



2021 Annual Report



Park Board



Left to right: Matt Metzger, Pat Corey, Mayor Tony Roswarski, Maurie Denney, and Dave Mecklenburg

The Lafayette Board of Parks and Recreation is the policy making authority for the Lafayette Parks and Recreation Department. The Board is composed of four bipartisan members who are appointed by the Mayor to serve staggered four-year terms without compensation.

The 2021 Parks and Recreation Board consisted of Maurie Denney, President; Pat Corey, Vice President; Matt Metzger, Secretary; and Dave Mecklenburg. Staff member Jenny Spencer served as the Board's Recording Secretary. Jacque Chosnek served as Board Attorney for the year.

The Lafayette Parks and Recreation Department and its Board operate under the provision of the "Indiana Parks and Recreation Law" IC 36-10-3, in accordance with City ordinance.

Minutes from each of the 2021 meetings of the Lafayette Board of Parks and Recreation can be found in the Parks Administrative offices or on the City of Lafayette's website: lafayetteparks.org.

2021 Annual Report

Table of Contents

Parks Board.....	1
Staff.....	3
Vision.....	4
Administration.....	9
Finance and Funding.....	12
Improvements.....	14
Maintenance.....	17
Safety and Security.....	19
Aquatics.....	20
Columbian Park Zoo.....	22
McAllister Recreation Center.....	26
Marketing.....	29
Parks Foundation.....	31

Mayor and City Council

Tony Roswarski.....	Mayor
Cindy Murray.....	City Clerk
Lauren Ahlersmeyer.....	Council Member
Perry Brown.....	Council Member
Ronald Campbell.....	Council Member
Bob Downing.....	Council Member
Lon Heide.....	Council Member
Kevin Klinker.....	Council Member
Nancy Nargi.....	Council Member
Jerry Reynolds.....	Council Member
Melissa Williamson.....	Council Member

Parks Board

Maurie Denney.....	President
Pat Corey.....	Vice President
Matt Metzger.....	Secretary
Dave Mecklenburg.....	Member

Report compiled by Samantha Haville





Opening night for the Lafayette Aviators at the new Loeb Stadium June 1, 2021

Staff

Administration

Claudine Laufman.....Superintendent
 Jon Miner.....Director of Operations
 Jenny Spencer.....Marketing & Support Services Assistant
 Samantha Haville.....Marketing Manager
 Bridgett Haro.....Marketing & Special Events Coordinator
 Lindsey Huffman..Marketing Asst & Membership Coordinator

Facilities and Grounds

Mike Perry.....Director of Facilities and Grounds
 Ben Taylor.....Assistant Director of Facilities and Grounds
 Garrett Gaskins.....Project Manager
 Chip Gutwein.....Building Construction Supervisor
 Brian Gregory.....Grounds and Snow Supervisor
 John Rhodes.....Maintenance Tech - Building Construction
 Josh Daugherty...Maintenance Tech - Building Construction
 Joey Donnoe.....Maintenance Tech-Aquatics
 Dana Rhodes.....Maintenance Coordinator
 Ryan Frankowski.....General Maintenance
 John Terhune.....General Maintenance
 Claire Marshall.....General Maintenance
 Kim Waldron.....General Maintenance
 Brandon Wright.....General Maintenance
 Savanna Barrera.....General Maintenance
 Cameron Reifel.....General Maintenance
 Schylar Leffler.....General Maintenance
 Nicole Capes.....General Maintenance
 Jacob Brogan.....General Maintenance
 Andrew Miller.....General Maintenance

Safety and Security

Kurt Wolf.....Safety and Security Director
 Matt Henley.....Safety and Security Assistant Director
 Zach Santy.....Security Officer
 Brock Owens.....Security Officer
 Andrea Ridge.....Security Officer
 Dustin Kirby.....Security Officer

McAllister Recreation Center

Chad Aldridge.....Manager
 Emily Butler.....Assistant Manager
 Tyler Laufman.....Program Coordina
 John Rodenbeck.....Maintenance

Columbian Park Zoo

Neil Dale.....Zoo Director
 Caitlin Laffery.....Assistant Director
 Amber Frederick.....Education Director
 Courtney Nave.....Assistant Education Director
 Heather Woody.....Head Zookeeper
 Kaci Schmidt.....Senior Zookeeper
 Jill Livengood.....Senior Zookeeper
 Lindsay Godfrey.....Senior Zookeeper
 Victoria Roach.....Senior Zookeeper
 Haley Tomlinson.....Senior Zookeeper
 Lisa VanderHoff.....Part-time year-round Zookeeper
 Megan Isenbarger.....Part-time year-round Zookeeper
 Megan Bishoff.....Relief Zookeeper
 Lyndsey Snider.....Relief Zookeeper
 Bethany VanFossen..Accounting & Administrative Assistant
 Jennifer Spence.....Volunteer Coordinator
 Jasmine Peele.....Zoo Educator

Vision

In February 2019, the Board of Parks and Recreation updated and adopted a 5-year comprehensive master plan for the City's park system. Cornerstone Planning and Design coordinated development of the master plan. Citizens of Lafayette were actively involved throughout the planning process. Issues were determined through community-wide citizen input and research and comparison with national standards. The mission statement, vision, and goals for long-term excellence were revalidated. New five-year goals and an action plan were adopted through this dynamic process. The plan will guide the implementation of activities until 2023.

GOALS FOR EXCELLENCE

Human Resources

- A Park Board that provides strong leadership and which fosters cooperation between itself, the Superintendent, the Mayor and the City Council.
- A qualified, committed Park Staff that is motivated and customer oriented, whose skills are competitively compensated, and whose achievements are recognized.

Administration and Operations

An administration that provides good management and follows adopted plans.

- A consistent set of policies regarding patron use of park property and a fee structure that supports maintenance of facilities and programs without denying access to any citizen.
- A safety and security program that provides safe facilities to attract the public, gives patrons a sense of security, and reduces vandalism.
- A park system whose appearance is a source of pride, whose facilities are clean, and whose maintenance is guided by a financially sound asset management program.

Funding and Financial Management

- A long-term financial plan that enables careful financial management; accountability for revenue, spending and public funds; and a

capital improvements program.

- Adequate long-term funding that includes a consistent level of tax support, creative new funding sources, and partnerships with businesses and private donors, all supported by the effort of an active Parks Foundation.

Organizational Relationships

- A park system that develops community pride, is user friendly, provides great customer service, and is supported by citizens through public/private partnerships.
- Beneficial government relations through coordination and collaboration with other park departments, other local government agencies, school corporations, and Purdue University in order to reduce duplication of facilities and programs, better coordinate the provision of infrastructure and to share resources, including staff expertise.

Physical Resources and Services

- System-wide improvements that create an inviting, healthy family atmosphere at all parks.
- A well-maintained Columbian Park whose facilities and services are responsive to citizen needs and interests.
- An improved Zoo with a mission to encourage the appreciation of the world's wildlife, to enhance the preservation and conservation of biodiversity, and to inspire educational discovery and exploration in a fun, family-oriented environment for all citizens of the Greater Lafayette Area.
- Fully developed Riverfront Corridor Parks that maximize their potential and their location next to the Wabash River.
- A system of Neighborhood Parks that provides age-appropriate recreation and which are maintained in cooperation with neighborhood associations and neighborhood residents.
- An improved McAllister Center with a mission to provide a safe, fun environment for recreational programs and activities; a recreational facility

that serves all citizens and high quality recreational programming that will enhance health and personal enrichment.

- Programs and classes for all ages, but with the greatest emphasis on children and teens, priced to be self-supporting.



Volunteer group Bass N Gals planted annuals at Columbian Park

Planning and Growth

- A strong commitment to planning that responds to community desires and results in multi-year plans that can be realistically implemented and funded.
- A park system that provides for growth and new facilities commensurate with the growth of the city (including land, facilities, equipment, staff and financial resources).
- A linear park trail system that will connect citizens to every park and the river.

