



PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

October 2, 2018, 7:00pm
Community Recreation Center
250 N. 11th St, Windsor, CO 80550

The Town of Windsor will make reasonable accommodations for access to Town services, programs, and activities and will make special communication arrangements for persons with disabilities. Please call (970) 674-2400 by noon on the 24 hours prior to the meeting to make arrangements.

AGENDA

A. CALL TO ORDER

1. Roll Call
2. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board
3. Liaison Reports
 - Town Board Liaison
 - Weld RE-4 School District
4. Public Invited to be Heard

B. CONSENT CALENDAR

1. Minutes from September 11, 2018

C. BOARD REVIEW / DISCUSSION

1. Election of Board President
2. 2018 NRPA Conference / Gold Medal Finalist
3. 2018 CPRA Columbine Award – Art & Heritage
4. 2018 Capital Project Updates
5. 2019 Budget Update

D. COMMUNICATION

1. Staff
2. Board

E. ADJOURN

FUTURE MEETINGS

November 6, 2018	Regular Parks, Recreation & Culture Advisory Board Meeting
December 4, 2018	Regular Parks, Recreation & Culture Advisory Board Meeting
January 8, 2019	Regular Parks, Recreation & Culture Advisory Board Meeting

The Windsor Parks, Recreation & Culture Department oversees the provision of services related to recreation and cultural opportunities for the entire community through quality programs, facilities, service and management of natural resources.



PARKS, RECREATION & CULTURE ADVISORY BOARD MEETING

September 11, 2018, 7:00 P.M.

Community Recreation Center

250 N. 11th Street, Windsor, CO 80550

Minutes

A. CALL TO ORDER

Chair John Nuspl called the meeting to order at 7:00 P.M

1. Roll Call

The following PReCAB members were present:

John Nuspl
Sandy Brug (Absent)
Matt Morgan
David Sandlin (Absent)
Patrick Lightfoot
Rebecca Holder-Otte
Chris Perkins

Town Board Liaison

Barry Wilson

Also Present:

Parks, Recreation and Culture Director
Manager of Recreation
Operations & Facilities Manager
Park Operations Manager
Administrative Specialist PRC

Eric Lucas
Tara Fotsch
Kendra Martin
Bob Worthen
Kristy Zulkoski

2. Review of Agenda by the Board and Addition of Items of New Business to the Agenda for Consideration by the Board

Mr. Morgan moved to approve the Agenda. Mr. Lightfoot seconded the motion. All members present voted Aye. Motion carried.

3. Liaison Reports

Town Board Liaison

Mr. Wilson reported on the following:

- Party for the Poudre will occur on 9/12/2018-four tickets still available
- Town Board was off last week due to the Labor Day holiday
- Windsor housing authority is going to build just over 100 new units on 15th behind King Soopers
- Raindance dropped first 70 building permits, roads are in, and will begin building homes soon, golf course still as planned

Weld RE-4 School District

Mr. Perkins reported on the following:

- School started on September 4, 2018
- Major construction was completed on time and on budget
- Growth numbers this year on first day of school, just Windsor schools up 356 students, 482 students including Charter, 7.65% increase since last year.
- Hiring last couple of teachers, aides, and other support staff in order to meet the growth needs
- SRO program will add second position

- Certain schools are closed for Open Enrollment based on numbers, list is on district website, could change after opening of Severance High School beginning with 9th and 10th grades and adding on each year

4. Public Invited to be Heard

No Report

B. CONSENT CALENDAR

1. Minutes from July 10, 2018.

Ms. Holder-Otte moved to approve July 10, 2018 minutes as submitted. Mr. Morgan seconded the motion. All members present voted Aye. Motion carried.

C. BOARD REVIEW / DISCUSSION

1. Museum Acquisition

- Deaccession-#1900.temp3052/wooden frame, unknown donor/source, likely Windsor-Severance Historical Society
- Acquisition-Mike Vergara Kodak donation objects, camera and equipment, television
- Acquisition-Coloradoan Newspaper Donation, 126 bound printed copies of the Poudre Valley and Windsor Beacon 1896-2011 (excluding 1914), 24 bound printed copies of the Windsor Beacon 1975-1990, duplicate copies, proposed to accept into Education Collection
- If recommended, will go to Town Board in early October for approval

Mr. Morgan motioned to request the deaccession and acquisitions in the museum as presented. Mr. Lightfoot seconded the motion. All members present voted Aye. Motion carried.

