



SOUTH BEND VENUES PARKS & ARTS DEPARTMENT

HOWARD PARK PROSPECTUS

Howard Park, South Bend's first recreational park, will reopen in late 2019 after a complete redevelopment. As a result, we are offering our community partners the opportunity to be part of the largest community investment project in South Bend's history through financial investment and naming rights. The new Howard Park – and subsequent projects derived from the My SB Parks & Trails program – will have a significant impact on economic development, public health, social unity and environmental sustainability. This unique opportunity allows community partners to make a lasting investment in South Bend's premier park.

USAGE AND TRAFFIC ESTIMATES

We anticipate the redeveloped Howard Park will receive 500,000 visitors on an annual basis. The one-of-a-kind features of the park will spark mass appeal for local families and residents, with significant potential for regional attention. The four-season recreational amenities on the ice trail and pond; the multi-generational, inclusive playground; interactive water feature; youth and senior community programming; and available community rental space make Howard Park a multi-use destination for families and individuals. We estimate 150,000 individuals will annually use the skating trail alone. The site will also feature a full-service café. The café has projected a net revenue of \$3 million in its first year. Based on \$10 per visit per person, this is an estimated 30,000 individual annual visitation rate to this single park amenity.

In keeping with our dedication to making South Bend parks more accessible to all, we look forward to implementing the *Skate-it-Forward* program, through which 10 percent of all skating profits will go directly to providing free skating to those in our community who would otherwise be unable to afford it. Removing this difficult barrier to entry will allow for equitable access to Howard Park for all South Bend residents.

Finally, the central location of Howard Park – surrounding several South Bend communities – and its proximity to the downtown commerce district will allow a significant amount of pedestrian and vehicular traffic. In 2017, there were 6,350 average daily traffic counts at Jefferson and St. Louis Blvd. By 2015 estimates, 8,217 automobiles cross the Jefferson Street Bridge daily, making this street among the busiest in South Bend.

ESTIMATED MEDIA VALUE

The opening and subsequent programming of Howard Park will receive great media interest. We anticipate roughly 20 special events with vast local and regional TV and radio coverage. Combined with Venues Parks & Arts/City of South Bend-led marketing and social media campaigns, we estimate the media value of a naming rights sponsor at nearly \$50,000 in the first year. With exponentially more opportunity for premier-level sponsors. Additional word-of-mouth marketing through community-led events (i.e. festivals located on event lawns, private rentals of ice pond or community rooms, etc.) will add additional value to naming rights.

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The South Bend Venues Parks & Arts Department is committed to inspiring a more livable South Bend for all. We are motivated by our five impact drivers: strengthening our social community through equity, holding ourselves accountable for ecological progress, providing safe and beautiful community amenities, cultivating innovative experiences to generate economic impact, and promoting health and wellness. Our commitment to connecting South Bend residents to emotionally engaging experiences and to one another makes us a uniquely positive and impactful community partner.



NAMING RIGHTS

- **COMMUNITY CENTER**
\$400,000 over a 5-year period
- **ICE TRAIL & POND**
\$250,000 over a 5-year period
- **COMMUNITY ROOMS [3]**
\$30,000 individually over 3 years;
\$80,000 as a collection over 5 years
- **EVENT LAWNS [2]**
\$150,000 over a 5-year period
- **ZAMBONI**
\$125,000 over a 3-year period
- **INTERACTIVE WATER FEATURE**
\$75,000 over a 5-year period
- **FIREPITS [2]**
\$20,000 for 5 years or \$50,000 in perpetuity

For increased first-year payments, donors may maintain their naming rights for an additional time period.

Custom donor benefit packages will be administered and tailored to the needs and goals of sponsoring entities.