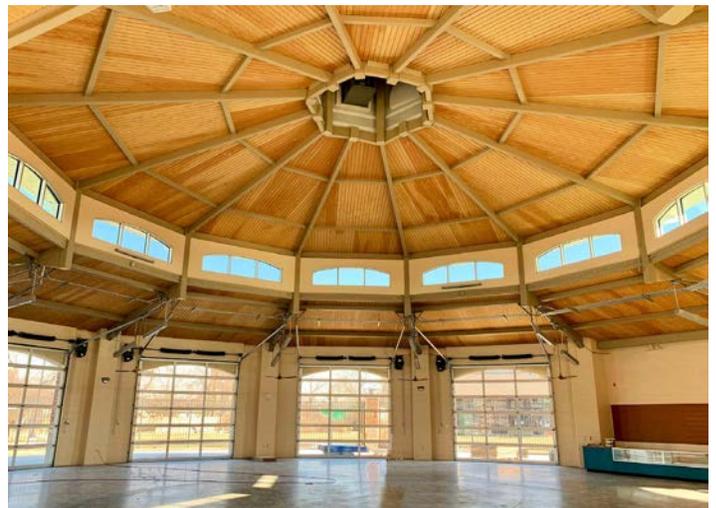


Columbian Park hosted two “Family Free Days” in 2021

Community Needs/Issues

The highest needs and priorities based on input priorities are as follows:

- Loeb Stadium: Completion of construction
- Finish Columbian Park: Zoo, Carousel, Primate and Cats Exhibits, Memorial Island, pedestrian and vehicular circulation
- Tropicanoe Cove: new features and upgrades
- Upgrade playgrounds system wide
- Upgrade tennis and basketball courts system wide
- Land acquisition for future parks on east and south sides
- Special needs playground and playfield
- Trails and trail connections
- Renovations and upgrades to Armstrong and McCaw Parks
- On-going maintenance
- Riverfront development



Construction was completed on the new carousel building during summer of 2021

ACTION AND PRIORITY PLAN

1. Loeb Stadium maintenance staff
2. System wide playground replacements
3. Memorial Island
4. Zoo: Carousel, Primates & Cats Exhibits
5. Pedestrian and vehicular circulation
6. Loeb Stadium
7. Zoo: Penguin Exhibit
8. Zoo: Commissary Building
9. Tropicanoe Cove: Mat Racer Slide/Aqua Loop
10. Completion of Crosser Sports Complex

BIG CHANGES IN COLUMBIAN PARK



A formal dedication ceremony was hosted prior to the first Jeff High School game in the new Loeb Stadium on March 31, 2021; Coach “Spider” Fields threw the first pitch

THE NEW LOEB STADIUM

Dedicated in spring of 2021, the new Loeb Stadium features two concession areas, three indoor suites, three outdoor party decks, retail and office space, and a state-of-the-art video board. During the \$23 million project, the baseball field was rotated 180 degrees, with home plate being located near the corner of Main Street and Wallace Avenue. Between lawn seating and stadium seating, the new facility features a seating capacity of approximately 2,600. The venue is a multi-use facility hosting other sporting events like soccer, community events, family movie nights, concerts, etc. The new Loeb Stadium serves as the home of the Lafayette Jefferson High School Bronchos as well as the summer collegiate team, the Lafayette Aviators.

On March 31, 2021, a formal dedication ceremony was held. The event was open to the public and featured a ribbon cutting and self-guided tours. Guests were invited to purchase tickets to attend the inaugural Jefferson High School baseball game vs. Central Catholic, which immediately followed the dedication ceremony. Indiana Baseball Hall of Fame Coach Paul

“Spider” Fields was honored prior to the start of the game when Mayor Roswarki announced that thanks to an anonymous donor, the Paul E. “Spider” and Amelia Marie Fields Entry Plaza would be established at Loeb Stadium.

In total, in 2021, the new Loeb Stadium hosted 175 games, practices, and special events.



The Lafayette Aviators opened their season on June 1, 2021; 2,046 people attended the game



The Memorial Island Phase 3 Project was dedicated on July 5, 2021 with a grand opening celebration and family free day in Columbian Park

MEMORIAL ISLAND PHASE 3

After gathering input from local veterans' groups, stakeholders, and the public, the Lafayette Parks and Recreation department was proud to unveil the Memorial Island Master Plan in 2015. Phase I, which included improvements to the existing island and the addition of new memorials, was completed in 2015. Phase II, which included new promenades, memorial plaza, some lagoon shoreline enhancements, and landscaping was completed in 2018. In 2021, work concluded on Phase III, which included:

- New stage with new sound system, shade structures, fixed seating and lawn seating
- Addition of landmass to existing Memorial Island
- ADA accessibility throughout project area
- New pedestrian bridges

- Boardwalk near water featuring swings and ADA fishing nodes
- Lagoon shoreline improvements
- Return of pedal boats to lagoon
- Addition of geyser-style fountains
- Improved water quality in lagoon
- Addition of new landscaping throughout project areas

A Memorial Island Grand Opening Celebration and Family Free Day was hosted in Columbian Park on Monday, July 5. The event featured a formal ribbon cutting ceremony, two free concerts, free train rides, free pedal boat rides, and free zoo admission. Food trucks were also on site for most of the day.

Additional picnic seating and benches will be added in 2022.



THE GRAND ENTRY PLAZA PERGOLA
As a part of the Memorial Island Phase 3 project, Rush Pavilion received a brand new Grand Entry Plaza. The new Grand Entry Plaza features a beautiful new pergola structure that overlooks the Columbian Park lagoon. The pergola and scenic plaza area provide the perfect backdrop for wedding ceremonies and other Rush Pavilion events.

COLUMBIAN PARK CAROUSEL

In 2021, construction was completed on the building that will house the new Columbian Park carousel. The carousel will feature some of the community's favorite animals from the Columbian Park Zoo as well as horses and endangered species. The ride will be fully enclosed so that riders can enjoy the attraction in rain or shine. The one-of-a-kind, wooden carousel is expected to be installed in 2022.



PENGUIN COVE AT COLUMBIAN PARK ZOO

In July of 2021, the highly anticipated Penguin Cove exhibit opened to the public at Columbian Park Zoo (CPZ). Seven of the nine total African penguins arrived in July and the other two joined the colony in September. The penguins were captive-bred and came to CPZ from Vallejo, California. CPZ Members enjoyed a first look at the exhibit on Thursday, July 29 when the Zoo was open for an exclusive members-only sneak peek event. The next day, Friday, July 30 was "Penguin Day" at the Zoo. Attendees enjoyed African penguin education presentations, a coloring contest, giveaways, photo opportunities, and other fun activities. Both events were heavily attended.

Administration

Since December of 2013, Claudine Laufman has served as Superintendent of Parks and Recreation and Jon Miner has served as the Director of Operations for Lafayette Parks and Recreation. Under their leadership, the Parks administration and staff team have worked together to best serve the leisure needs of Lafayette citizens in accordance with the Department's Mission.

ORGANIZATION

The Department is composed of the following divisions: Administrative Services, Park Operations, Aquatics, Columbian Park Zoo, and McAllister Recreation Center.

Park Operations

This division is responsible for park and facility maintenance, trails, urban forestry, natural resources, city beautification, capital development and improvement, risk management, and safety and security.

Park Operations in 2021	
Managers	Jon Miner (Director of Operations) Mike Perry (Director of Facilities and Grounds) Kurt Wolf (Safety and Security Director)
Key Personnel Changes	<ul style="list-style-type: none"> • Ebony Shackelford resigned in February • Kim Waldron was hired as General Maintenance/Grounds in March • Brandon Wright was hired as General Maintenance/Landscape in March • Logan Wolfschlag transferred to the Street Dept. in April • Hannah Weber resigned in June • Taelen Leill transferred to the Street Dept. in June • Savanna Barrera and Cameron Reifel were hired as General Maintenance/Grounds in June • William "Matt" Henley was hired as Safety & Security Assistant Director in June • Sarah Roswarski resigned in July • Schylar Leffler was hired as General Maintenance/Landscape in August and later transferred to Construction • Addisyn Hicks resigned in August • Nick Cutter resigned in August • Andrea Ridge was hired as Security Officer in August • Dustin Kirby was hired as Security Officer in September • Nicole Capes was hired as General Maintenance/Custodial in October • Todd Daugherty resigned in October • Jacob Brogan was hired for General Maintenance/Landscape in November • Andrew Miller was hired for General Maintenance/Grounds in December

Aquatics

This division is responsible for aquatics and concessions. Continuing with seasonal employment trends, the aquatics area hired:

- 21 Management staff (for various areas)
- 95 Pool lifeguards
- 10 Guest Relations personnel
- 25 Concessions workers
- 14 Pool grounds employees

Administrative Services

This division is responsible for financial accounting, fiscal planning, purchasing, data and record management, clerical and office services, marketing, public information, and customer service.

