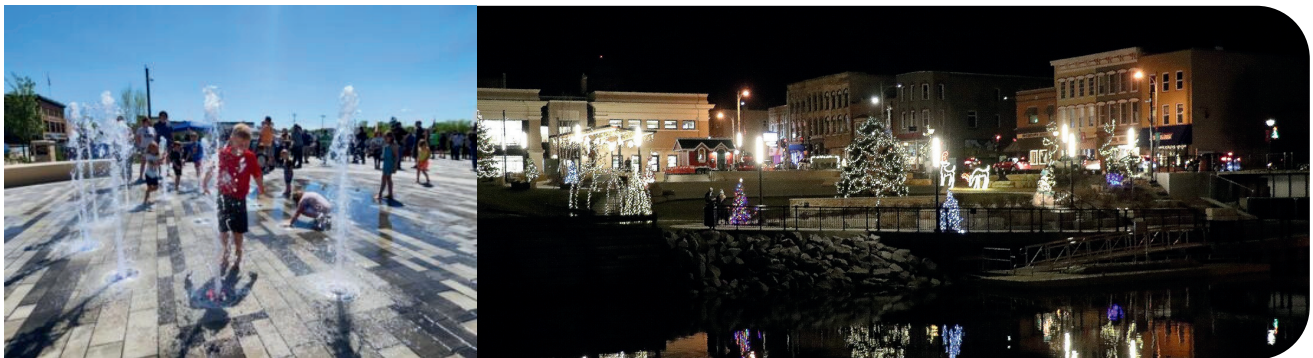
- **Community Hub:** Serve as the central gathering place where residents and visitors converge to connect, share experiences, and strengthen community bonds
- **Cultural Celebrations:** Celebrate the rich tapestry of the community's cultural diversity by hosting events that showcase art, music, food, and traditions
- **Event Excellence:** Be a versatile event space that accommodates a wide range of activities. From local markets and festivals, to live performances and community gatherings, the Bentzin Family Town Square has a diverse and engaging calendar of events throughout the year
- **Local Collaboration:** Foster partnerships with local businesses, artisans, and performers, promoting economic growth



THE FOCUS

- **Family-Friendly Atmosphere:** Be a welcoming space that caters to individuals of all ages, offering family-friendly events, recreational areas, and amenities
- **Educational Initiatives:** Facilitate learning and cultural exchange through educational programs, workshops, and informative events
- **Adaptability and Flexibility:** Remain responsive to the evolving needs and preferences of the community, regularly updating offerings and amenities

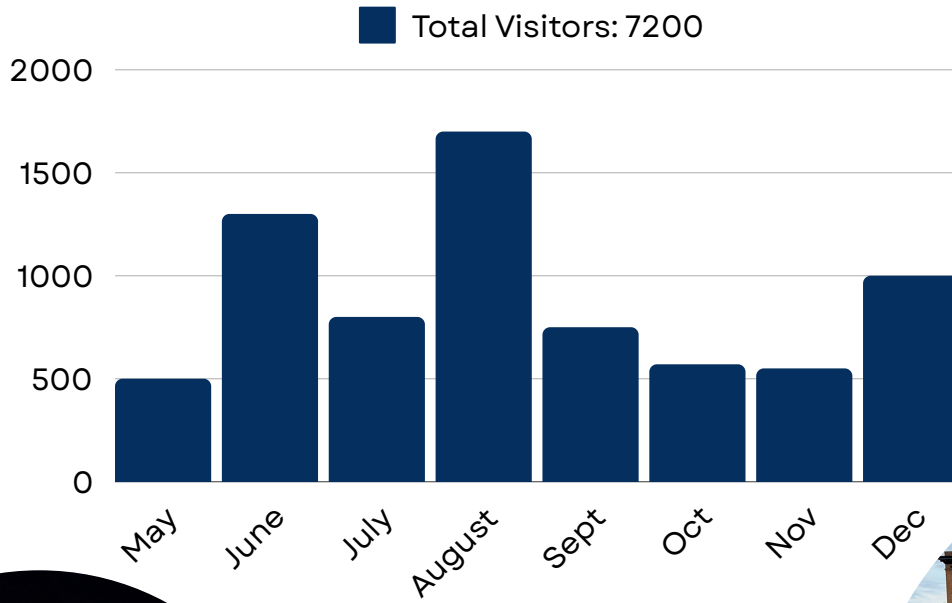
In Summary: Be a catalyst for downtown community and economic vitality



By steadfastly pursuing this mission, the city aims to create a space that not only reflects the spirit of the community, but actively contributes to its livelihood, creating a space where memories are made and shared by all.