2. Alcohol in parks Update

- 3.2 Alcohol obsolete in 2019
- Repealing/Amending Ordinance
- Allow only beer and wine in Town parks, including neighborhood parks, unless otherwise authorized by a special event license or other Local Licensing Authority-issued permit
- No alcohol of any kind in Chimney Park (geared to youth sports) unless otherwise authorized
- For statistical purposes, add a self-report checkbox to shelter rentals, indicating whether alcohol will be served or not
- No glass containers of any kind
- Adopt a Town-wide open container ban in public places, with exceptions as outlined above
- Sunset in one year, unless extended by Town Board action, during “trial period”, Police and Parks will gather data to help evaluate whether changes are in order

3. 2019 Budget Submission

- Numbers not reflecting personnel costs or transfers
- Cemetery Proposed Budget
 - o 2018 Total Operating Budget: \$33,897

- o 2019 Total Operating Budget: \$28,701
 - o Difference: Reduction of \$5,196
 - o Revenue: \$74,902 (\$60,857 in 2018)
 - o Highlighted expenses/projects: Roundabout maintenance, minimal project year
- Forestry Proposed Budget
 - o 2018 Total Operating Budget: \$115,462
 - o 2019 Total Operating Budget: \$89,135
 - o Difference: Reduction of \$26,327
 - o Revenue: \$6,000 (\$9,310 in 2018)
 - o Highlighted Expenses/Projects: Roundabout maintenance, reduced Christmas lights, added tree mitigation line, Founders Park beds, Windsor Highlands beds
- Parks Proposed Budget
 - o 2018 Total Operating Budget: \$394, 427
 - o 2019 Total Operating Budget: \$479,816
 - o Difference: Increase of \$85,389
 - o Revenue: \$41,090
 - o Highlighted Expenses/Projects: Re-allocation of field maintenance, strategic plan cost share, increased contract mowing, custodial/facility expense, increased snow responsibility
- Open Space & Trails Proposed Budget
 - o 2018 Total Operating Budget: \$0
 - o 2019 Total Operating Budget: \$137, 541
 - o Difference: \$137,541**(Made the split from Parks budget)
 - o Revenue: \$2,925
 - o Highlighted Expenses/Projects: Programming, new trail maps, strategic plan & invasive species control, restroom enclosures, signage, trail repairs
- Aquatics Proposed Budget
 - o 2018 Total Operations Budget: \$65,925
 - o 2019 Total Operations Budget: \$92,903
 - o Difference: Increase of \$26,978
 - o Revenue: \$287,278 (\$175,613 in 2018)
 - o Highlighted Expenses/Projects: Wibit & rentals at lake, CPP/swim lessons, goal is to create an enterprise fund in aquatics and lesson general fund impact
- Community Events Proposed Budget
 - o 2018 Total Operations Budget: \$103,264
 - o 2019 Total Operations Budget: \$119,637
 - o Difference: Reduction of \$2,330
 - o Revenue: \$50,495** (\$27,995 in 2018)-Requested staffing for position
 - o Highlighted Expenses/Projects: Programming similar to 2018-Rec Mobile van, movies, concerts, farmer's market, artisans market, Oktoberfest, Christmas in Windsor, Harvest Festival events
- Recreation Proposed Budget (Still confirming exact numbers)
 - o 2018 Total Operating Budget: \$604,035
 - o 2019 Total Operating Budget: \$610,322
 - o Difference: Increase of \$6,297
 - o Revenue: \$651,316 (\$815,613 in 2018)
 - o Highlighted Expenses/Projects: Programming similar to 2018, more outdoor education, field rentals, staffing salary allocations
- Art & Heritage Proposed Budget