Administrative Services in 2021	
Managers	Samantha Haville (Marketing Manager)
Key Personnel Changes	<ul style="list-style-type: none"> • Lindsey Huffman was hired as Membership Coordinator & Marketing Assistant in May • Bridgett Haro was hired as Marketing & Special Events Coordinator in July

McAllister Recreation Center

This division is responsible for operating McAllister and providing and overseeing a variety of recreational activities for the citizens of Lafayette.

McAllister Recreation Center in 2021	
Managers	Chad Aldridge (Manager)
Key Personnel Changes	<ul style="list-style-type: none"> • Tyler Wade resigned as Program Coordinator in May • Tyler Laufman was hired as Program Coordinator in July

Columbian Park Zoo

This division is responsible for operating the Zoo, providing educational programming, operating amusement rides, and raising funds for the renovation process.

Columbian Park Zoo in 2021	
Managers	Neil Dale (Zoo Director)
Key Personnel Changes	<ul style="list-style-type: none"> • Haley Tomlinson was hired as a Senior Zookeeper in April • Lyndsey Snider was hired as a Relief Zookeeper in May

COLLABORATION

The Department continued to work collaboratively with governmental agencies, local organizations, and area businesses to better serve the citizens of Lafayette.

Organizations that the Department worked closely with in 2021 include:

- American Red Cross
- Community Appearance Task Force
- Community and Family Resource Center
- Downtown Business Center
- Friends of Downtown
- Greater Lafayette Commerce
- Dog Park Association of Greater Lafayette
- Greater Lafayette Convention and Visitors Bureau
- Hanna Community Center
- Indiana Department of Natural Resources Forestry Division and Outdoor Recreation Division

- Indiana Urban Forest Council
- Lafayette Adult Resource Academy
- Lafayette Colt Tournaments
- Lafayette School Corporation
- Tree Lafayette
- Lafayette Parks Foundation, Inc.
- Lafayette Family YMCA
- Lafayette Urban Enterprise Association
- Lafayette Volunteer Bureau
- Leadership Lafayette
- Lyn Treece Boys and Girls Club
- Tippecanoe County Master Gardeners
- Purdue University
- Tippecanoe County Health Department
- Tippecanoe County Historical Association
- Tippecanoe County Parks and Recreation
- Tippecanoe County Public Library
- Wabash Center
- Wabash River Enhancement Corporation
- West Lafayette Parks and Recreation

The Department maintains reciprocal agreements with Lafayette School Corporation for use of sports and educational facilities. Other sports-related agreements are held with the following:

- Lafayette Youth Baseball
- Greater Lafayette Recreational Soccer Alliance
- Greater Lafayette Girls Softball League
- Wabash Disc Golf Club
- Greater Lafayette Tennis Association
- Lafayette Area Softball Association
- Lafayette Horseshoe Club
- Lafayette, IN Pickleball Association

The Department has developed a positive relationship with Purdue University and frequently works with the following:

- Veterinary School
- Health and Kinesiology
- Restaurant, Hotel, Institutional, and Tourism Management
- Forestry
- Cooperative Extension
- Agronomy
- Landscape Architecture
- Communication
- College of Engineering EPICS Program
- Career Services
- College of Education
- College of Liberal Arts



Lafayette Jeff Soccer was able to practice at Loeb Stadium

Collaborative efforts with the Parks and Recreation Departments from West Lafayette and Tippecanoe County and the Indiana Department of Natural Resources have allowed the four departments to better serve the recreational needs of all residents in the Greater Lafayette community. All four agencies continue to work together to develop a system of parks and recreation spaces along the Wabash River stretching from Prophetstown State Park to Fort Ouiatenon.

Finance and Funding

PROGRAM REVENUE

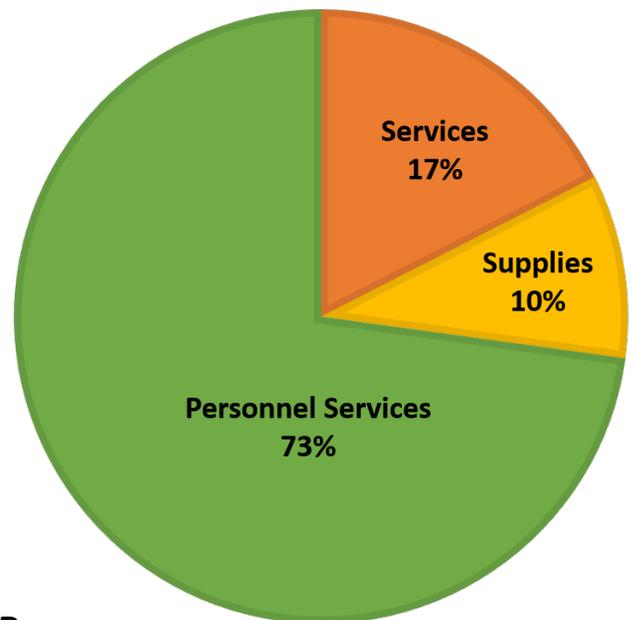
Following is an itemization of total revenue generated by the Department in 2021 for programs and services:

Aquatics	\$543,789.17
Rides*	\$82,638
Concessions	\$163,736.73
Rentals	\$93,532.51
Zoo	\$465,072.67
McAllister	\$212,630.73
Loeb	\$189,078.02
TOTAL	\$1,750,477.83

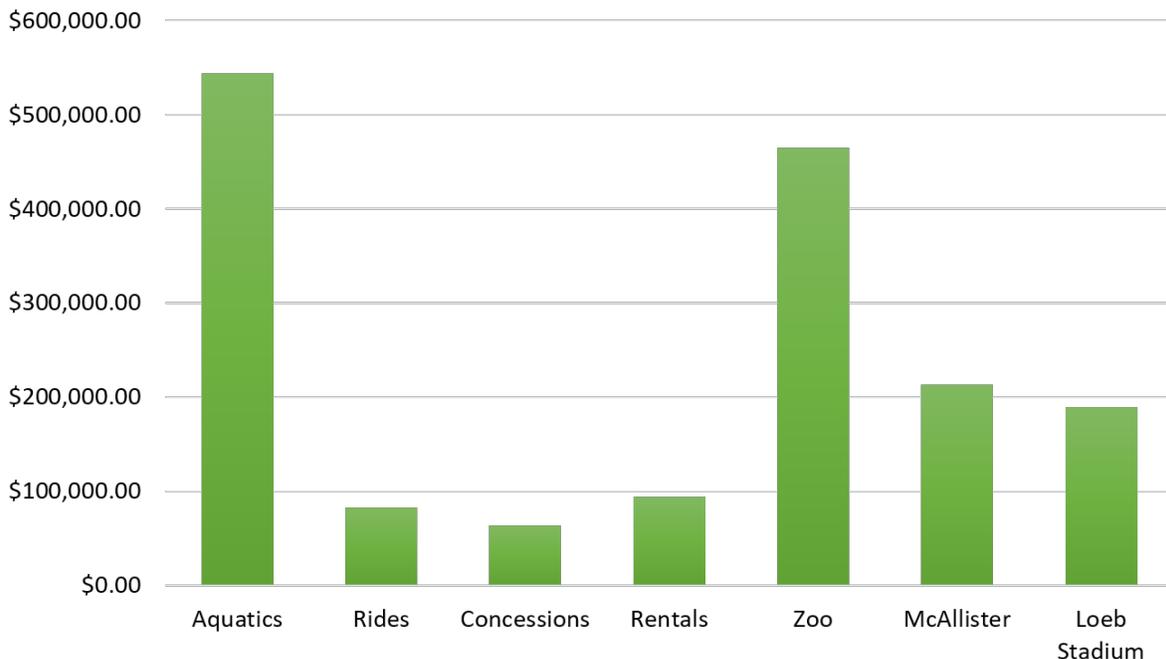
* Once construction was complete on the Memorial Island Phase 3 project, 2021 marked the return of the Columbian Park Express Train and the addition of pedal boat rides. Both were very popular.