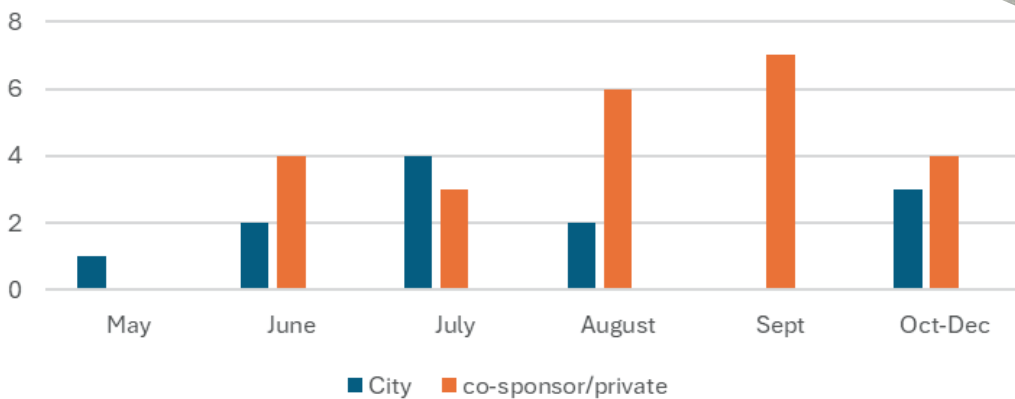


EVENT ATTENDANCE



WE HAVE ADDED MORE TRACKING OF STATISTICS IN 2024

2023 Events
36 Events Total





MEET ME AT THE
Bentzin
FAMILY
Town Square

SPONSORSHIPS & DONATIONS

Holiday Decorations Donated by:

- Chickens Unlimited
- The Joseph & Sharon Darcey Foundation
- Watertown Moose Lodge
- Watertown Parade Committee
- The Earl & Eugenia Quirk Foundation
- The Watertown Area Community Foundation
- Fort Community Credit Union



- Dave Yelk: Platinum Realty Executives
- TDS Telecom
- Piggly Wiggly
- Sassy Sweets
- Literatus
- Chandler House
- Berres Brothers



Make Your Business Sparkle participants:

- Biggs Restaurant & Grill
- Chandler House Bakery
- CommonHeart Home Health
- Domani
- EZ Promotions
- Fisher Barton
- Heroes for Heroes
- Holz Chevrolet
- The Marquardt

Holiday tree donors for the square:
the Egnarski family and the Farrel family



MOVING FORWARD

We plan to...

- **Incorporate layout adjustments to accommodate more events at the square**
- **Amend and create ordinances to help support future activities**
 - **Continual reevaluation of the water feature to ensure a balance between enjoyment and cost**
 - **Analyze electrical needs for performers and food trucks, including installation of WIFI**
 - **Continued evaluation of WRMC Plaza (Water Street) during events and non-events in an effort to create a safe environment for the community**
- **Collaboration with organizations to produce diverse events**
- **Working to add night markets, food trucks and more children and family events**
- **Working to create more shade for visitors by considering a shelter for performers on the Fisher Barton Stage, and a cover for the Talk, Read, Play Terrace shelter**





MARKETING

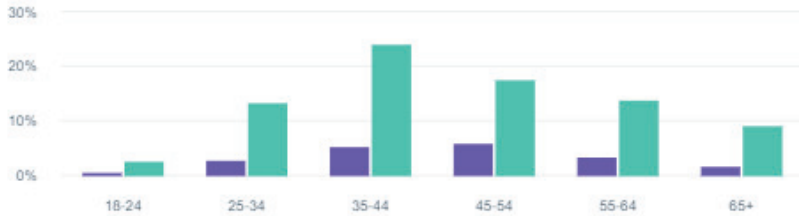
Audience

These values are based on total followers of your Page or profile.

