



Year End Report 2017

Munster Parks and Recreation

Tel: 219-836-7275

www.munster.org

1005 Ridge Rd., Munster IN 46321

RECREATION DEPARTMENT

Active Net Software

Online Registration	Office Cash	Office Credit Card	Pool Cash	Pool Credit Card
\$109,986.00	\$180,622.46	\$286,247.91	\$84,308.00	\$73,689.00

Recreation Employees

- Danielle Volk was certified as a Water Safety and Lifeguard Instructor with American Red Cross.

Conferences/Continuing Education/Memberships

- The 2017 Indiana Park Conference was attended by the Director of Parks and Recreation.
- The 2017 Illinois Park Conference was attended by the Director of Parks and Recreation, Superintendent of Recreation, and a Recreation Supervisor.
- Superintendent of Recreation and two Recreation Supervisors attended the Midstate's Workshop and participated in several park programming and social media webinars.
- The Parks and Recreation Department is a participating member of IPRA, INPRA, SPRA, CSRI, South Shore Arts Chamber, Munster Chamber of Commerce, South Shore Convention & Visitors Authority, and the LERN Organization.
- The Recreation staff attended several Munster Chamber of Commerce and South Shore Arts luncheon/networking meetings throughout the year.
- The Superintendent of Recreation served on the Scholarship Committee for the Munster Chamber of Commerce and on the Editorial Committee for Lakeshore PBS "Eyes on the Arts".
- The Director and Superintendent of Recreation were Community Readers at Eads Elementary School.
- Superintendent of Recreation led one of the "On the Table" discussions, designed to bring 1800 community members from Lake County together to share ideas.

“Continuing Education courses reached an all-time high. 36 students participated with net income just over \$10,000.”

Programming

- Hot Shot Sports program participation increased by 232%.
- Summer Camp participation increased by 11%. A licensed middle school teacher was hired as camp director, and a structured daily schedule with less free time was implemented.
- Private computer lesson registrations are on the increase.
- Tennis Play Day showcased staff, program offerings and the new courts at Bluebird Park. This was a free event.
- Free programs/seminars were offered through paid advertisers in the seasonal Recreation Guides.



Summer Camp Field Trip



Tennis Play Day

“The Holiday Arts & Crafts Fair revenue reached an all-time high. 145 vendors participated with a net income of \$20,712.”

- Special Events
- Daddy Daughter Date Night attendance increased 20%. A karaoke segment was added to the event.
- The new event “Kids Triathlon” event had 25 kids participate in the swim, bike and run competitions.
- A partnership with the Gary Shakespeare Theater Company brought a performance of “As You Like It” to Centennial Park Amphitheater.



Kids Triathlon Swimming Segment

- “Pop Up Movies” were shown at different parks throughout the community: Grove, Centennial and Community parks.
- The Grape Escape partnered with the Fetching Market to add a new experience to the event.
- Attendance at Monster Dash 5K increased in by 14% due to good weather.
- The Munster Ale Fest sponsorship increased by 125%, resulting in sponsor revenue of \$10,350.



Monster Dash 5K Walk/Run

Munster Community Pool

- Swimming lesson format changed to American Red Cross Swim Program, and was well received by parents/guardians and staff.
- Facility Attendants, Swim Instructors, and Head Guard were added as new positions.

Facility Rental Revenue

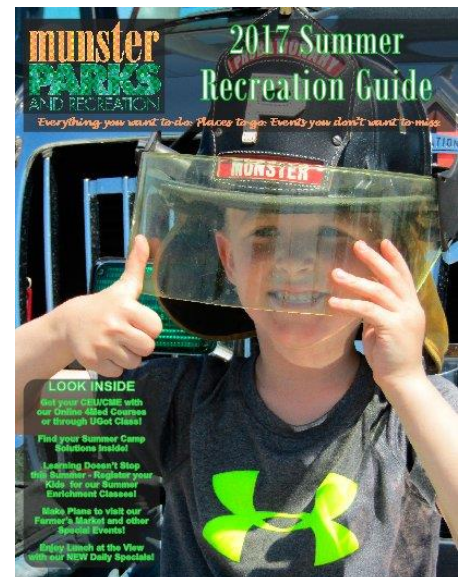
- Social Center rentals increased by 16%, resulting in revenue of \$46,636.
- Munster Community Pool rentals increased by 26%, resulting in revenue of \$19,871.
- Shelters/Parks/Equipment Rental revenue increased by 43%, resulting in revenue of \$11,755.

Donations to the Community

- The Parks & Recreation Department Donated to 8 service organizations.

Advertising & Sponsorship

- Seasonal Recreation Guide advertising increased by 65%, resulting in revenue of \$36,740.
- Sponsorship increased by 64%, resulting in revenue of \$57,204.
- A Franciscan Health \$500 donation sponsored a variety of Keen-Ager programs/events.