GENERAL FUND BUDGET

Category	Amount
Personnel Services	\$3,405,318
Supplies	\$450,770
Services	\$819,812
TOTAL	\$4,675,900



2021 Program Revenue



SPONSORSHIPS AND CORPORATE PARTNERSHIPS

Sponsorships and corporate partnership opportunities in 2021 through the Lafayette Parks Foundation provided the Department with added funding. The Workreation program, which is funded through the Kids Can Scholarship Fund, was resumed in 2021 after being on hold in 2020 due to the Covid-19 pandemic. The program is sponsored by donations from area organizations and individuals, and enables area youth to participate in Parks

and Recreation activities at little or no cost. The program provides an opportunity for youth to perform various volunteer functions in a supervised setting at a park facility. Each participant is rewarded with a Kids Can Pass for each hour of work. A Kids Can Pass can be used for admission to any of the aquatic facilities, amusement rides, or registration fees for McAllister Center or Columbian Park Zoo programs.

MCALLISTER RECREATION CENTER PARTNERSHIPS

The McAllister Recreation Center has developed partnerships with several area organizations and individuals who assist with the Departments' quality programs:

- Lafayette Jefferson Football Team
- Lafayette Jeff National Honor Society
- Greater Lafayette Tennis Association Inc.
- Lafayette Breakfast Optimist club
- The McAllister Foundation
- Greater Lafayette Commerce
- Visit Lafayette/West Lafayette Visitors Bureau
- City Bus
- Lausch Photography
- Playback DJ & Audio LLC
- Delta Zeta Sorority at Purdue University
- Hot Box Pizza
- Hammer Donuts
- Tippecanoe Public Library
- Kona Ice
- Traveling Tom's Coffee Truck
- Lafayette Fire Department
- Lafayette Police Department
- Dave Mecklenburg
- Lafayette Aviators
- Tippecanoe County Sheriff's Department
- Lafayette Street Department



Improvements

The following improvements were made in the Lafayette Park system during 2021:

ARLINGTON PARK

- Stained picnic shelter
- Added fibar to playground

ARMSTRONG PARK

- Replaced outfield distance signs
- Replaced field number signs
- Added fibar to playground

CAT Park

- Replaced a shade sail
- Installed new park rules sign
- Completed design on new ADA athletic field
- Installed 1 new tree donated from Bennett's Greenhouse

CENTENNIAL PARK

- Installed new park rules sign

CENTRAL MAINTENANCE

- Repurposed old Jenks Rest furnace for construction barn
- Installed a new furnace and A/C in the Central Maintenance Office
- Re-roofed the Central Maintenance Office



5,252 plants and 62 trees were installed around Memorial Island and the Columbian Park lagoon

COLUMBIAN PARK

- Pressure-washed and stained all picnic shelters
- Installed new rules signs in all shelters
- Replaced Biggo swings at SIA playground
- Recovered equipment from Jenks Rest building
- Assisted with Jenks Rest demolition to prep for new restroom building
- Installed 4 new park rules signs
- Installed light timer for new Memorial Island stage
- Installed concrete footers and anchors for securing event tents on Deer Island



Thanks to a partnership with DeFouw Automotive, the Columbian Park Express Train was restored

- Ordered amenities for Memorial Island: benches, trash & recycling receptacles, café tables, umbrellas, bike racks, and drinking fountains
- Installed 5,252 plants and 62 trees around Memorial Island, pedestrian roundabout, and lagoon
- Installed 52,700 sq. feet of sod around Memorial Island, pedestrian roundabout, and lagoon
- Installed fish habitat/logs in newly-renovated lagoon area
- Painted the soffit and trim on large animal barn
- Rebuilt retainer wall entering train tunnel
- Began construction on new restroom building
- Stocked fish in lagoon

COLUMBIAN PARK ZOO

- Completed construction of carousel building
- Installed 768 plants and 7 trees around carousel building
- Refurbished Columbian Park Express Train



Brand new furniture was assembled and installed in Loeb Stadium

LOEB STADIUM

- Constructed and installed dugout steps
- Installed wind screens
- Installed concessions menu display screens
- Installed TVs in upper level suites
- Installed cork boards and shelving in maintenance building
- Installed first aid kit and eyewash station in maintenance building
- Installed dugout padding
- Ordered, assembled, and installed all indoor/outdoor furniture in suites and concourse areas
- Ordered and installed new trash and recycling receptacles for upper and lower concourses
- Installed all wayfinding and ADA signage
- Installed electrical & conduit for WiFi at front gate
- Temporary field lines were added by GPS Linings in the fall for league soccer play

CROSSER SPORTS COMPLEX

- Installed wind screens on field fencing
- Installed pedestal drinking fountain near playground
- Installed new park rules sign
- Constructed new maintenance storage building
- Installed 10 trees donated from Bennett's Greenhouse

DARBY PARK

- Added fibar to playground

HANNA PARK

- Added fibar to playground
- Repaired spring riders

HEDGEWOOD PARK

- Added an extra section of fencing near trail at Holly Hill



Eagle Scout Ryan Schummer constructed a pergola in front of the concessions building at McCaw Park

LYBOULT SPORTS COMPLEX

- Replaced outfield distance signs
- Installed new park rules sign
- Lafayette Horsehoe Club repainted horseshoe building/area

MAYOR'S YOUTH COUNCIL CORNER

- Installed parking signs for Loeb and Columbian Park

McALLISTER RECREATION CENTER

- Installed 3 new park rules signs
- Repaired poured-in-place playground surfacing

McALLISTER PARK

- Wabash Disc Golf Club installed tee pads for an additional course
- Installed new dog wate station at the Cloud Jockey field
- Installed new pedestrian crossing signs
- Prepped clubhouse building for demolition

McCAW PARK

- Eagle Scout Ryan Schummer, Troop 303, constructed new concessions pergola
- Installed 2 new park rules signs
- Stained picnic shelters
- Replaced outfield distance signs and field number signs
- Removed old playground structures
- Installed safety netting overhead at bleacher areas



Six Duke Energy Foundation grant benches and bench sponsor plaques were installed along the Wabash Heritage Trail



The maintenance and grounds team installed a total of 84 trees in 2021

MUNGER PARK

- Stained picnic shelter
- Installed 1 new tree donated from Bennett's Greenhouse
- Added fibar to playground

SHAMROCK PARK

- Added fibar to playground

STOCKTON CROSSING

- Added fibar to play area



At Loeb Stadium, temporary field lines were added by GPS Linings for league soccer play

TROPICANOE COVE

- Rebuilt Tropicanoe Cove roof spires
- Removed old boilers from pump house
- Installed retaining wall between Tropicanoe Cove and Loeb Stadium
- Installed privacy wall at end of water slides

VINTON POOL

- Removed old pool pump and ordered replacement

WABASH HERITAGE TRAIL

- Installed 6 Duke Energy Foundation grant benches and bench sponsor plaques

OTHER PROJECTS

In addition to the improvements listed above, the Maintenance division also:

- Maintained City of Lafayette land contract
- Maintained weed control for downtown area
- Rebuilt and repainted wooden picnic tables used for community and special events
- Transported picnic tables to 23 events

Maintenance

MAINTENANCE SERVICES

Maintenance services are provided to all parks and facilities utilizing park staff and contracted services. Lafayette Parks maintains over 700 acres (not including the golf course), comprising areas such as:

- 31 acres of sports turf
- 208 acres of general turf
- 73.50 acres of landscape beds, wildflowers, wetlands, and no mow areas
- 12.70 acres of retention ponds
- 28 miles of paved trails
- 71 structures (including 25 buildings, 12 restroom buildings, 1 barn, 1 amphitheater, 1 stadium, and 30 shelters)
- 42 acres of pavement (including 27 sports courts)
- 18 parking lots
- 15 playgrounds
- Nearly 1 mile of fence

Services include turf management, sports field maintenance, playground installation and maintenance, custodial services and trash collection, tree maintenance, snow removal, trail maintenance, landscape and plant bed maintenance, pond maintenance, aquatics maintenance, small equipment and ride maintenance. These services also include routine maintenance and repairs such as electrical, light construction, plumbing, and management of pool water quality.