Create a post

Age and Gender

80% OF OUR VISITORS ARE WOMEN.



Location

Cities Countries

Watertown, WI	1,349
Johnson Creek, WI	
Ixonia, WI	22
Jefferson, WI	18
Lake Mills, WI	17
Lebanon, WI	16
Oconomowoc, WI	13
Waterloo, WI	11
Beaver Dam, WI	9

WHERE PEOPLE WHO VISIT LIVE WHICH HELPS US KNOW WHERE TO MARKET

SOCIAL POSTS REACHED 42,800 PEOPLE FROM MAY 2023 THROUGH DECEMBER 2023 ...

...AND ACQUIRED 1800 FOLLOWERS





2023 WINS

- Hosted 36 successful events, including moving Santa House to the Square
- Over 7,200 visitors from May 20th Grand Opening through end of 2023
- Received the Beltz Foundation Downtown Watertown Special Event Grant
- Received EPA Region 5 Brownfields Success Award
- Cultivated valuable partners and sponsorships
- Types of events held: music series, privately sponsored events, partnered community events, sidewalk sales, kids and family events



AQUATICS

- INDOOR POOL OPEN: 231 DAYS
- OUTDOOR POOL OPEN: 70 DAYS
- 57 AQUATIC STAFF

AQUATIC PASSES

INDOOR: 71

COMBINATION: 70

OUTDOOR: 1888

RENTALS: 1 (INDOOR POOL)

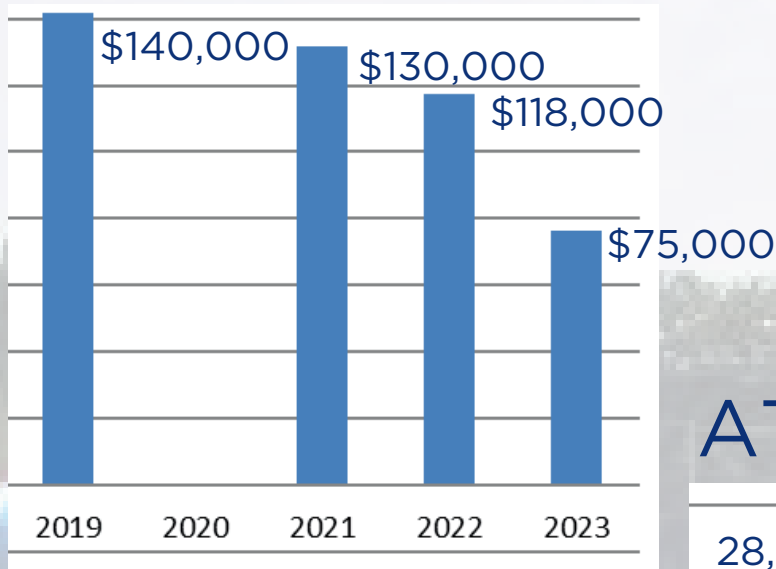
PARTICIPANTS

INDOOR POOL

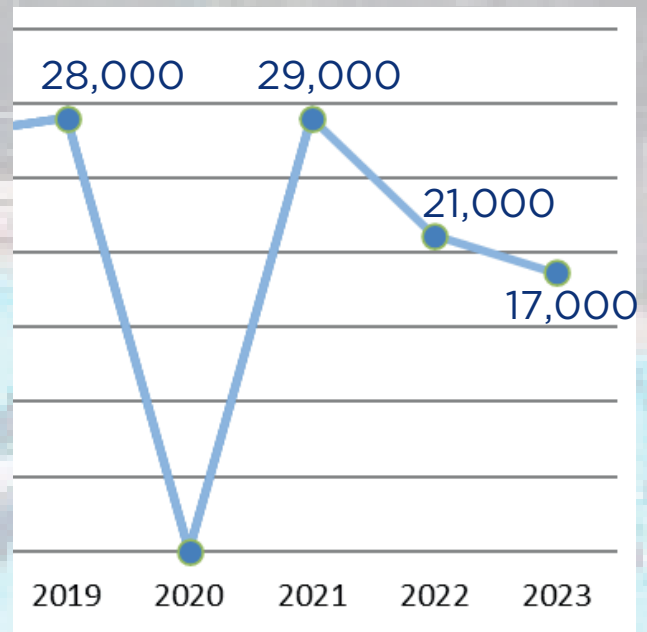
- **LAP SWIM: 1855**
- **OPEN SWIM: 395**
- **LESSONS: 75; 779 PARTICIPANTS**
- **PROGRAMS: 7; 155 PARTICIPANTS**

