ALL WE CREATED TOGETHER /FOR SOUTH BEND/

2017 ANNUAL REPORT

CITY OF SOUTH BEND
VENUES PARKS & ARTS

/DEPARTMENT OVERVIEW/ 2017 ANNUAL REPORT

MAYOR *Pete Buttigieg*

BOARD OF **PARK COMMISSIONERS:**

Mark Neal, President
Consuella Hopkins, Vice President
Aimee Buccellato
Dan Farrell

CIVIC CENTER BOARD OF MANAGERS:

Aaron Perri, President
Michael Neises, Vice President
Dr. David Varner, Treasurer
Randy Kelly, Secretary
Dennis Andres, Jr.
Linda Doshi
Greg Downes
Cathy Roemer

VPA SENIOR STAFF:

EXECUTIVE DIRECTOR
Aaron Perri

DEPUTY DIRECTOR
Jeff Jarnecke

DIRECTOR OF RECREATION
Jonathan Jones

DIRECTOR OF FACILITIES & GROUNDS
John Martinez

DIRECTOR OF EXPERIENCE
Jackie Appleman

DIRECTOR OF FINANCE
Kimberly Williams

DIRECTOR OF GOLF
Tony Stearns

DIRECTOR OF CHARLES BLACK RECREATION CENTER
Cynthia Taylor

DIRECTOR OF HOWARD PARK RECREATION CENTER
Rose Kaufman

DIRECTOR OF MARTIN LUTHER KING, JR. RECREATION CENTER
Maurice Scott

DIRECTOR OF RUM VILLAGE NATURE CENTER
Garry Harrington

VENUE MANAGER OF MORRIS PERFORMING ARTS CENTER
Michelle DeBeck

GENERAL MANAGER OF CENTURY CENTER
Leanna Belew

Venues Parks & Arts inspires a more livable South Bend for all, connecting us to emotionally engaging experiences and to one another.

CITY VALUES:
EXCELLENCE
ACCOUNTABILITY
INNOVATION
INCLUSION
EMPOWERMENT

Mission/**Focused**

Upon completion of our first year as a new department, we reflect on the experiences we've achieved. Over the last year, we've made large investments in enhancing our shared green spaces and facilities. Yet, across every day with every new project, we consider why it is we do what we do. To put it simply, we do it for you.

Our venues aren't only buildings, our parks aren't only open spaces, and our programs aren't only for time that is "left over." When utilized, these components of our city are capable of offering quality experiences relating to one's own needs, values and capabilities. This is where we play, where we relax, where we experience, where we make today happen.

With eyes toward progress, our efforts are aimed toward social equity, ecological improvement, safety advancement, neighborhood and economic development, and health and wellness. Our department is committed to these five pillars reaching every neighborhood and spanning every demographic. We use intentional strategies to create meaningful change.

Whether they're in South Bend for a day or years, our hope is to better the livelihood of the people in our city. A child that earns a youth scholarship to learn valuable life skills, the resident who has a safer route to walk home at night, the visitor who attends an event where they truly feel included in our city's culture; these are the true embodiments of what Venues Parks & Arts brings to our city.

Aaron Perri, Executive Director

CITY OF SOUTH BEND
VENUES PARKS & ARTS

/Sustained By:

