

# Munster Parks and Recreation



Town of Munster  
Parks and Recreation  
February 8, 2016

## Recreation Department

### Recreation Software

- The department converted registration programs from CLASS to ActiveNet in May. On October 5, the department began taking online registration for customer convenience. From October 5 through December 31, we had 65 participants sign up online with sales of \$3,769.
- Email correspondence has been sent out on a weekly/biweekly basis depending, on what is happening, and can now be sent to 3400 participants as well as targeted audiences with the new communication module in ActiveNet.
- We have entered over 5000 participants into the database.

### Park Employees

- We welcomed the new Director of Parks and Recreation, Greg Vitale, January 2015.
- We said goodbye to Sharon Escalante, Administrative Secretary, who retired after 30 years, January 2015.
- We welcomed new Administrative Secretary, Janice Uram, March 2015.



### Programming

- Engineering and Robotics programs were a new addition. These educational, and yet fun, STEM-based classes were popular with the parents and student alike.
- Continuing Education medical classes saw an increase of 3 students for a total of 24 over 2014 and a net profit of \$7,675.
- A new partnership with one of the soccer league coaches, Felipe Salazar, added a new activity - Winter Soccer Camp - that kept the children's skills current during the off months.
- Re-enactment actors were added to the Keen-Ager programming. These programs, while educational, also elicited memories from the past.
- A new partnership was formed with My Kind of Town, a Chicago-based travel company, adding to the trip lineup. This increased travel offerings for the community.
- Several complimentary letters were received from parents expressing how much their children enjoyed flag football due to the training by the Munster High School Varsity football players.
- The new Body Blast class was quite successful. This class filled in the fall session; thus additional classes were added.

## Our Stats – Recreation Software

**5000** Participants

**3400** Email addresses

### Special Events

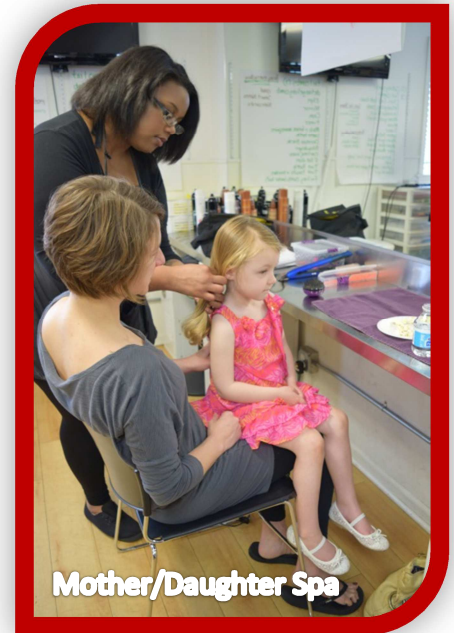
- Most of our events are posted on Facebook. We schedule information to be posted weekly. We currently have 1,191 Likes.
- **Daddy Daughter Date Night** - A photo booth and a candy bar favor replaced the craft at this year's Daddy Daughter Date Night. The dads and daughters welcomed the change.
- **Breakfast with the Bunny** – Continues to be a hit with a sell out each year.
- **Mother Daughter Spa** - The Mother Daughter Tea special event was converted into Mother Daughter Spa and drew a wider age group, 3-16 year old daughters, to enjoy time with their mothers.
- **Community Egg Hunts** – This event moved from Centennial Park to Community Park an improvement due to better crowd control, speaker system and more fair starts for participants.
- **Underwater Egg Hunt** – Held at Munster High School, this event doubled in participation due to Facebook advertising creating 480 shares.
- **Pool Events** - A very successful Karaoke Night was added to Pool programming lineup.
- **Independence Day Celebration** –The VIP dinner at Centennial Park sold out for the third time in four years.