- o 2018 Total Operating Budget: \$103,086
- o 2019 Total Operating Budget: \$107,455
- o Difference: Decrease of \$4,369
- o Revenue: \$48,090 (\$25,084 in 2018)
- o Highlighted Expenses/Projects: Programming-continued growth in classes, site visits and outreach, addition of creamery
- CRC Proposed Budget
 - o 2018 Total Operating Budget: \$300,869
 - o 2019 Total Operating Budget: \$264,833
 - o Difference: Decrease of \$36,036
 - o Revenue: \$260,213 (\$216,748 in 2018)
 - o Highlighted Expenses/Projects: Programming
- CRC Expansion Proposed Budget
 - o 2018 Total Operating Budget: \$514,262
 - o 2019 Total Operating Budget: \$609,391
 - o Difference: Increase of \$95,129
 - o Revenue: \$1,390,013 (\$1,300,919 in 2018)
 - o Highlighted Expenses/Projects: Programming, facilities in-house, no fee increases as of now

4. Tree Board & Sub-Committee Idea

- Mr. Lucas met with Tree Board to discuss proposal
- Allocate 1 PReCAB spot to Tree Board with upcoming vacancy
 - o Move their meeting to the same day as PReCAB (5:30-6:45 pm)
- Create Sub-Committees for the following areas:
 - o Recreation programs
 - o Trails & Open Space
 - o Sub-Committees meet with staff representative 5:45-6:45 pm
 - o Staff representative brings topics/initiatives to PreCAB
 - o Creates continuity among boards and grows public input through the addition of subcommittees, eliminates a meeting night for staff
- The Board discussed the merits of allocating a PReCAB seat to a Tree Board Member-Mr. Nuspl raised some concerns regarding the allocation of the PReCAB seat and Mr. Lucas responded to his concerns, additionally, the Board indicated that they liked the sub-committee idea

5. Diamond Valley Public-Private Partnership

- 2019
 - o Approved agreement 9/10/18- First reading of Land Transfer, Second reading is 9/24/18
 - o Town has exclusive use of 3 baseball fields
 - o By November 1, 2018, notification on concessions
 - o Moving archery range November 2018
- 2020-2038 & Beyond
 - o March 2020 must have completed (2) 600x600 multipurpose fields
 - o Town has exclusive use of 3 baseball fields and 2 multipurpose fields
 - o Termination/Revocation Clause
- 2020-2038
 - o Exclusive use of aforementioned fields
 - o Maintenance fees agreed upon
 - o Ability to rent more facility space if needed, fee agreed upon

- o Termination/Revocation Clause
- Beyond 2038
 - o If Colorado National Sports Park fails or chooses to change business model- Town receives 3 years notice and has option to buy part or all of the facility at fair market value
- Positives
 - o Enables Town to keep up with growth demand of youth sports
 - o Dramatically reduced operations cost
 - o Saves infrastructure costs and enables capital dollars to be spent on other park projects
 - o Dynamic economic impact in terms of location for entire community.
- The Board and staff engaged in a healthy discussion regarding the merits of the Diamond Valley partnership

6. Future Items

- Complete 2019-20 Goals and Objectives
- Smoking in Parks
- Pets at Special Events
- Other Items/thoughts?

COMMUNICATION

1. Staff

- Staff and financial report
- NRPA Conference-Mr. Lucas, Ms. Fotsch and Mr. Willis will attend in Indianapolis September 24-26, will email result of Gold Medal announcement
- Ms. Kendra Martin-Operations & Facilities Manager, will post for new aquatics supervisor
- Ms. Sandy Brug update-card and flowers/plant from Board
- Recognition-Rebecca Holder-Otte stepping down from her seat on PReCAB, thanked her for her 8 years of service and input.

2. Board

- Mr. Nuspl-thanked Ms. Holder-Otte, as well, shared his appreciation for their communication and having the opportunity to work together
- Ms. Brug-health status is not very good, encourages other to visit her

ADJOURN

Mr. Morgan moved to adjourn the meeting. Ms. Holder-Otte seconded the motion. All members present voted Aye. Motion carried. The meeting was adjourned at 8:46 P.M.

CERTIFICATION:

Approved by the Windsor Parks, Recreation & Culture Advisory Board on the _____ day of _____, 20____

Eric Lucas/Parks, Recreation and Culture Director
Parks, Recreation & Culture Advisory Board

Submitted by: Kristy Zulkoski, PR&C Administrative Assistant

FINANCE PReCAB REPORT

Volume 6, Issue 7
August 2018

OVERVIEW

- The base 3.2% collections and the .75% expansion collections were both above the target for the monthly budget requirement for August.
- Through August 2018 Construction Use Tax collections totaled \$2,582,376 or 72% of the annual budget.
- 56 business licenses were issued in August, of which 20 were sales tax vendors. 9 of the 20 are inside the Town limits. 8 retail licenses closed in August, 4 of which were inside the Town limits.