110 FULL TIME STAFF

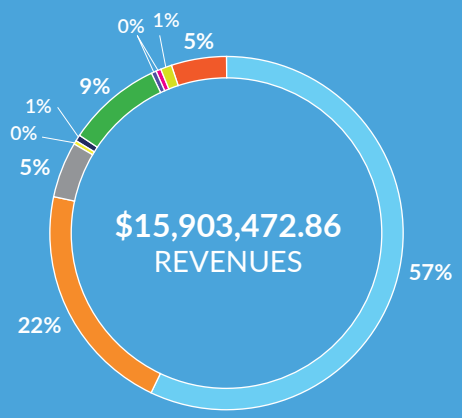
337 PART TIME STAFF

1,615 VOLUNTEERS

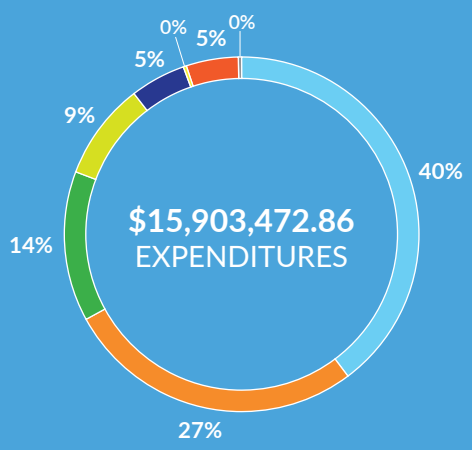
7 INTERNS

VPA FOUNDATION

Budget/**Stewarded:**

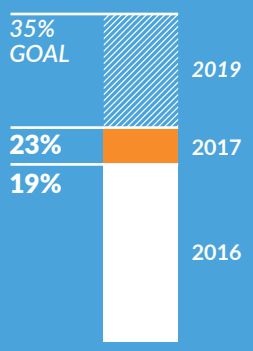


- **$9,033,730.74** *Property Taxes*
- **$3,421,831.38** *Charges for Services*
- **$791,777.74** *Other Taxes*
- **$33,238** *Interest Earned*
- **$131,200** *Donations*
- **$1,415,007** *Pilot Transfer In*
- **$17,517** *Miscellaneous Revenue*
- **$33,247** *Insurance Proceeds*
- **$215,5777** *Dept. Reimbursement*
- **$810,347** *Transfer In*



- **$6,337,335.77** *Facilities & Grounds*
- **$4,333,180** *Recreation*
- **$2,179,306.79** *Capital Reserves*
- **$1,404,091** *Admin*
- **$805,715** *Zoo*
- **$37,710.39** *Greenhouse*
- **$806,133.91** *Marketing & Events*
- **$0** *Other Expenses*

Cost/**Recovered:**



/Recognized:

CITY OF SOUTH BEND
Government Excellence
In City Parks
Recognized by John Hopkins Government Excellence Publication

CYNTHIA TAYLOR
Black History Month
Honoree for positive contributions to the City
Recognized by the City of South Bend

CENTURY CENTER
IN Top 25 Must See Building
Featured by USA Today

MORRIS PAC
#90 out of all U.S. Venues
Ranked by Pollstar

MORRIS PAC
#114 on Year End Worldwide
Ticket Sales in 2017
Ranked by Pollstar

/Awarded:

MY SOUTH BEND PARKS & TRAILS
Inclusion Program
of Excellence Award
Awarded by IPRA

BEST. WEEK. EVER.
Creative Event Award
Awarded by IPRA

SUSAN O'CONNOR
Key to the City for 27 years
of dedicated service to the
community
Awarded by the City of South Bend

MLK CENTER'S SKY DIGG GIRLS BASKETBALL
Invitational Champions
Baylor Holiday Basketball Invitational

BYERS SOFTBALL COMPLEX
James Farrell Excellence Award
Awarded by USA Softball

MORRIS PAC
"Prime Site Award"
for 12th consecutive year
Awarded by Facilities and Event Management Publication

/Refreshed:

GROUNDBREAKINGS:
Charles Black Rec. Center
Howard Park Rec. Center & Ice Rink

REDEDICATIONS:
Governor Joe Kernan Park
Formerly Viewing Park

/SOCIA
EQUITY

VPA strengthens the community through increased inclusion by consciously serving all populations throughout our accessible venues, equitable parks and free programming.

"SURVEY RESPONDENTS [...] SEE INCLUSIVENESS AT PARK AND RECREATION FACILITIES AS A METHOD TO BRING PEOPLE TOGETHER AND CELEBRATE THE DIVERSITY OF COMMUNITIES IN WHICH THEY LIVE."

National Recreation & Parks Association, Park & Recreation Inclusion Report

AL
Y//

$4.6M+ /**Invested**/ In Parks:

- **$4.4 MILLION**
Charles Black Recreation Center
Single largest investment in a South Bend recreation center
- **$90,000**
Fremont Park
In partnership with Fremont Youth Foundation
- **$140,000**
Potawatomi Park
For ADA accessibility upgrades

First City To Complete/ Trust For Public Land Park Score Analysis

OVERLAYED WITH GEO REFERENCED AMENITIES STANDARDS PROGRAM® DATA
Offers a comprehensive look at quality and geographic service levels to make equitable decisions on future investments in parks, trails, open space, facilities, programs and other amenities.