Certifications include Certified Playground Inspectors, Aquatic Facility Operators, Certified Pool Operators, and Certified Pesticide Applicators. Maintenance also has members in the following organizations:

- Midwest Regional Turf Foundation
- Professional Grounds Management Association
- Indiana Professional Lawn and Landscape Association
- Sports Field Managers Association

In April, Chip Gutwein and John Rhodes attended Certified Playground Safety Inspection Virtual School for re-certification. Pesticide licenses were received by Claire Marshall in February and Brandon Wright in December.

The Maintenance Division cooperated with many civic and community groups in 2021, including Lafayette Youth Baseball, Lafayette Aviators, Downtown Business Center, Greater Lafayette Recreational Soccer Alliance, Lafayette Adult Softball, Greater Lafayette Tennis Association, Lafayette Cloud Jockeys, Friends of Downtown, Lafayette Tree Fund, Tippecanoe County Master Gardeners, Dog Park Association of Greater Lafayette, Lafayette School Corporation, Lafayette Indiana Pickleball Association, Wabash Disc Golf Club, Tippecanoe Mountain Bike Association, Lafayette Bike Polo, and Greater Lafayette Chamber of Commerce.

In 2021, the maintenance area added new equipment including:

- Avant loader attachments
- Loeb Stadium equipment
- (1) New pick-up truck
- Vinton pool pump
- Air compressor for central maintenance shop
- Hot water pressure washer trailer
- (2) Cold water pressure washers, hoses, and rotary surface cleaner

LITTER-FREE LAFAYETTE

2021 marked the third year for the Lafayette Parks & Recreation “Litter-Free Lafayette” program. The program features three tiers: Adopt-A-Trail, Adopt-A-Spot, and Sponsor-A-Street. Litter-Free Lafayette allows individuals, organizations, and businesses to showcase their civic mindedness as well as contribute to the overall beautification of the Greater Lafayette community.

Sponsors and Adopters at end of 2021:

- Street Sponsors: 22 participants/26 sponsorships
- Spot Adopters: 10 participants/10 spots
- Trail Adopters: 7 participants/6 trails



Leadership Lafayette attended their Adopt-a-Spot



TREE OF LIFE PROGRAM

Trees installed in 2021:

- (1) Kentucky Coffee tree at Columbian Park
- (1) Ohio Buckeye tree at Columbian Park
- (1) Chinkapin Oak at Columbian Park

VOLUNTEER GROUPS

Volunteers and volunteer groups provide a vital service in helping complete projects in the City of Lafayette. Volunteers primarily assist with landscaping, litter pick-up, clearing of invasive species and/or special projects.

- 17 groups consisting of 288 volunteers did 687.25 hours of work in 2021
- Approximately 650 of the total volunteer hours this year were spent helping out in Columbian Park—installing plants, trees, sod, and mulching as part of the Memorial Island project.

CITY LAND

In 2021, Brightview was awarded the maintenance contract for city land. This contract is responsible for 207 hanging baskets, approximately 5,000 seasonal plantings, and winter interest designs in all the 80 downtown planters, and City Hall landscape beds. Mowing, weeding, spraying, pruning, and trash removal were also performed throughout the year. Brightview Landscape utilized some of the city land contractual funds to landscape two medians east and west of the I-65 Overpass. They planted 1,142 shrubs/perennials and 9 trees in the two medians.



Missionaries from the Church of Jesus Christ of Latter Day Saints volunteered to help landscape around Columbian Park

Safety and Security

The Lafayette Parks and Recreation Safety and Security Team's mission is to maintain a safe and family friendly environment for all park patrons. To promote safety throughout the many facilities, security team members patrol all parks, enforce park rules, and inspect areas for unsafe conditions and/or behaviors. The team also monitors special events and venue reservations, and secures all buildings and restrooms after the parks close. The security staff works closely with the Lafayette Police Department when special circumstances arise.

The park security team members participate in many hours of training to gain the necessary skills to perform their jobs effectively. This training addresses a variety of situations and the appropriate actions to take in response to them. Some of the training topics include but are not limited to the following:

- CPR & First Aid
- Parks Department Rules and Regulations
- Lafayette Municipal Codes and Ordinances
- How to evaluate park equipment for safety
- How and when to administer Trespass Warnings and enforcement
- How to manage patron or employee accidents or injuries
- Operations and care of city vehicles
- Vehicular accident investigations
- Patrol techniques
- 911 system and how it works
- Directing and assisting in medical emergencies
- Dealing with criminal disturbance situations
- Amber Alert procedures and investigations
- Investigating and tactically locating lost or missing children
- Sex Offender recognition
- Gang activity and gang recognition
- Active shooter training
- Parks property lock down procedures

In 2021, the park security team worked diligently to provide park patrons with a family-friendly, safe environment. Columbian Park was a central focus for the team during summer of 2021 as attendance at Tropicane Cove and the Columbian Park Zoo neared all-time highs. The reopening of the Columbian Park Express Train and the addition of the pedal boat attraction made for very large crowds in the park.

2021 brought some personnel changes for the security team. Nick Cutter moved on; his and Robert Burnell's positions were then filled when Andrea Ridge and Dustin Kirby were hired as security officers. The two joined the returning officers, Brock Owens and Zach Santy. The vacant Assistant Safety and Security Director position was filled in June by William "Matt" Henley, who joined us from the Clinton County Sheriff dispatch center.

In 2021, the security team handled 102 total incidents and issued seven trespass warnings.



Safety and security team members are trained on operations and care of city vehicles

Aquatics

The Aquatics division strives to provide a high-quality recreational experience in a safe and family-friendly atmosphere. Lafayette Parks and Recreation has three primary goals for its Aquatics division. These goals are impeccable customer service, improved staff training, and improvements to the appearance at all three aquatic facilities. The driving factor in all three goals is to improve the overall experience for aquatic patrons and to increase employee retention for future years.

STAFFING

The Aquatics division includes all the aquatic facilities and concessions in the parks department. In 2021, there were a total of 164 aquatic employees.

This includes:

- 107 Certified Lifeguards (12 Managers, 95 Lifeguards)
- 16 Pool and Grounds Staff (2 Managers, 14 Attendants)
- 28 Food and Beverage Staff (3 Managers, 25 Associates)
- 13 Guest Relations Staff (3 Managers, 10 Associates)



Concession sales increased by more than \$50,000 in 2021



In 2021, Lafayette Parks and Recreation hired over 100 certified lifeguards

REVENUE

After a shortened season and capacity limitations in 2020, due to the Covid-19 pandemic, the Aquatics division was thrilled to be able to open for a full season at 100% capacity in 2021.

Pool/Facility	Revenue
Tropicanoe Cove	\$474,816.98
Castaway Bay	\$51,761.00
Vinton Pool	\$17,211.75
Concessions	\$163,736.75



In 2021, aquatics facilities were able to open at full capacity after operating at half capacity throughout the entire 2020 season

ATTENDENCE

Pool	Operational Days	Season Attendance	Average Daily Attendance	Average Daily Temperature	Rain Days	Weather Closings
Tropicanoe Cove	74	63,577	859.1	86	28	7
Castaway Bay	64	13,651	213.3	86	28	6
Vinton Pool	54	8,004	148.8	85.8	25	8

Tropicanoe Cove continued hosting special event days in 2021, including Father's Day, Grandparent's Day, Military Appreciation, and Mom's Day.

Family Nights were held at all three aquatics centers. Prices were discounted after 4 pm.

At Castaway Bay, swim lessons through the Swim America program continued in 2021 with four sessions being offered in the morning and three sessions offered in the evening.