Main Park Playground

MAIN PARK DESTINATION PLAYGROUND

The playground at Main Park has been updated to a new destination park which opened August 13. This playground is designed to provide challenge, movement and perceived risk! The grand opening was well received as shown above. The playground was a cost to the Town of \$408,000 with a 15 year lifespan.

PARKS, RECREATION & CULTURE

Ideally at the end of the eighth month of the year one would want to see 67% collection rate on the annual budget number. The town has exceeded that benchmark in all three categories.

GENERAL FUND REVENUE CHART *For Parks, Recreation & Culture only*

<u>Division</u>	<u>Current Month</u>	<u>YTD Actual</u>	<u>2018 Budget</u>	<u>% of Budget</u>
Cemetery	\$9,975	\$45,475	\$82,765	54.9%
Swimming Pool	\$24,544	\$186,058	\$175,613	105.9%
Recreation	\$83,767	\$608,408	\$815,163	74.6%
Museum	\$1,425	\$19,910	\$15,058	132.2%
Community Events	\$179	\$57,037	\$41,410	137.7%
Parks	\$1,140	\$13,941	\$7,727	180.4%
Forestry	\$0	\$9,310	\$9,000	103.4%
Total General Fund Operations	\$121,029	\$940,140	\$1,146,735	82.0%

General Fund Revenues are at 82.0% for the eighth month of the year, above the benchmark of 67%.

GENERAL FUND EXPENSE CHART *For Parks, Recreation & Culture only*

	<u>Department</u>	<u>Current Month</u>	<u>YTD Actual</u>	<u>2018 Budget</u>	<u>% of Budget</u>
432	Cemetery	\$10,721	\$83,333	\$157,242	53.0%
433	Community Events	\$53,100	\$126,532	\$147,990	85.5%
450	Forestry	\$30,846	\$235,892	\$410,133	57.5%
451	Recreation Programs*	\$173,287	\$1,209,589	\$1,833,152	66.0%
452	Pool/Aquatics	\$73,628	\$256,096	\$345,782	74.1%
453	Open Space & Trails	\$30,325	\$119,702	\$131,751	90.9%
454	Parks	\$115,536	\$767,608	\$1,474,282	52.1%
456	Art & Heritage	\$23,465	\$207,775	\$377,517	55.0%
	Total General Fund Operations	\$510,908	\$3,006,527	\$4,877,849	61.6%
	<i>*plus transfers to CRC for operational expenses</i>				

The General Fund operations are at 61.6% of the annual budget.

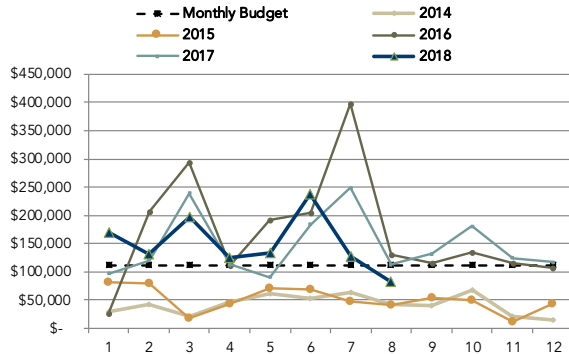
ITEMS OF INTEREST

Windsor is slightly under the operating budget for the year. Being slightly under the benchmark at this time of year is not uncommon. Operations will get closer to the benchmark as each month passes.

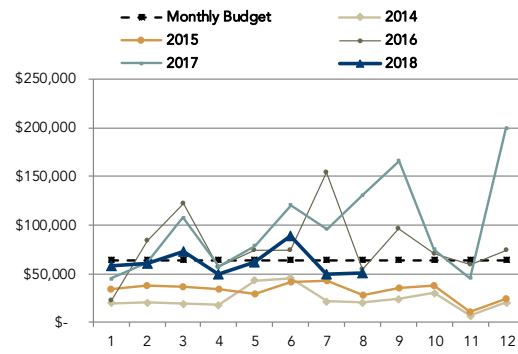


FINANCIAL REPORT

Neighborhood Park Fees (PIF)