Daddy Daughter Dance



Underwater Egg Hunt



Mother/Daughter Spa

## Our Stats – Special Events

**1,191** Facebook Friends

**480** Shares



- **Munster AleFest** - Renegotiated the AleFest contract, which saved thousands of dollars in guaranteed expenses, regardless of the number of tickets sold. Also increased admissions revenue by 6%.
- **Movie Nights** - The "Big Hero 6" Movie Night, combined with a performance by Susan's School of Dance, brought in the most people ever for a movie night.
- **Rock Along with Santa** - Due to a new sponsor; and thus, a lower fee, the Rock-Along with Santa special event attendance increased and a Candy Cane Hunt was added.
- **Holiday Arts & Crafts Fair** - The Arts & Crafts Holiday Fair experienced the most vendors ever (130) resulting in increased net profit of \$725 for a total of \$17,085.



### Advertising and Sponsorship

- We saw over an 11% increase in advertising and sponsorship for 2015. This does not include the AleFest, which secured \$5,500 in new sponsorships and an in-kind sponsorship from Largus Graphix for printing all of the sponsor banners, posters and event programs (a \$2000 in-kind sponsorship).
- We had over 100 partnerships with community businesses supporting our efforts for advertising, programming and special events.
- We reduced the annual cost of mailing the recreation guides by \$1500 by switching to a direct mail piece versus targeted addresses.
- Largus Graphix included the addition of a four color/two sided spread at no additional charge, which allowed us to offer additional color advertising. We were able to sell this space and increase our ad revenue in the Winter/Spring guide with new advertisers by \$2,450.
- We continue our sponsorship with Bowman Displays, who has for the past two years printed all of our banners for advertising special events. With nearly 100 banners printed in 2015, at an average cost of \$45 per banner, we saved over \$4,000 in expenses for special events.

### Grants

- We were awarded a \$4800 grant from the Indiana Arts Commission and South Shore Arts for the Music in the Park Concert Series at Centennial Park. The grant helps defray the cost of the entertainment.

### Partnerships

- We negotiated a reciprocal agreement with the Town of Highland. Munster residents will be able to become members of the Lincoln Center Fitness Center at the Highland resident rate in 2016. Highland residents will be able to do the same with golf lessons and pool, and dog park memberships in Munster.

## Our Stats – Advertising & Sponsorship

**11%** Increase Ad/Sponsorship

**\$5K** New Sponsors for AleFest

**\$4K** Savings in Banner Printing

## Parks Department

### Park Improvements

#### Beech Park

- Resurfaced tennis courts and added new fencing and posts.
- Parking lot seal coated and striped.
- Basketball court seal coated and striped.

#### Burlwood Park

- Seal coated the walking path.

#### Centennial Park Clubhouse

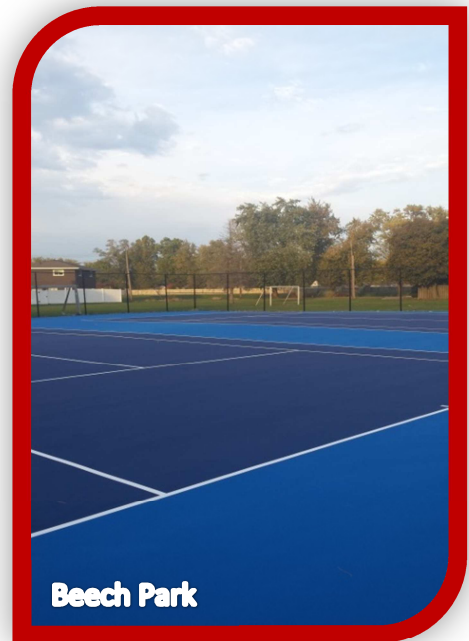
- Restaurant was painted and new carpeting installed.
- New tables and chairs were ordered for restaurant.
- The Banquet Hall received new flooring and paint.
- A new bridal room in the lower level will be completed in January.

#### Circle Park

- Basketball court resurfaced and striped.
- Walking path widened and resurfaced.

#### Cobblestones Park

- Parking lot and walking path seal coated and striped.
- Basketball/Volleyball courts seal coated and striped with new color.



