



PARKS, RECREATION & FORESTRY

1900 AVIATION DRIVE
WAUKESHA, WISCONSIN 53188-2471
TELEPHONE 262/524-3737 FAX 262/524-3713

Ron Grall, Director
rgrall@ci.waukesha.wi.us

2014 Activities Report

City of Waukesha Parks, Recreation & Forestry (WPRF)
and
Waukesha Downtown Business Association, Inc. (WDBA)

Adopt a Planter Program

- 63 planters were planted by the Spring City Garden Club and cared for by downtown business and property owners. Planting day was June 3, 2014.
- WPRF Volunteer Coordinator facilitated the program and groups involved.
- WDBA provided ongoing observation of planters and related needs to Volunteer coordinator.
- WDBA, WPRF & Spring City Garden Club worked together to transition the summer plantings to winter decorations for the planters through out downtown.

Friday Night Live Runs/Special Events

- Several community events/runs were facilitated through WPRF and WDBA when these events utilized park space.
July 18 – The Wheelman
August 2 – Ducky Race
August 15 – The Run from the Cops
- Friday Night Live music was provided at the Waukesha County Expo Center prior to July 4th Fireworks, this was provided by WDBA.
- WDBA distributed WPRF event information (dates, times, street closures) to its members and provided post-event feedback on the activities.

Farmers Market Program

- WPRF utilized space at farmers market on 6 different Saturdays during the summer, to promote special events and programming options. Space was available at no charge.
- WDBA promoted WPRF Special Events on the “Market Exchange” newsletter distributed at the market. Events promoted were Movie Night, Carl Zach Cycling Classic, July 4th Parade & Fireworks, Wounded Warrior Amputee Softball Classic.

Marketing

- Civic Band Brochures were distributed at Friday Night Live by FNL Ambassadors.
- Movie Night, Carl Zach, July 4th Parade, Wounded Warriors and Operation Honor promotional materials were distributed through WDBA.
- Full page color ad for WDBA and www.livelovewaukesha.com was placed in WPRF Fall Activity Guide. Full page or equal space will continue in future guides.

Other

- WDBA will sponsor two JanBoree events – Downtown Friday Night Music and Ice Sculpting. DBA will contribute up to \$1000 towards ice sculpting.
- A Downtown Walking program was discussed with WPRF staff, program to be implemented at a future date.
- Monthly meetings of WDBA and WPRF staff were held to facilitate ongoing communication.