CONCESSIONS

Concession Item	Number Sold
Soda Beverages	12,566
Hot Pretzels	4,603
Bottled Water	4,132
Nachos	3,303
French Fries	2,149
Funnel Cake Fries	2,530
Hot Dogs	2,040
Smoothies	1,023
Pizza	958
Chicken Strips	1,114

Columbian Park Zoo

The Columbian Park Zoo (CPZ) 2021 operating season was April 17th through October 9th. Admission fees for Zoo entry were introduced in 2021 and were set at the following levels:

Zoo Members:	Free
Age 2 years and under:	Free
Age 3 years and up:	\$2

The Zoo Membership Program was updated for the 2021 season to reflect free admission for Members. The new program included two levels:

- Family Membership: two named adults and all named dependent children under 18 years of age
- Individual Membership: one named adult

Membership benefits included free Zoo admission, two passes to Tropicanae Cove (one-day), discounts on select Zoo education classes, gift shop discounts, commemorative brick paver discounts, discounts on select Zoo special events, exclusive member communications, and discounts at reciprocating zoos and aquariums. During the launch of the program, memberships were discounted to \$35 for the Family level (regularly \$50) and \$15 for the Individual level (regularly \$25). These promotional rates ran through May 17, at which point the regular prices went into effect. A senior discount of \$5 was applicable to both membership levels for those age 65 years and older.

The Zoo started 2021 with less than 100 Members. By the end of 2021, the membership base had grown to over 1,600 Members!

ATTENDANCE

Gift shop ticket sales:	84,212
Zoo Member visitor count:	9,841
Under 2 year old visitor count:	5,897
Free Day visitor count:	5,242
Total attendance count:	105,192

STAFF PROFESSIONAL DEVELOPMENT

The Zoo's San Diego Zoo Global Academy training subscription was renewed in 2021 for two full-time employees. This program is a specialized online system of seminars and courses for individuals working in the zoo field. During the off-season, several staff members traveled to the Henson Robinson Zoo in Springfield, Illinois for a behind-the-scenes sneak peek of their penguin operations. These types of excursions are great ways to make professional connections, gain insights, and problem-solve future exhibit designs, such as the Penguin Cove exhibit that opened at the Columbian Park Zoo in 2021. Senior Zookeepers Lindsay Godfrey and Victoria Roach represented the Zoo by attending the Indiana Hellbender Partnership spring meeting in May 2021 as well as the fall meeting in November 2021.

CPZ EDUCATION DEPARTMENT

The Education Department gross revenue in 2021 was \$53,767.91 for all programs, including birthday parties, classes, camps, on and off-site presentations, tours, and more.

- Education staff members conducted 940 programs, reaching over 18,300 people
- Over 14,200 Zoo visitors observed the free, on-grounds interpretation opportunities such as animal encounters, stage shows, conservation events, and keeper demonstrations

VOLUNTEERS & INTERNS

The Zoo Teen program continued in 2021 with a total of 19 participants ages 14-17. Participants are set up in a tiered system and gain additional skills and opportunities as they progress through the program. Teens learn valuable skills interacting with the public, engaging in public speaking, working one-on-one with animal care and education staff, and getting hands-on experience with many of the Zoo's animals.

Zoo Teens contributed over 1,087 hours of time serving as Zoo Ambassadors during the summer season.

Adult volunteers, interns, volunteer groups, and community service workers also provided invaluable resources to the Zoo in 2021, assisting staff with operations.

- Adult volunteers: 21 volunteers contributed 668 hours of time
- Interns: 19 interns contributed 5,070 hours of time
- Boo at the Zoo: 137 volunteers contributed 460 hours of time



Zoo Teens contributed over 1,087 hours of time during the summer season

CONSERVATION INITIATIVES

2021 Hot Topic: Each year, the Zoo’s Conservation Committee selects a local and/or global “hot topic” in which to educate the public. Conservation messages are woven into education programs and themed events throughout the year to make it a fun, interactive way to learn and discover how to make an impact. The hot topic for 2021 continued to focus on single use plastics: how to avoid their use and how they have a long-term negative affect the environment.

Zoo Conservation Contributions:

In 2021, the Zoo collected donations from the public for select conservation initiatives. These donations were collected in the gift shop as well as at a donation drop box at the zoo entrance. The generous donations of the public allowed CPZ to collect a total amount of \$501.49. These donations will be used to assist in global efforts, specifically penguin conservation.

PARTNERSHIPS

In 2021, the Zoo entered into a partnership for a fourth year with local business Buckles Feed Depot & Pet Supply, and for the first time with Pet Supplies Plus, to host holiday enrichment drives benefitting CPZ’s animal residents. A tree and drop box were set up at both stores for customers to purchase items and donate them to CPZ. CPZ received a variety of items such as toys, treats, bedding and other pet supplies to enrich the animals’ lives.





Columbian Park Express: Before and after photos of paint restoration project

GIFT SHOP & AMUSEMENT RIDES:

The Columbian Park Express Train was repainted for the 2021 season, thanks to a partnership with DeFouw Automotive, and made its debut in July. Train tickets were sold in the gift shop for \$2 each (age 2 years and younger were free). The gift shop sold 22,396 train tickets totaling \$44,792.

Pedal boats made their triumphant return to Columbian Park in July 2021. The boats were purchased from Kay Park and Recreation and came in a variety of colors. Boat rentals were made available in the Zoo Gift Shop (\$4 per person for a 30 minute rental). The gift shop rented the pedal boats to 9,841 riders for a total of \$39,350.

CPZ hosted Free Days on July 5 and September 4, 2021. On those days, 962 pedal boat rides and 1,392 train rides were given out to visitors for FREE!

Overall, gross sales in the CPZ Gift Shop for the 2021 season totaled \$463,783.67. Goat feeder sales totaled \$12,228.50.

ANIMAL COLLECTION

A variety of new animals joined the zoo's collection in 2021:

- 10 baby Nigerian dwarf goats were born during the months of May and June. Many of these goats were then placed with appropriate owners locally in the fall
- 2 Flemish Giant Rabbits were donated to CPZ

- 2 Madagascar lesser tenrecs were loaned to CPZ from Mesker Park Zoo
- 4 wallaby joeys were born at CPZ
- 1 blue tongued skink was obtained through donations made to the Zoo via Lafayette Parks Foundation, Inc.
- 7 African penguins arrived at the Zoo in July and 2 additional penguins arrived in September

The Zoo deacquired the following animals in 2021 due to death or transfer to another facility:

- "Ralph" the turkey vulture died
- "Joey" the wallaby was transferred on loan to the Hattiesburg Zoo
- "Lumos" the eastern screech owl died
- Wallabies "Chandler" and "Jiminy" were transferred on loan to the Louisville Zoo
- 30 African giant millipedes were donated to the Fort Wayne Children's Zoo
- 3 African giant millipedes were sold to the Boston Museum of Science
- Other animals no longer at the Zoo include a fire-bellied toad, a Cope's tree frog, a White's tree frog, and an emperor scorpion

In late 2021, CPZ's penguin colony fell ill with what is believed to be Avian Malaria. Six of the nine African penguins (Flash, Fozzie, Raspberry, Chartreuse, Zip, and Zing) died from the illness despite every effort made to save them. CPZ's animal care staff provided round the clock care, consulted with other zoos and avian experts, and went above and beyond in the colony's time of need. The outpour of support from the community during this devastating time was tremendous; the Zoo received flowers, cards, letters, and drawings.



African penguins arrived at the Columbian Park Zoo in July 2021

OTHER ZOO IMPROVEMENTS:

Several new additions and improvements were made at CPZ in 2021:

- New signs were installed at the gibbon, spider monkey, North American porcupine, and tortoise exhibits as well as the front gate
- The caterpillar, lady bug, and butterfly statues were reinstalled after being refurbished
- The new carousel building was substantially completed and is now awaiting the arrival of the new carousel

SPECIAL EVENTS

Zoo Run Run

The 19th annual Zoo Run Run 5K Run/Walk remained virtual for 2021 and spanned a month long period from late July through late August. Zoo Run Run was again a success with 197 registered runners. All registered runners received a Zoo Run Run t-shirt to commemorate their achievement.