Summer Recreation Guide

Recreation Grants

- A \$4,450 grant awarded by The Indiana Arts Commission will be used for the 2018 Music in the Park Concert Series at Centennial Park.

Social Media

- Instagram followers increased by 120%.
- Facebook friends increased by 36% to 2,792. Sharing increased 15% for a total of 355, the largest being for “Movies in the Park” with over 50 Shares.
- ActiveNet on-line Users: 5,123
- ActiveNet Email Subscribers: 2,998.
- Promoted park programs and events through local radio station WJOB, ActiveNet email blasts, and Town website calendar of events.
- Advertising was placed in the Times, Panorama and Convergence Magazines.



Dave, Barb and Greg on WJOB

Vehicle/Equipment

- Replaced park department van with Ford Transit Connect 9 passenger van.
- Installed park logo and contact information on vehicle.
- Developed NEW small group travel, day trips offered to the public.



Park Van with MPR Decal

PARKS DEPARTMENT

Park Improvements

The Repair & Replacement Schedule keeps the Department on schedule to provide improvements to park landscaping, playground equipment, tennis courts, and fencing.

Bieker Woods

- Overhanging branches along Ridge Road and Columbia Avenue were removed.

Bluebird Park

- A new playground for children age 2-5 was installed, with a merry-go-round, 65-foot zip-line and other amenities.
- Nearly \$10,000 was saved on the playground purchase through end of the season manufacturer closeout pricing.
- Aging tennis courts were refurbished. State-of-the-art Flex-Tile floating tennis surface was installed.
- 30-year old fencing along south side of park was replaced.
- 9 new trees were planted oak trees were trimmed.

Briar Creek Park

- 40 new trees were planted with funds from a “tree grant” awarded by the Little Calumet River Basin.

Burlwood Park

- 5 new trees were planted.



Bluebird Park Playground



Bluebird Park Zipline



Flex-Tile Tennis Floating Court



Centennial Park Clubhouse

- The first full year of in house catering was in 2017; only 11 wedding receptions were under contract with outside caterers resulting in some lost revenue.
- There will be zero outside catered events in 2018.
- A greater focus on programming and in-house events generated an additional \$10,000 in revenue.
- A variety of events were created for individuals of all ages. From themed monthly “Reserve Dinners” to “Craft Beer Scrambles” and “Halloween Spooktacular Buffets”.
- “Waddle” a new online event platform was rolled out that is unique to Billy Casper Golf. The software allows for more targeted email marketing, reservation tracking and the ability to take payments for events online.
- An emphasis was put on “inviting people to events” rather than only marketing discounts or promotions.
- Additional kitchen and service staff were hired and trained through Billy Casper Golf’s ACE training program which emphasizes creating a world class guest experience.



Centennial Park Revenue

YEAR	GOLF REVENUE	GOLF ROUNDS	BANQUETS REVENUE	VIEW REVENUE	TOTAL FACILITY
2016	\$223,706.64	11,588	\$235,574.78	\$35,526.12	\$494,807.74
2017	\$327,655.20	17,967	\$531,302.21	\$32,148.83	\$891,106.24

Centennial Park Golf Course

- A major bunker reclamation project was started in 2017. The progress is continuing and sights are set on wrapping up the improvements in time for summer 2018. The Town of Munster contributed over \$60,000 for the project in 2017 and will contribute an additional \$250,000 in 2018.
- A weekly junior league for boys and girls ages 9- 15 ran from June 9th through August 11th, with a modified scoring format.
- In house golf events were created and executed throughout the season. The best seller was the “Craft Beer Scramble” which resulted in \$2,000 in additional revenue.



Bunker Reclamation Project



Centennial Park Maintenance

- Upgraded Centennial Park shelters to include additional electric and open concept, with brick counter areas for picnicking.
- Playground irrigation system has been restored and functional (after 3 years of Centennial Village construction).



Centennial Park Shelter

- A new art piece named "Flower Power" was donated by the Munster Garden Club. The piece was installed between the formal gardens and illuminated.
- Centennial Park was awarded the "Bringing Nature Home Award" by the Shirley Heinze Land Trust for incorporating native plantings and natural habitats for wildlife and green efforts in the park.
- 20 new trees were planted throughout Centennial Park. Some were used as natural barriers to curtail unwanted traffic in areas and several more were added to the dog park for future shade.
- More than a dozen large outcropping stones and clusters were strategically placed in different areas throughout the park. The stones not only add a fresh look, but also provide additional places to sit down and take in the beautiful views Centennial Park offers.
- The clubhouse ballroom divider partitions were replaced.
- The porous asphalt in front of the clubhouse was milled out and replaced to help alleviate flooding problems.
- Reconfiguration of the North Centennial drive entrance and installation of a roundabout was completed and landscaped, including irrigation.