COMPLETED PLAN FOR NEIGHBORHOOD CONNECTIVITY TO PARKS AND TRAILS THROUGH A CITY-WIDE TRAIL SYSTEM.

Parks/**Improved:**

- **ADA-ACCESSIBLE RUBBER SURFACING**
Potawatomi Park
- **ADA-ACCESSIBLE ROCKING BAR**
Potawatomi Park
- **SPLASH PAD**
Fremont Park
- **FULL BASKETBALL COURT**
Fremont Park
- **MEMORIAL BENCH**
Fremont Park
Dedicated to those who have lost their lives to violence
- **ANNOUNCED PLAN FOR ADA ACCESSIBLE RESTROOMS**
All parks
- **PLAN FOR UNIVERSAL ACCESSIBLE WALKWAYS**
8 miles of riverfront trails
- **FREE WI-FI PROVIDED TO HELP CLOSE THE DIGITAL DIVIDE:**
Martin Luther King, Jr. Rec. Center and Charles Black Rec. Center

200+ Outreach Hours/**Engaged**/ With 1,841 Residents

THROUGH COMMUNITY MEETINGS AND PLANNING SESSIONS

623 Youth /**Awarded Scholarships**

FOR FREE OR REDUCED-COST PROGRAMMING
Director's Youth Scholarship Golf Outing raised a record $17,600.

75,911/**Served**

THROUGH FREE/LOW-COST PROGRAMMING:
- Events and social activities
- Youth summer camps
- After-school programming
- Senior classes, clubs, and events

26,730 Free, Healthy Meals /**Served:**

- **TO SENIORS**
In partnership with REAL Services
- **TO CHILDREN**
In partnership with South Bend Community School Corporation via Summer Lunch & Playground Program

Expanded/ Award-Winning M.A.D.E. Program

INTO THREE HIGH SCHOOLS
Mentors and provides strong examples to thousands of South Bend youth on how to end violence and change lives.

12 Students /**Mentored**

THROUGH THE LAWN MAINTENANCE AND MENTORSHIP PROGRAM
Created to provide the City of South Bend with quality lawn maintenance for City-owned abandoned lots while providing at-risk youth with meaningful work, new and varied life skills, and a personal income all in a positive, mentored environment.

ECOLOGY/

We hold ourselves accountable for ecological progress. In 2017, we worked on implementing sustainable business practices, engaging in public ecological education and protecting our environment.

"IF A CRITICAL MASS OF CITIES AGREE TO TAKE CERTAIN STEPS — WHETHER IT'S EMBRACING THE CLIMATE GOALS, MOVING TOWARD CARBON NEUTRALITY, GETTING A CERTAIN BASE OF RENEWABLES, WHATEVER THOSE GOALS ARE — WHEN US CITIES DO IT, THAT'S ALMOST AS GOOD AS IF THE ENTIRE WORLD AND NATIONAL GOVERNMENTS COME TOGETHER AND MAKE A DECISION,"

Mayor Pete Buttigieg in Notre Dame's The Observer

2,916 Campers And Students **Participated In Ecological Educational Programs**/ And Classes:

- **TREE GROWTH STUDY**
- **LAND PRESERVATION**
- **STEWARDSHIP OF OUR NATURAL RESOURCES**
- **GARDENING & NUTRITION**
- **BOAT SAFETY AND FISHING TECHNIQUES**

34% Tree Canopy /**Coverage**/With Goal of 40%:

- **180% INCREASE IN FORESTRY TREE PLANTING**
- **2 URBAN TREE NURSERIES ESTABLISHED AT VACANT CITY-OWNED LOTS**
- **67,625 TREES IN SOUTH BEND**

★ **NAMED TREE CITY USA BY THE ARBOR DAY FOUNDATION FOR 20TH CONSECUTIVE YEAR**

2,453 Volunteer /**Hours Spent**

GARDENING, BEAUTIFICATION, TREE PLANTING AND OTHER ECOLOGICAL PROJECTS

Ecological /**Plans Completed**:

- **COMPLETED A NATURAL RESOURCE INVENTORY AND MANAGEMENT PLAN FOR ELBEL PARK**
  In partnership with Orbis Environmental Consulting
- **ESTABLISHED THE CITY'S FIRST EVER NATURAL RESOURCES MANAGEMENT PLAN**
  In partnership with the Ecological Advocacy Committee

Added Recycling/ Programs:

- **CHARLES BLACK RECREATION CENTER**
  Immediate 50% reduction in consumption of material at Charles Black Recreation Center
- **MORRIS PERFORMING ARTS CENTER**
- **PALAIS ROYALE**
- **POTAWATOMI PARK**
- **RUM VILLAGE NATURE CENTER**

Completed Energy Savings/ Performance Contract (ESCO) At Century Center

- **3,701 LBS OF COAL AVOIDED**
- **28,000 KWH SOLAR ENERGY GENERATED**
- **$89,000 UTILITY REBATES**
- **COMMISSIONED ESCO STUDY FOR ALL PARK FACILITIES**

SAFETY/

With a focus on safety programming and beautification efforts, we empower residents and employees to contribute, take pride and feel safe in our City.

ACCORDING TO UNIVERSITY OF MICHIGAN, BEAUTIFICATION EFFORTS HAVE BEEN SEEN TO REDUCE INCIDENTS OF CRIME AND VIOLENCE BY 50%.

Increased/ Beautification Efforts:

- **NEW PATIO IN PARTNERSHIP WITH LOWE'S BE A HERO PROGRAM**
  Martin Luther King, Jr. Rec. Center
- **REFRESHED PAINT AND NEW FLOOR AT HAL LINDSEY GYMNASIUM**
  Martin Luther King, Jr. Rec. Center
- **NEW INDOOR & OUTDOOR SECURITY FEATURES**
  Martin Luther King, Jr. Rec. Center
- **REFINISHED TENNIS COURTS**
  Leeper Park
- **PARK REDESIGN**
  Kelly Park
- **LAVENDER LABYRINTH**
  Leeper Park
  Established in partnership with Madison School and Memorial Hospital STEAM learning program.
- **INTRODUCED SAFE ROUTES TO PARKS WITH A FOCUS ON CONNECTIVITY**

New Programs /**Implemented:**

- **PARK AMBASSADOR PROGRAM**
- **VPA SAFETY COMMITTEE**
- **MORRIS PAC SAFETY PROGRAM**

376 **Classes Taken**/ By VPA Lifeguards

67 VPA Staff Members CPR/ AED And First Aid /**Certified**

Approx. 150 Hazards/**Identified And Corrected Or Repaired**/Through Prevention Inspection And Maintenance

3,538 Sites Of /**Graffiti Abated**/ Since Program Inception In 2008

IMPACT/

"IT'S IMPORTANT THAT WE HAVE OCCASIONS TO ENCOUNTER NEW EXPERIENCES, FORM BONDS WITH ONE ANOTHER, AND GENERALLY REFLECT UPON OUR CITY'S CREATIVITY, CULTURE AND PROGRESS"

Aaron Perri, Executive Director of VPA
Best. Week. Ever. 2017

$1.7M Raised/In Sponsorships & Grants

100+ NEW COMMUNITY PARTNERSHIPS FORMED
Record year

$453,589 Invested Value/ Through Volunteer & Intern Hours

40% INCREASE OVER 2016

$89,649 Saved/ Annually By Consolidating All Service Maintenance Contracts

$258,480 In /**Earned Media Value**

APPROX. 973,380 WEB IMPRESSIONS
Nearly doubling 2016 value

12,210 Participated/In Outdoor Adventure:

- **5 YEAR LEASE EXTENSION FROM EDGE ADVENTURES**
  Rum Village's Aerial Adventure Park
- **66% INCREASE IN PARK ATTENDANCE AT EDGE ADVENTURES**
- **50% OF EAST RACE RAFTERS VISITED FROM OUTSIDE OF ST. JOSEPH COUNTY**

VPA Venues /**Generated $20,060,000 In Economic Impact:**

- **890,901 ATTENDEES**
- **11% ATTENDANCE INCREASE AT CENTURY CENTER**
- **29% INCREASE IN HOTEL NIGHTS GENERATED**

/**Record Season Attendance:**

- **2% ATTENDANCE INCREASE AT POTAWATOMI ZOO**
- **4TH YEAR IN A ROW FOR SB CUBS**

82,700 Attended/ 60+ Community Events:

- **RECORD ANNUAL EVENT ATTENDANCE**
- ***New!* BEST. WEEK. EVER.**
  Attracting 50,000+ attendees
- ***New!* FIRST MORRIS PRE-SHOW EVENT:**
  Memories of Motown

20% Increase In New Visits/To The Charles Black Recreation Center

***NEW!* PARTNERSHIP WITH SOUTH BEND COMMUNITY SCHOOLS**
For after school programming with Charles Black Recreation Center

We cultivate innovative experiences to connect people more deeply to the fabric of the community and use our resources wisely to generate economic impact.

/HEALTH & WELLNESS/

We make a habit of promoting excellent health and wellness through increasing physical activity opportunities and providing access to parks in our city, thereby preventing obesity and reducing the incidence of chronic medical conditions.

"EMERGING AREAS OF RESEARCH INCLUDE [...] THE HEALTH EFFECTS PARK VISITORS ENJOY FROM EXERCISE AND STRESS RELIEF ASSOCIATED WITH PARK AND PARK FACILITY VISITS [...] FOR EXAMPLE, REGULAR VISITORS TO RECREATION FACILITIES HAVE LOWER INCIDENCES OF OBESITY, WHICH LOWERS HEALTHCARE SPENDING FOR HYPERTENSION, CARDIAC DISEASE AND DIABETES."

National Recreation and Park Association, The Economic Impact of Local Parks

278,000 Participated/ In Recreational Activities:

- **GYM VISITS**
- **FITNESS CLASSES**
- **BASKETBALL CLINICS AND TOURNAMENTS**
- **YOUTH RECREATION & FITNESS CLASSES**
- **YOUTH CAMPS**
- **YOUTH SPORT LEAGUES**
- **SWIM CLASSES AND LESSONS**
- **TENNIS LESSONS AND TOURNAMENTS**
- **ROUNDS OF GOLF:** Across Erskine, Studebaker, Elbel
- **HIKING, BIKING, AND WALKING** Rum Village
- **CLIMBING WALL**
- **EAST RACE RAFTING**
- **O'BRIEN SKATE PARK**
- **SOFTBALL GAMES**

New!

Pickleball /**Added**/ At The O'Brien Fitness Center

THE ONLY INDOOR FACILITY TO OFFER THIS FAST GROWING SPORT

Mayor Pete/**Signed On To 10-Minute Walk Campaign** To Champion Park Access And Equity.

PARTNERSHIP BETWEEN NATIONAL RECREATION & PARKS ASSOCIATION (NRPA), TRUST FOR PUBLIC LAND (TPL), AND THE URBAN LAND INSTITUTE (ULI)

The 10-Minute Walk campaign works to ensure there is a great park within a 10-minute walk of every person in every neighborhood, in every city across the country.

73% Of Community Lives Within A 10 Min Walk Of A Park, /**Above National Average:**