Penguin Day

July 30, 2021 was Penguin Day at the Zoo. This was the first day that the new African penguins were on exhibit for public viewing. The day consisted of a variety of games, activities, and giveaways. Penguin Day was attended by over 2,000 people and was a huge success. Zoo Members were given special early access to the Penguin Cove exhibit on the evening of July 29. Over 500 Zoo Members attended this early access event.

Boo at the Zoo

Boo at the Zoo took place on October 22-24, 2021. In order to socially distance, the event took place at various times throughout the day. There were over 4,500 attendees with a net profit of around \$40,000. The Community Pumpkin Decorating Contest brought in over 65 community pumpkins that were decorated by community partners for display and voting. The champion of the contest was "All Fired Up".

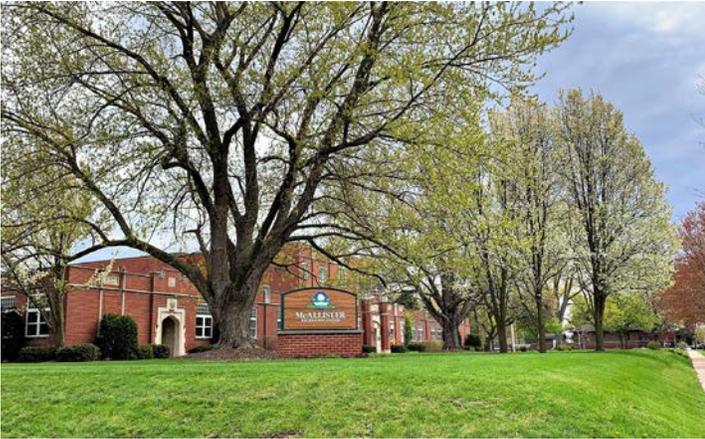
The Lafayette Parks Foundation, Inc. received the following monetary contributions through event sponsorships:

- \$2500: Wintek powered by Tipmont
- \$1500: Freckles Graphics
- \$1500: Subaru of Indiana Automotive
- \$500: First Merchants, Caterpillar, Wea Animal Clinic, Plumbers Local 157, Mulhaupt's, Meckos Heating and Cooling, Northern Indiana USSSA, Kirby Risk, Tempest Homes, Henriott Group, Unity Healthcare, Blue Fox Heating and Cooling, Igloo Frozen Custard
- \$550: Purdue Employee Credit Union, My Gym, T-Mobile, Pepsi Cola
- \$500: Duke Energy
- \$250: Milestone, M.P. Baker Electric, Sam's Club, DF Properties, Keystone Architecture, Blue Safe Financial, Morgan Constructors, J.R. Kelly, Art of Framing, Haley's Lock Safe and Key, Studio B, Lake Dermatology, State Farm
- \$100 AZZIP Pizza
- \$75: Mike Bauer

Many In-kind donations and services were also provided to assist with special events:

- \$1000: Neuhoff Media, Zachary Confections, Frito Lay, Freddy's Frozen Custard
- \$750: AZZIP Pizza, Monster Mini-Golf
- \$500: Throckmorton/Purdue Farms, Arni's Restaurant, Taylor Farms, Mary Lou Donuts, Nothing Bundt Cakes
- \$250: Pepsi Cola, Hot Box Pizza, Albanese Candy, Journal and Courier

McAllister Recreation Center



The McAllister Recreation Center (MRC) provides a broad spectrum of leisure opportunities to meet the needs of all segments of the Greater Lafayette community. This includes group and individual programming, which ensures that all patrons receive personal, social, environmental, and economic benefits. The McAllister Staff is committed to creating new and exciting recreation opportunities for the community to enjoy.

The McAllister Center offers a number of diverse programs for all ages. Youth and adults are afforded the opportunity to participate in programs such as basketball, volleyball, flag football, day camp programs, the Sporties for Shorties series, yoga, weight and fitness, and youth dance. These programs continue to expand and improve annually.



In 2021, summer camp had 241 total registrants

CAMPS

Spring Break Camp (5 days)

- Total Registrants: 35
- Average Attendance Per day: 24

Summer Camp

- 50 operational days
- Total Registrants: 241
- Average Attendance Per day: 133

Fall Break Camp (5 days)

- Total Registrants: 32
- Average Attendance Per day: 20

Winter Break Camp

- Total Registrants: 41
- Average Attendance Per day: 21

Junior Counselor Program:

- Total Enrolled: 14

Total camp revenue in 2021 (Gross): \$191,192.00



Campers enjoy a variety of activities including games, crafts, movies, field trips, and more

PROGRAMS

Youth Winter Basketball

- Kids ages 6-8 and 9-11 years old
- Participants – 130 on 13 teams
- Volunteers - 72 Parent Coaches and scoreboard operators
- Volunteer hours - 402

Youth Fall Basketball

- Kids ages 6-8 and 9-11 years old
- Participants – 130 on 12 teams
- Volunteers - 68 Parent Coaches and scoreboard operators
- Volunteer hours – 390

Youth Flag Football

- Kids ages 6-7 and 8-9
- 38 participants on 4 teams
- Volunteers - 15
- Volunteer hours - 75

Sporties for Shorties Basketball Session 1

- Participants: 24/24

Sporties for Shorties Basketball Session 2

- Participants: 24/24

Sporties for Shorties Tball

- Participants: 25/24

Sporties for Shorties Soccer

- Participants: 25/24

Sporties for Shorties Flag Football

- Participants: 20/24



Youth Basketball continued to be a favorite McAllister Recreation Center program

FITNESS PROGRAMMING

- Daily Fitness Passes – 2,568
- Monthly Passes - 37
- Youth Passes - 13
- City Employee – 1,334

Total fitness revenue in 2021: \$6,347.00



2021 was the 4th year for the Father Daughter Dance, which was held in September due to Covid-19 restrictions

SPECIAL EVENTS

Father Daughter Dance

McAllister held its fourth annual Father Daughter Dance on September 11, 2021. The event was split into two time slots to allow for more people to safely attend. The dance featured music and dancing, carriage rides, balloon art, free professional photography, and refreshments.

- Total Registrants: 65
- Total in Attendance: 120 (including father figures)

Spring Celebration

MRC hosted a scaled back version of its annual Spring Celebration event in 2021 due to Covid-19 restrictions. The free event featured an egg hunt and appearances by the McAllister Bunny.

- 60 attendees

Kids Fishing Day

In June, MRC partnered with volunteers from the Lafayette Breakfast Optimist Club and the Indiana Department of Natural Resources to host Kids' Fishing Day at Munger Park.

- 125 attendees
- 6 volunteers from Lafayette Breakfast Optimists for 24 total volunteer hours

Fall Festival

The first annual Fall Festival took place at MRC on Sunday, October 31, 2021. The free event featured pumpkin painting, fall-themed crafts and games, balloon art, and more.

- 426 participants
- 30 Volunteers at event for 105 volunteer hours

Drop & Shop

MRC held its annual Drop and Shop event on Friday, December 10, 2021. Kids were dropped off from 5:30-9:00pm while parents finished up their holiday shopping.

- 3 participants – 5 registered

Donuts with Santa

MRC hosted the annual Donuts with Santa event on Saturday, December 18, 2021. Attendees enjoyed donuts, crafts, games, and photos with Santa.

- 38 total families
- 71 Adults
- 91 kids
- 6 Volunteers at event for 18 volunteer hours

Total Program & Special Event Revenue in 2021 (Gross): \$24,006.00

GRANTS

In 2021, McAllister was fortunate enough to receive one grant for the Parks Department Kids Can Fund: \$9,000 from the McAllister Foundation. This grant assisted many children in attending camps and programs at a reduced cost to their families.

VOLUNTEERS

Every year the McAllister Center is fortunate to have a number of volunteers to help with its many programs. In 2021, approximately 2119 individuals volunteered as coaches, scoreboard operators, and program facilitators. In total, 1,014 volunteer hours were gifted to McAllister Recreation Center and its programs.

RENTALS

This year, the McAllister Recreation Center continued ongoing rentals:

- Safe Choices
- Hoosier Academy
- Indiana Digital Learning
- More Than More
- Miscellaneous meetings, parties, etc.