OUTDOOR AQUATICS

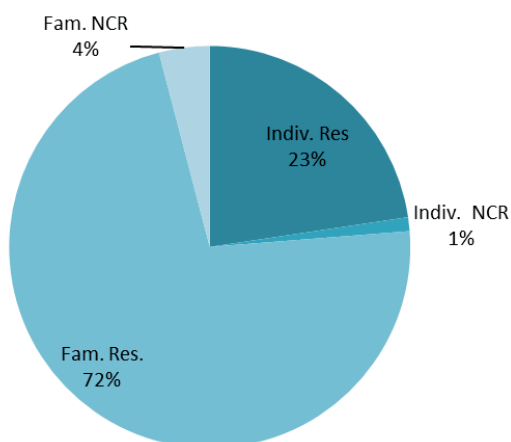
REVENUE



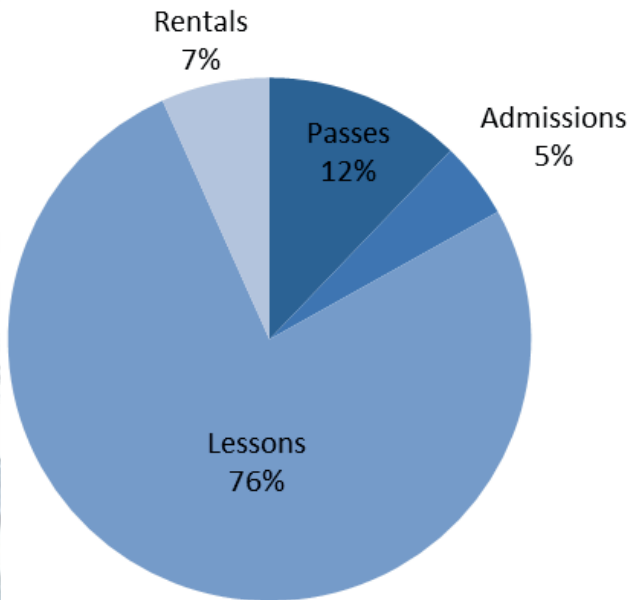
ATTENDANCE



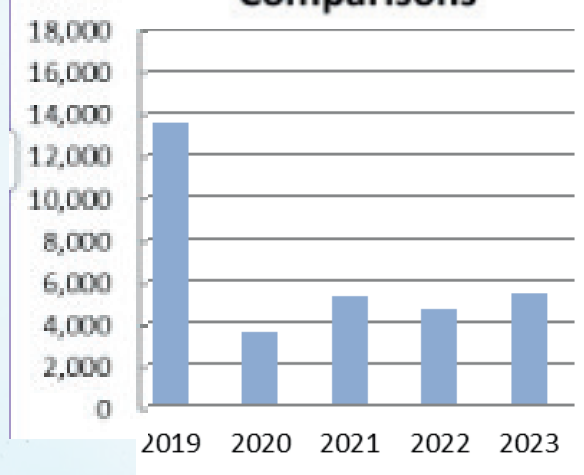
City Resident vs Non-City Resident Pass Sales