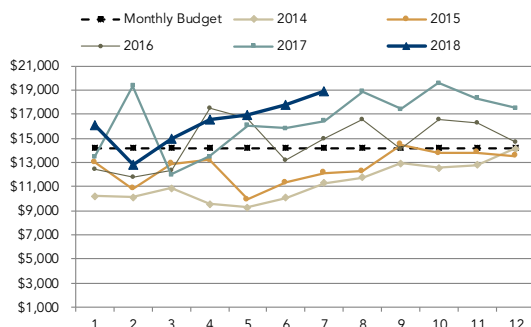
Community Park Fees (PIF)



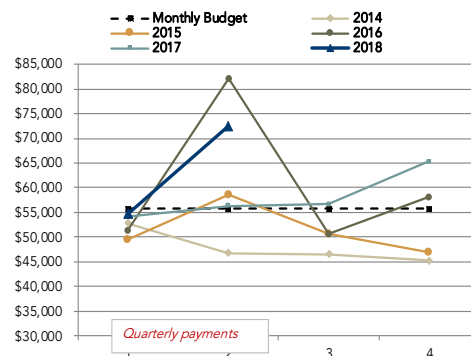
Neighborhood Park Fees and Community Park Fees are the direct result of fees paid on building permits. Historically the first few months of the year have been lower due to slow winter construction but come back during spring and summer months. These funds are utilized for park development projects as identified in the Capital Improvement Program (CIP) and approved by PRECAB. Beginning July 1st the Town started collecting Park & Trail Development fees as a combined fee. This amount for July was \$52,130.

LCOS represents Larimer County Open Space tax disbursements. These funds are utilized for parks, trails and open space projects in the Larimer County portion of Windsor as identified in the CIP.

LCOS Yearly Comparison (PIF)



Lottery Funds (CTF)



LOOKING FORWARD

3.2% COLLECTIONS

The town budgeted \$8.8M for this portion of sales tax for 2018, making the average monthly collection requirement \$734,294. August collections were above this mark at \$815,015.

.75% COLLECTIONS

The monthly budget requirement is \$174,061. The Town collected \$191,177 in August.

3.95% TOTAL

For 2018 the Town budgeted \$10.9M in total for the combined 3.95% sales tax rate. Through August, the Town has collected \$9.1M. If the Town maintains this pace through the year, collections will come in at \$13.8M.

PARKS, RECREATION & CULTURE

ALL PRC FUNDS EXPENSE CHART

Benchmark = 67%

	<u>Current Month</u>	<u>YTD Actual</u>	<u>2018 Budget</u>	<u>% of Budget</u>
Operations				
General Fund (PR & C)*	\$510,908	\$3,006,527	\$4,877,849	62%
Community Recreation Center**	\$73,456	\$628,872	\$1,047,988	60%
Community Rec. Center Expansion †	\$119,669	\$1,304,237	\$2,288,243	57%
Operations Total	\$704,033	\$4,939,636	\$8,214,080	60%
Capital Projects				
Park Improvement Fund†	\$2,422	\$1,569,226	\$4,895,069	32%
Conservation Trust Fund	\$8,685	\$1,092,584	\$623,000	175%
Capital Improvement (PR & C)	\$12,402	\$215,351	\$666,930	32%
Capital Total	\$23,509	\$2,877,161	\$6,184,999	47%
Total Budget	\$727,542	\$7,816,798	\$14,399,079	54%
*plus transfer from PIF to GF for Administration				
**CRC plus loan interest payment				
***CRC Exp plus loan interest payment				

- Operating expenditures are at 60% under the budget benchmark of 67% for August.
- Capital projects are at 47%.