Flower Power Art



Bringing Nature Home Award

Centennial Village

- Spring Hill Suites Hotel Opened in the Fall.
- Construction began on outcrop building which will house restaurants opening in 2018.

Community Park

- Wayfinding signs were added to Community Park.
- An agreement with Community Hospital was signed to provide pool parking lot privileges in exchange for Lot maintenance during snow events, and sharing in the cost of any additional parking lot maintenance costs.
- A new roof was installed on the Lion's Shelter.
- 21 parking blocks were installed at the east side of the park to keep student drivers from driving on park grass.
- Oak trees were trimmed.
- New sidewalks were installed by the east playground, on the east side of the skate park, and the south side of the park's entry road off Calumet Avenue.
- New fencing was installed along Schoon Ditch.
- 12 new trees were planted around the park.
- Grass was aerated and seeded.



Wayfinding Signage

Community Park Social Center

- New epoxy floor coating was completed in the bathrooms, hallway and kitchen.
- Laminate plank flooring was installed in both meeting rooms, closets and office.
- Walls were painted.
- New cabinets and countertops were installed in the kitchen.
- New sinks, countertops, lighting, toilets and partitions were installed in the bathrooms.
- New floor registers and baseboard trim were installed.



Social Center Remodel



Grove Park

- Trimmed cottonwood trees.
- Grass was aerated and seeded.

Heritage Park

- The gazebo was re-roofed, the boardwalk was extended on the back side and the floor bracing was repaired.
- All wood items received stain and/or paint.
- 25 wedding chairs were painted.

Kiwanis Park

- New forest themed playground structure was installed along with new under drain.
- Munster Parks and Recreation joined the TCPN Cooperative Purchasing Network and saved over \$15,000 on the playground by purchasing through the network.



Kiwanis Park

Manor Property

- The last house on this property removed.
- The area was graded and seeded.
- Sections of sidewalk were replaced.

Monon Trailhead

- The Pergola at the trailhead was refurbished.

Munster Community Pool

- The Concession Operations at Community Park and Munster Pool were rebranded with the name “Triple Play Café”. An overhaul of concession standard operating procedures resulted in greater profit and less waste.
- High profit margin items were highlighted on the menu, and those with small margins were removed. Combos were added to increase average ticket sales.
- Labor schedule was based on revenue trends.
- For the first time ever, the Concessions operation made a profit.



New Branding for Concession Stand



Triple Play Menu and Logo



Concessions Revenue

YEAR	REVENUE	NET PROFIT
2016	\$137,302.92	-\$8,615.65
2017	\$170,226.97	\$15,014.06

- Added 2 new umbrellas with UV Block.
- Upgraded sound system, able to eliminate costs of hiring live entertainment.
- Rescue backboards were upgraded.
- 2 slides were re-painted.
- UV Sunscreen Dispenser for Lifeguards was installed, and sponsored by Community Hospital.

Orchard Park

- Maple trees were trimmed.

Pennsy Greenway Trailhead

- A bench and bike rack were installed, and the area was landscaped and mulched at Indiana/Illinois state line.



Pennsy Greenway Trailhead

Redbud Park

- Trimmed cottonwood trees.

River's Edge Disc Golf Course

- A walking bridge was installed over the ditch at River's Edge Disc Golf Course.
- 490 feet of 18" storm line was installed in a 10' deep ravine.

Stewart Park

- Grass was aerated and seeded.

Sunnyside Park

- Old playground amenities were replaced with brand new ones.



Sunnyside Park Playground

West Lakes Park

- 308 feet of new playground border was installed.
- 5 new trees were planted.
- Grass was aerated and seeded.

West Lakes Tot Lot

- West Lakes Tot Lot Park was converted to an all-age playground with the installation of a new playground structure.
- A playground grant received through Gametime reduced the purchase price and installation costs by over \$42,000. A developer donation was also received for just over \$30,000.
- The park was renamed to John Friend Park.



John Friend Playground

White Oak Park

- Baseball backstops were removed to make room for additional soccer space.

White Oak Woods

- Oak Trees were trimmed.

Master Plan

- Resource Planning Group was awarded the contract to develop a 5-Year Master Plan for the Parks and Recreation Department.
- “Munster Matters” logos were created to brand the master plan and used in marketing through email, Facebook, Instagram, the Town’s website and newsletter.



Logo Campaign for Master Plan



Park Grants

- Awarded a grant for 50 trees from the NIRPC “Community Tree” program.
- Awarded a grant for 40 trees from Little Calumet River Basin “Tree Grant” program.

Memorial Trees

- 9 memorial trees were planted and plaques installed at Bluebird, Community, Frank Hammond, and Orchard Parks.

Vehicle/Equipment

- Two 2018 Chevrolet 4WD pickup trucks replaced two old trucks.
- A new John Deere back hoe tractor replaced old tractor.