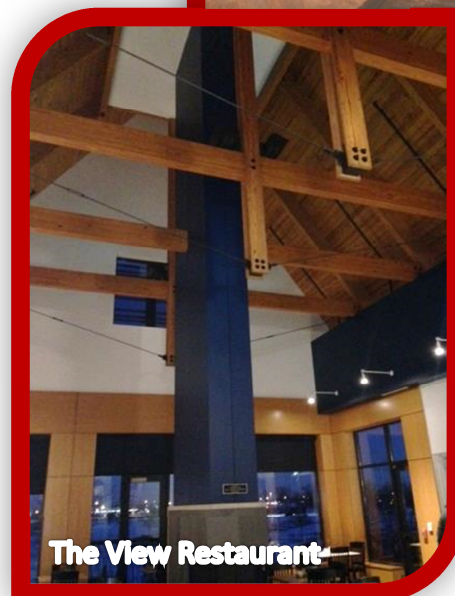
**Beech Park**



**Clubhouse**



**Cobblestones Park**



**The View Restaurant**



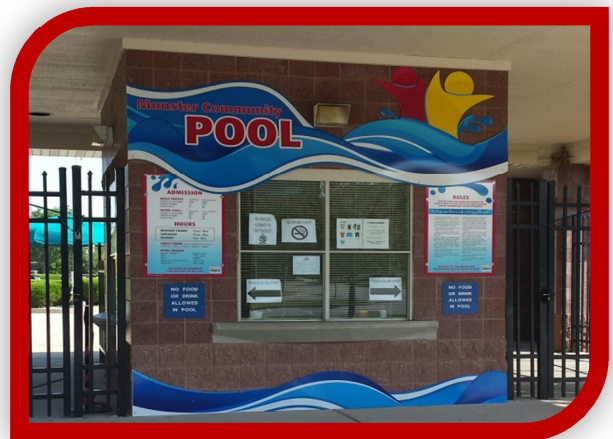
### Community Park

- Completed Phase IV at Community Park, consisting of two new ball fields, a new press box and a new parking lot. Final work was completed with the widening of the entry road and changing from a two-way road to a parking entryway only. Phase IV landscaping was completed.
- Repurposed the stored soil mounds throughout the south side of the park. This work greatly improved the aesthetics of the park and saved thousands of dollars by not disposing of the soil.
- Replaced softball batting cages, which were destroyed by Mother Nature.
- Demolished four old tennis courts and fencing, removed light towers, and turned tennis court space into green space.
- Renovated warming house and painted tennis gazebo.
- Painted all rails at Skate Park.
- Seal coated and crack filled south bike trail.



### Community Pool

- Installed new Pool Entrance Signage.
- Installed new play equipment, added new concrete, and painted toys in sand play area.
- Added rubberized surfacing at pool play area.
- Painted child slide and water features.
- Replaced all rope surrounding the pool.
- Painted all fence gates.
- Installed concrete planters at pool entrance.
- Installed hoist system in pump house to allow pump motors to be safely raised out of a 10' deep pit.
- Reworked sand volleyball fencing to make it a part of the park instead of a pool amenity.

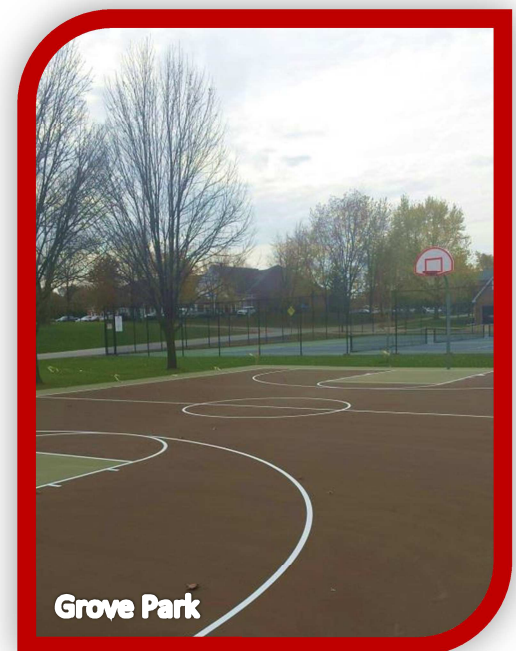


### Frank Hammond Park

- Began resurfacing the volleyball court and multipurpose area. Work will be completed in spring 2016.
- New recreation amenity: pickle ball court.
- Removed tennis hitting board.
- Seal coated existing asphalt paths and parking lot.