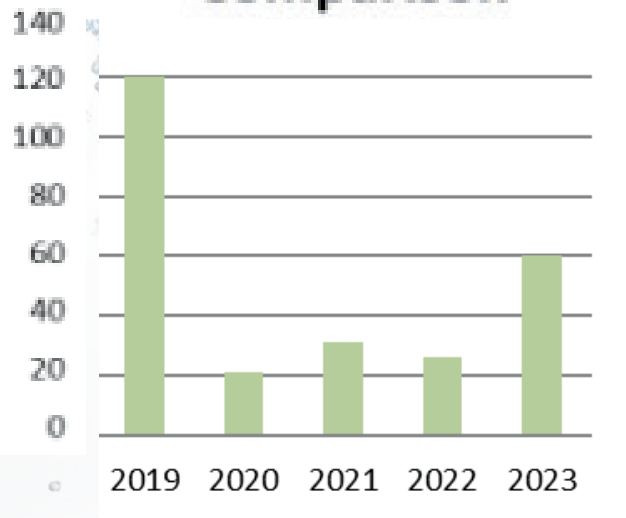
Indoor Pool Revenue



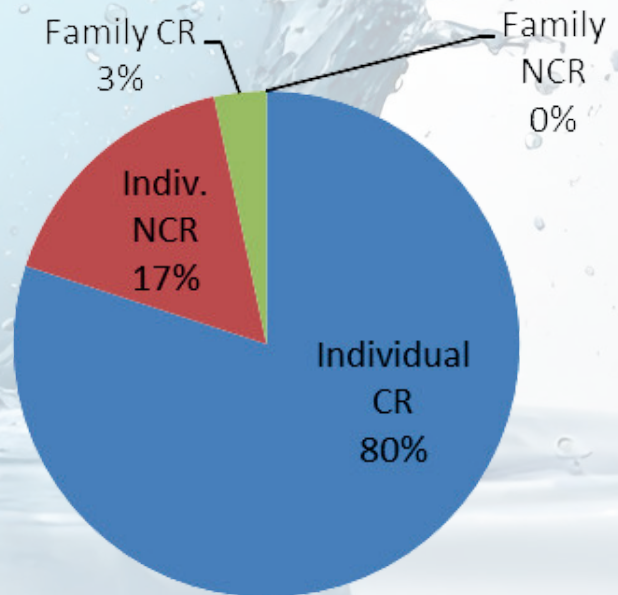
Yearly Attendance Comparisons



Yearly Pass Sale Comparison



City Resident vs Non-City Resident Pass Sale Comparison



PARKS

Town Square

- Prepped for opening, installed garbage cans, pergola tarp, event prep and clean-up
- Built and installed holiday tree stands, cone trees, and lighted archway
- Installed aeration pump for pier
- Winterized irrigation system

Riverside Park

- Riverfest - prep and tear down for event.
- Volleyball playground - removed playground and sand, fill, seed, and mulch

Brandt Quirk Park

- Power washed BQ Tennis courts, 3-week process

Senior Center

- Start construction of walls in old entrance.
- Shelter - remove shingles and failing roof boards, install new boards and shingles

Reflection Park

- Install pergola, assemble, and install picnic table and bench, install new paver sidewalk, re-seed grass area

Interurban Trailhead -

- Install concrete pad for bike storage, install signage

Aquatic Center

- Prep pool for opening and fall winterizing



PARKS CONT.

- Preparations, setups and staff instruction for approximately 45 park events
- Prepped approximately 325 ball diamond for games, grooming and diamond/field maintenance
- Winterize all bathrooms
- Installed five memorial benches at Riverside and Brandt Quirk
- Renovations to plumbing in older park restrooms using American Rescue Plan Act funds

Weed Ordinances

- 59 weed ordinance reviews
- 16 weed ordinance mowings

FORESTRY

- Removed 160 trees
- Planted 150 trees
- 41 boulevard trees planted for residents through the Tree Program
- Replaced and updated the forestry GIS system



RECREATION

YOUTH SPORTS

35 Programs; 1651 Participants



ADULT SPORTS

8 Programs; 333 Participants



FITNESS CLASSES

9 Fitness Classes; 276 Participants



NEW SPORTS PROGRAMS

5 New Programs; 114 Participants

ENRICHMENT PROGRAMS

10 Programs; 389 Participants



RESERVATIONS



PARKS

220 Rentals
22,703 attendees



SENIOR CENTER

212 Rentals
5725 attendees