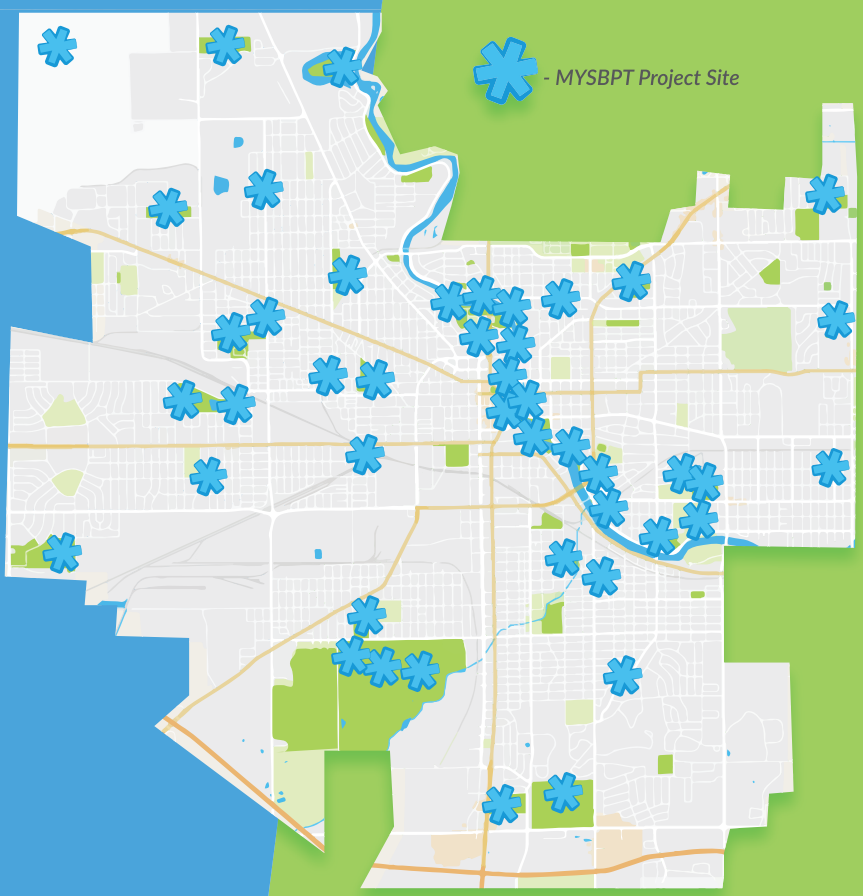
- **1,300 ACRES OF PARK LAND MAINTAINED**
- **56 PARKS**
- **27 MILES OF PARK TRAILS**
- **59 PLAYGROUNDS**
- **42 TENNIS COURTS**
- **7 WATER PLAYGROUNDS AND 1 POOL**
- **3 GOLF COURSES**
- **6 COMMUNITY CENTERS**

$50M PLAN CREATING THE MOST SIGNIFICANT INVESTMENT /IN CITY PARKS EVER/

Spanning 39 parks, over 900 acres and 20 miles of trails, My SB Parks & Trails is a combination of park, trail, and riverfront upgrades that will fundamentally change the landscape of South Bend's shared green spaces. The projects were identified through various community and city planning initiatives.

I SUPPORT MY SB PARKS & TRAILS
MYSBPARKSANDTRAILS.COM
POWERED BY SBVPA

MYSB | PARKS & TRAILS
MYSBPARKSANDTRAILS.COM



City-Wide/Scope

The portfolio of projects selected for the My SB Parks & Trails initiative is the result of significant civic engagement and professional planning processes. Collectively, these projects have been discussed for more than a decade, in dozens and dozens of public meetings, and have received thousands of pieces of feedback. The projects were developed by the community, informing is name- MY SB Parks & Trails.

Derived From Public Planning/Documents And Partnerships:

- **2014 PARKS MASTER PLAN**
- **COAL LINE TRAIL PUBLIC PLANNING PROCESS**
- **CITY CEMETERY PUBLIC PLANNING PROCESS**
- **RIVERFRONT PARKS & TRAILS PUBLIC PLANNING PROCESS**
- **GEO REFERENCE STANDARDS & AMENITIES DATA® AND THE COMMISSIONED TRUST FOR PUBLIC LAND PARK SCORE DATA**
  To tackle park quality issues in geographically underserved areas.
- **CITY PLAN 2025 AS WELL AS VARIOUS NEIGHBORHOOD PLANS**
- **LEVERAGES PARTNERSHIPS AND PRIVATE DEVELOPMENTS IN DOWNTOWN RIVERFRONT DISTRICT**

Far-Reaching Positive Impact/On The Community Through:

- **SOCIAL EQUITY**
- **ECOLOGICAL INTEGRITY**
- **ECONOMIC IMPACT**
- **NEIGHBORHOOD IMPROVEMENT**
- **PUBLIC SAFETY**
- **RECREATION VALUE**

CITY OF SOUTH BEND
VENUES PARKS & ARTS

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Connect With Us: **@sbvpa**

#sbvpa

IPRA indiana park and recreation association

NRPA National Recreation and Park Association

Commission for Accreditation of Park and Recreation Agencies CAPRA ACCREDITED

NATIONAL REGISTER OF HISTORIC PLACES
Morris Performing Arts Center

IAVM MEMBER