### Grove Park

- Resurfaced and painted basketball court and multipurpose area with new color.



### Heritage Park

- Painted the Kaske House and replaced all rotted wood.
- A brand new sign was installed at Heritage Park announcing the summer concert series. The concert series rain location was moved to nearby South Side Christian Church allowing for a more intimate setting complete with a professional sound system.

### Monon Trailhead Fountain Restoration

- Staff emptied, power washed and repainted the fountain floor and sidewalls.

### River's Edge Disc Golf Park

- Development of Munsters' first disc golf park and parking lot named "River's Edge Disc Golf Course."

### Westlakes Park

- Completed West Lakes Park Phase III Alternate 1 under budget, allowing the department to complete Phase III Alternate II ahead of schedule. With the exception of pathway lights, which will be completed in spring 2016, the project consisted of 6 new soccer fields, landscaping, and a walking path.
- We held soccer games at Phase II for the first time in the fall. The park was given rave reviews by the soccer leagues.
- Seal coated West Lakes Tot Lot walking path.

### White Oak Park

- Seal coated and striped the parking lot.

### Tree Removal

- Removed 131 dead or dying Ash Trees from the parks, 131 of which were at Briar Creek Park. Woodchips from these trees were dumped in Heritage Park to be placed on the trails.

### Park Planning

- Negotiated settlement to repair tennis courts at Cobblestones Park.
- Reallocated the department budget to allow all soccer fields to receive weed killer and fertilization for the first time in years.
- Created the department's first ever Repair and Replacement Schedule, which includes inventory, purchase date, the condition and the expected replacement dates of all assets in the department. This schedule also serves as the single-most effective budget document in the department.
- Requested proposals to bundle all department's landscape maintenance contracts; this process saved money and allowed us to add additional services.
- Worked with Public Works to revamp mowing services, which added efficiency to both departments.





## Centennial Park Golf Maintenance

### Park Employees

- The department reduced overtime expenses by approximately \$20,000.

### Park Improvements

- Stripped out blue grass sod from the back range tee and placed it throughout the course in wear areas.
- Improved the overall turf quality in some underperforming areas of the rough.
- Saved thousands of dollars by using turf already on site instead of purchasing from an outside contractor. Will eventually reseed the back tee and have a sod nursery in house with the varieties that are on our golf course.
- Improved cart paths located throughout the course that included overlaying material in many areas.
- Tore out and replaced the first tee, which dramatically improved the overall appearance and smoothness of the existing paths.

### Maintenance Savings

- Switched the variety of fertilizer previously used which reduced the number of applications and improved the turf quality and appearance.
- Save approximately \$5,000 in fertilizer expenses.

## Our Stats – Golf Maintenance

**\$20K** Savings in overtime

**\$5K** Savings in supplies

## Centennial Park Golf Course

The Golf Course had more rain days in 2015 compared to 2014 and the Golf Course was still able to increase many areas of its golf operation.

- Increased rounds of golf from 12,202 in 2014 to 12,367 in 2015.
- Increased total revenue by 2% from \$311,477 in 2014 to \$316,704 in 2015.
- Increased merchandise sales in 2015 by 20%.
- Increased in-house leagues by 15% through promotion and advertising.
- Centennial Park Golf Course was named a PGA Family Golf Course by the Professional Golfers Association in December. This will help attract younger, junior players to our course and allow them to play a shorter course, which keeps it fun and keeps them coming back.
- Negotiated a new lease on fleet of golf carts. New fleet will have windshields, a new color and cost less than the previous fleet.

### Centennial Park Golf Course



1005 S Centennial Dr  
Munster, IN 46321  
United States

<http://www.munster.org>

Type: Public



## Our Stats – Golf Course

**20%** Increase in merchandise sales

**15%** Increase in league participation