2018 Major Projects	2018 Budget	Spent YTD	Dept.	Multi-Yr	Est. Start Process	Actual Start	% Complete	Est. Complete	Actual Complete
Diamond Valley Field Phase Development	\$3,600,000	\$0	Pks/EL	2017-2019	May 1		4%	into 2019	
Main Pk Playground Replacement	\$400,000	\$200,000	Pks Mgr	2018	Aug 16		90%	Sep 13	
Village East Park Development	\$866,000	\$48,657	Pks/TF	2018	Sep 15		55%	2019	
Poudre Tr Maintenance TAP grant project	\$95,000	\$59,114	Pks/WW	2018	Sep 10		45%	Oct	
Windsor Tr Highland Meadows Pkwy	\$165,000	\$2,363	Pks/WW	2017-2018	Jun 1		25%	Aug 1	
Windsor Tr #2 Ditch Tr -15th St to River Bluffs OS	\$50,000	\$0	Pks/WW	2018-2019	May 1		5%	2019	
7th Street & Crossroads landscaping	\$85,000	\$0	Pks/KK	2018	Sep 15		45%	Oct	
Eastman Pk Doc for special events investment	\$5,000	\$0	Pks/TF	2018	Sep		0%	.	
Automate splitter box E of Chimney Pk	\$70,000	\$0	Pks/WW	2016-2018	Aug 15		1%	Oct 1	
Purchase Creamery for Mother statue	\$77,000	\$27,998	Pks/TF	2018	Jan	Jan	70%	Dec	
Color key for funds =	PIF	CTF	CIF						



PReCAB REPORT

October 2018

DIRECTOR'S UPDATE



Eric Lucas
Director of Parks, Recreation
& Culture
970-674-3500

Given that we met a little over 3 weeks ago one would think that we wouldn't have much to update you on. That assumption would be incorrect! Since we met, the Town Board approved the Diamond Valley Partnership with CNSP and we are in the process of exchanging keys and swapping utilities. They are taking over concessions beginning October 10. I am not at liberty as of this update to say the name of the business but I hope to be able to when we meet. Additional conversations are beginning in regard to 2019 schedules and master planning of the site.

Myself, the Town Manager and Public Works Director are working to short list firms to begin the design build of the Parks Maintenance facility and the Museum Collections Building.

On the recreation side, we just concluded Oktoberfest and it was a huge success. We had several thousand people attend. Staff has already booked 3 polka bands for next year as we get bigger and better!

Parks & Open Space are beginning the shift from summer to fall and beginning to focus on snow season. This includes significant training given we have multiple new employees and we are taking on an increased role in plowing Town streets this year.

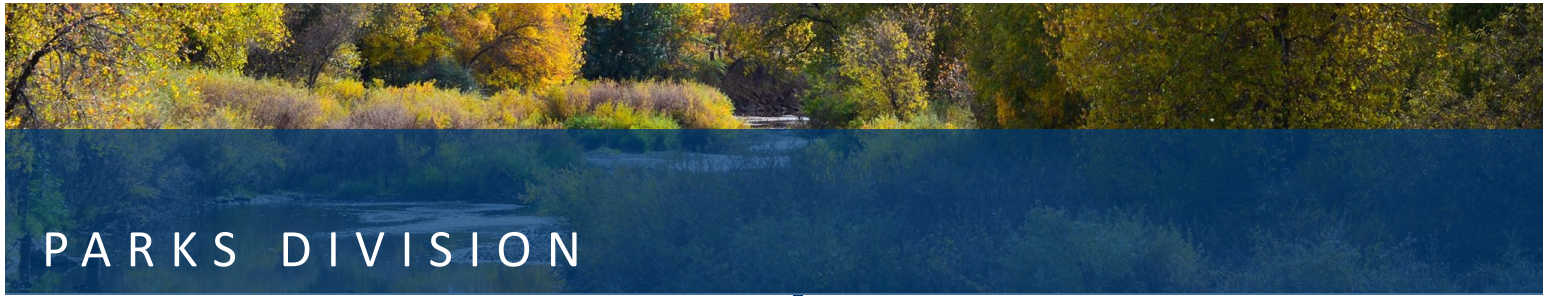
Lastly, as you know we were not selected as the Gold Medal winner at the recent NRPA conference. Upon reflection, winning is something that we do as a team every day and being recognized two years in a row as one of the best departments in the nation is proof enough that we are doing the right things and we are a key reason why Windsor is such a magical place to live, work & play!



Your agenda is light given we recently met. The most pressing issue is the election of a new Board President. David Sandlin has reached out to me to indicate he is interested in the position. If anyone else is interested please be prepared to state your interest so we can have any discussion needed and elect someone. The remainder of the meeting items are an update on the budget work session with Town Board, an update on Capital projects for this year and a recap of the NRPA Conference along with two recent awards received by the department.