New ongoing Rentals this year were:

- Grace Church

Total Rental Revenue in 2021 (Gross): \$13,175.00

SPONSORSHIPS

In 2021, through the Lafayette Parks Foundation, Inc., MRC graciously received numerous sponsorships for programs and special events including:

- Coldwell Banker Shook – The Schreckengast Team - \$500
- The McAllister Foundation - \$5,000
- Approved Mortgage - \$250
- ACPD Construction - \$500
- Hammer Donuts – 10 dozen donuts in-kind
- Target - \$100 gift card
- Wal Mart \$100 gift card
- Meijer - \$50 gift card
- Centier Bank - \$250
- Horizon Bank - \$250
- Hot Box Pizza – Pizza coupons in-kind
- Hole in One Family Fun – free game passes in-kind
- Arrowhead Bowl – 250 free game passes in-kind
- Arnis – gift certificates for prizes at various events in-kind

Marketing

In 2021, the Lafayette Parks and Recreation marketing team provided the following support:

- Created and distributed media notices and press releases
- Supported and developed communications and marketing strategies
- Conducted media outreach and public relations support
- Designed/developed presentations
- Planned special events including securing entertainment, vendors, and logistics
- Managed graphic design and photography
- Coordinated press conferences, ribbon cuttings/dedication ceremonies
- Helped secure sponsorships for special events

2021 SOCIAL MEDIA FOLLOWING

Facebook followers

- Lafayette Parks & Recreation 12,325 (↑ 2,083)
- Columbian Park Zoo 19,020 (↑ 2,886)
- Art in the Park 3,621 followers (↑ 211)

Twitter followers

- Lafayette Parks & Recreation: 4,036 (↑ 136)
- Columbian Park Zoo: 1,680 (↑ 72)

Instagram followers

- Lafayette Parks & Recreation: 2,820 (↑460)
- Columbian Park Zoo: 2,184 (↑379)
- McAllister Recreation Center: 705 (↑108)
- Art in the Park: 1,411 (↑272)

MEDIA PARTNERSHIPS

The department continued its relationship with Neuhoff Media/B102.9 FM, which broadcast live from Tropicane Cove during Family Nights in the summer. The B102.9 Morning Show also continued featuring the Zoo Education Department each month for “Zoo Day.” Neuhoff Media also served as radio sponsor for Zoo Run Run, Boo at the Zoo, and Art in the Park in 2021.

The Journal & Courier renewed their sponsorship for Zoo Run Run and Boo at the Zoo.



The Lafayette Parks & Recreation TikTok account grew from 213 followers to 318 followers in 2021

In 2021, Lindsey Huffman was hired as part-time year round Marketing Assistant & Membership Coordinator. A new full-time position was created and Bridgett Haro was promoted from Seasonal Marketing Assistant to Marketing & Special Events Coordinator in July.

SPECIAL EVENTS

Thanks to the addition of the new full-time position of Marketing & Special Events Coordinator, the Marketing division was able to plan several special events in 2021 including grand openings for the new Loeb Stadium and Memorial Island, movie nights, and multiple Family Free Days at Columbian Park.

PUBLIC INFORMATION

The annual “Fun Guide” was printed and distributed beginning in March.

The City’s website was continuously updated during the course of the year to ensure that correct information was always available to citizens.

ART IN THE PARK

For the eighth year in a row, the department held the Art in the Park summer festival series.

On June 15, Jazz Night was hosted at Armstrong Park. The event featured live music from Lafayette Symphony Orchestra's Jazz Trio, food trucks, art vendors, kids' crafts, and free balloon art. There was an incredible turn out of art vendors and an attendance of just over 500.

On July 13, Family Night was hosted at Armstrong Park. The event featured a DJ performance, food trucks, art vendors, kids' crafts, and free balloon art, as well as a variety of yard games for families to partake in during the event. Family Night broke a record for attendance in recent years with just over 700 attendees.

The final Art in the Park event took place at the beautiful and newly renovated Memorial Island at Columbian Park on August 3. Back to School Night featured an indie-rock band from Indianapolis called Stay Outside. Additionally, the night featured food trucks, art vendors, and a Columbian Park themed kids' scavenger hunt. Upon completing the activity, kids were able to take home a goodie bag of school supplies. This final installment of the 2021 festival series had nearly 760 people in attendance!

Art in the Park had an amazing turnout in 2021 and was generously supported by a number of community sponsors. Lafayette Parks & Recreation received a plethora of positive feedback from the community and the social media following continued to grow. Art in the Park offered a much-needed positive experience for the Greater Lafayette community following an unprecedented year.

2021 Art in the Park Sponsors:

- Evonik Industries AG
- Caterpillar Inc.
- WASK – Neuhoff Media
- Purdue Federal Credit Union
- 1st Source Bank
- Farmers Insurance – Jenna Isch
- Industrial Federal Credit Union
- DeFOUW Automotive



Art in the Park 2021 events took place at Armstrong Park & Columbian Park

SALES AND RENTALS

In 2021, park facilities were rented for a variety of events such as picnics, weddings, receptions, showers, and family reunions.

Jenks' Rest was not rented in 2021 due to its demolition in preparation for the new Columbian Park restroom building.

Due to the Memorial Island Phase 3 construction, Memorial Island was not available for rent until July 2021.

The breakdown for rentals in 2021 is as follows:

- 751 shelter reservations (up 455)
- 123 five-hour Rush Pavilion rentals (up 48)
- 13 full-day Rush Pavilion rentals (up 11)
- 34 five-hour Clubhouse rentals (up 12)
- 6 full-day Clubhouse rentals (up 1)

Parks Foundation, Inc.

The Lafayette Parks Foundation is an independent, not-for-profit corporation organized under the laws of the State of Indiana. The purpose of the Foundation is to establish and maintain an endowment fund for the benefit of the Lafayette Parks and Recreation Department, encourage individuals and organizations to make financial contributions to support the Department, and to support the Department in other ways.

The Parks Foundation received the following major contributions during 2021:

\$50,000

Anonymous

The Scheumann Foundation, Inc

\$10,000-\$14,999

James K. and Mary Jo Risk Family Foundation

Subaru of Indiana Automotive, Inc.

\$5,000-\$9,999

Freckles Graphics- AFSCME Local 3412

The McAllister Foundation

\$1,000-\$3,000

Bob and Shirley Scott

Caterpillar Inc.

Evonik Industries AG

Freckles Graphics

Jack R. Bogan, Jr.

Jackson & Jennifer Bogan

Joy Matson

Kirby Risk Corporation

Rohrman Automotive Group

Steve & Kim Wilson

Wintek

\$500-\$999

6th Man Solutions, LLC

Accurate Property Management

All-Star Electronic Security Systems

Arni's

Benevity Community Impact Fund

Blue Fox Heating & Cooling

Bob Williamson

Dana Limited

Duke Energy

First Merchants Bank

First Source Bank

Henriott Group

Huston Electric, Inc.

Igloo Frozen Custard

Kettlehut Construction, Inc.

Klondike Elementary School PTO

Meckos Heating & Cooling

Mulhaupt's

National Christian Foundation

Northern Indiana USSSA

PMC 60 Real Estate LLC- Patricia Crumley

Purdue Federal Credit Union

Ron Diem

Susan Snyder, DDS

Tempest Homes

Unity Healthcare, LLC

Wabash Valley Exteriors

Wea Animal Hospital

\$250-\$499

Art of Framing, Inc.

Blue Safe Financial

Carrie Johnston- Approved Mortgage

Centier Bank

DF Properties, LLP

Freckles Graphics

Haley's Lock, Safe & Key

Hoosier Refreshment Co.

Horizon Bank

Industrial Federal Credit Union

Jenna Isch Farmers Insurance

Jan Pearlman Cortner

J.R. Kelly Company Inc

Keystone Architecture, Inc.

Lake Dermatology

Milestone Contractors LP

M.P. Baker Electric

Morgan Constructors

My Gym Lafayette

Sam's Club

Steven Leffel

Studio B

Trent Johnson- State Farm Insurance