As always, please feel free to reach out if you have questions, concerns or would like something added to the agenda!

Eric Lucas
Director of Parks, Recreation & Culture



PARKS DIVISION

Fall has arrived-but what a playground!

As parks staff begin to make the transition into fall, it's a time to reflect on some of the victories and challenges they faced throughout the summer season. While the Main Park playground installation has to be at the top of their list regards challenges, it is without a doubt one of their biggest victories!

Let the removal begin!



Over 400 cubic yards of import soil brought in!



Thanks to the combined efforts of Parks and Public Works for making smiles like this possible!



The End Result!



What are people saying?

I hardly ever saw anyone on the equipment before, but since the make-over, there are numerous people there every day, at lunch and after work. So, I think it is a hit! Just thought you should know ☺





RECREATION DIVISION

SPECIAL EVENTS

Throughout the year the Parks, Recreation & Culture team hosts, sponsors, rents out our facilities and partners with outside groups to offer over 88 different events for the Town of Windsor community to enjoy. All staff chip in and bring their hard work, creativity and passion to make these events happen for our community. We didn't have an event coordinator this past year but all staff from the three divisions lent a hand to make sure everything went off with out a hitch! A big kudos goes out to Lexie Spykstra, Seasonal Event Supervisor, who has taken the lead on the coordination of all of the events since early May. We couldn't have done it without her! Matt Kraus, Recreation Supervisor, also took over the Summer Concert Series. We wouldn't have survived without these two! We hope you were able to enjoy some of the many events we held!



- Sponsored Events: 12**
- Partnered Events: 5**
- Managed/Town Run: 55**
- Rentals: 16**
- Total: 88 Events**

BY THE NUMBERS

29,182

FITNESS CLASS PARTICIPANTS THROUGH AUGUST

1019

PERSONAL TRAINING SESSIONS SOLD
THROUGH AUGUST

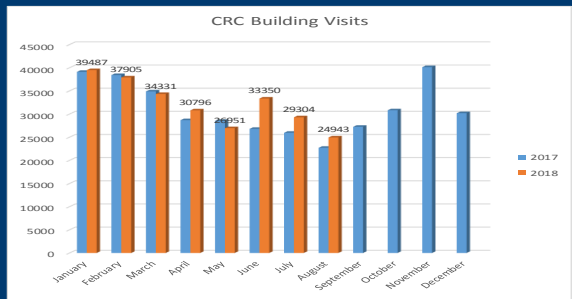
25,943

SILVER SNEAKER USERS THROUGH AUGUST

1883

SWIM LESSONS HELD THROUGH AUGUST

COMMUNITY RECREATION CENTER

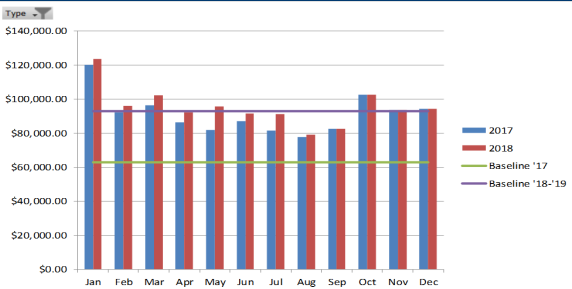


Visits

After 8 months, we are 11,966 more building visits compared to 2017. This equates to a 5% increase. We are on target to surpass 385,000 visits in 2018

CRC Revenue

Through 8 months we have exceeded our revenue goal (paid building entry), as we head into fall. With 4 months left we anticipate surpassing our revenue projection.



OPEN SPACE AND TRAILS

SPOTLIGHT

As we head into the fall and winter we look ahead to contemplate what is on the horizon. Aside from efforts in planning and developing new sections of trail connecting the west end of Town to the Town Center and evaluating river banks along the Poudre Trail, we are also faced with looking at policy related to how Windsor's trails and open spaces are used.

Colorado law recently changed to allow electric assisted bicycles (e-bikes) on trails. In April, 2017 Colorado state legislators passed [HB 17-1151](#), which defined three different classes of e-bikes, required manufacturers to label e-bikes by class, defined e-bikes as non-motorized vehicles, and allowed the use of Class 1 and 2 e-bikes on bike or pedestrian paths where bicycles are allowed to travel. This bill gives local land management agencies the ability to determine e-bike use on trails under their jurisdiction. Wade recently attended a session on what other front range communities have done to address this in Colorado at the Colorado Open Space Alliance conference in Grand Junction. We will be working to develop a plan on how to address in Windsor and are discussing this regionally with the NOCO Bike and Pedestrian Collaborative.

Please let Wade know if you have any questions, comments or initial thoughts related to this topic.

Trail repair and bank reconstruction has started on the Poudre Trail, scheduled to be complete November 16th 2018



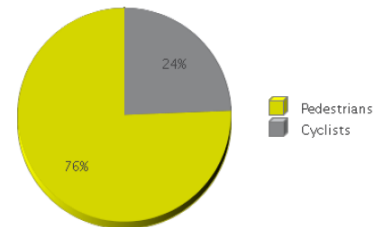
Trail clean up after the September 20th rain storm. We received about 1.5 inches in less than an hour resulting in 5" of mud and water on the Rain Dance section of trail.

TRAIL COUNTS

Boardwalk Park

Period Analyzed: Sunday, August 26, 2018 to Saturday, September 22, 2018

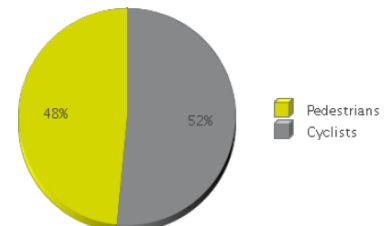
	Total Traffic for the Analyzed Period	Daily Average	Busiest Day of the Week	Distribution	
				IN	OUT
Pedestrians	9,133	338	Friday	92	8
Cyclists	2,946	109	Saturday	62	38



Eastman Park

Period Analyzed: Sunday, August 26, 2018 to Saturday, September 22, 2018

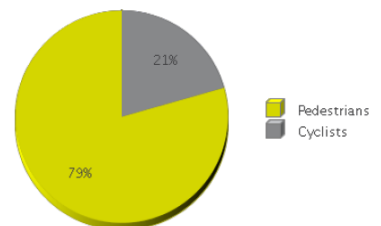
	Total Traffic for the Analyzed Period	Daily Average	Busiest Day of the Week	Distribution	
				IN	OUT
Pedestrians	5,566	206	Saturday	51	49
Cyclists	5,920	219	Saturday	52	48



Poudre East

Period Analyzed: Sunday, August 26, 2018 to Saturday, September 22, 2018

	Total Traffic for the Analyzed Period	Daily Average	Busiest Day of the Week	Distribution	
				IN	OUT
Pedestrians	19,237	712	Tuesday	92	8
Cyclists	4,992	185	Sunday	51	49





COMMUNICATIONS



FACEBOOK ENGAGEMENT

INTERACTIONS

1,632 REACTIONS

383 COMMENTS

125 SHARES

2,140 TOTAL ENGAGEMENTS

TOP POSTS

	DATE	REACTIONS	COMMENTS	ENGAGEMENT	REACH
Main Park Playground	Sept 06	298	167	25.9%	6,043
Gold Medal Finalist	Sept 25	205	24	12.7%	3,493
Main Park Playground	Sept 14	126	16	19%	3,386

BY THE NUMBERS

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
Windsor Parks, Recreation & Culture	5,515	2.07%	35	123.6k	3,532	2,140	61.14	243



TWITTER ENGAGEMENT

INTERACTIONS

0 REPLIES

8 RETWEETS

2 COMMENTS

29 LIKES

TOP POSTS

	DATE	REACH	RESPONSES	CLICKS	RETWEETS
Gold Medal Finalist	Sept 25	434	2	—	2
Main Park Playground	Sept 13	2,561	2	—	2
School & Pool	Sept 24	206	1	—	1

BY THE NUMBERS

Twitter Profile	Total Followers	Follower Increase	Tweets Sent	Organic Impressions	Organic Impressions per Follower	Engagements	Engagements per Follower	Retweets	Clicks
WindsorPRC	193	4.9%	8	2,795	14.48	93	0.48	8	7



WEBSITE ENGAGEMENT

914
VISITS

736
UNIQUE PAGE VIEWS

51seconds
DURATION

TOP 3 PRC PAGES

1. CRC | 2. ACTIVITY GUIDE | 3. OKTOBERFEST

