

PROVIDING EMOTIONALLY ENGAGING OPPORTUNITIES FOR ALL.

**2019
ANNUAL
REPORT**

MAYOR Pete Buttigieg

VPA SENIOR STAFF:

EXECUTIVE DIRECTOR

Aaron Perri

CHIEF DEVELOPMENT OFFICER

Annie Smith

EXECUTIVE DIRECTOR OF VENUES

Jeff Jarnecke

DIRECTOR OF FACILITIES & GROUNDS

John Martinez

DIRECTOR OF FINANCE

Ken Glowacki

DIRECTOR OF FINANCE

Marika Anderson

DIRECTOR OF RECREATION

Jonathan Jones

DIRECTOR OF GOLF

Tony Stearns

DIRECTOR OF CHARLES BLACK COMMUNITY CENTER

Cynthia Taylor

DIRECTOR OF HOWARD PARK

Rose Kaufman

DIRECTOR OF MARTIN LUTHER KING, JR. COMMUNITY CENTER

Maurice Scott

DIRECTOR OF RUM VILLAGE NATURE CENTER

Garry Harrington

VENUE MANAGER OF MORRIS PERFORMING ARTS CENTER

Michelle DeBeck

DIRECTOR OF OPERATIONS CENTURY CENTER

Scott Herczeg

OPERATIONS COORDINATOR

Eva Ennis

BOARD OF PARK COMMISSIONERS:

Mark Neal, President

Consuella Hopkins, Vice President

Aimee Buccellato

Dan Farrell

CIVIC CENTER BOARD OF MANAGERS:

Aaron Perri, President

Michael Neises, Vice President

David Varner, Treasurer

Randy Kelly, Secretary

Linda Doshi

Greg Downes

Charmaine Torma

Dennis Andres, Jr.

Gil Michel

/DEPARTMENT OVERVIEW/

2019 ANNUAL REPORT

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

Letter from the Executive Director

As I look back at the past year, the projects and initiatives that have come to fruition throughout Venues Parks & Arts make me extremely proud. We may have had a banner year with our department, but none of it could have been made possible without the support of our partners and the community which we serve. In everything we do, from park enhancements and programs to concerts and events, our goal is to reach every resident, every year.

The momentum behind our efforts is at an all-time high and I am humbled by the recognition we've received on a national scale. We have impacted our community in a special way through an unprecedented number of park projects and continue to experience remarkable impacts at our venues. Focusing on social equity, neighborhood and economic development, ecological stewardship and health and wellness, our efforts are undeniably making our city a more liveable and loveable place. This next year will indeed be no different.

Reflecting on the end of Mayor Pete Buttigieg's distinguished tenure, I am reminded of what an honor it is to serve my hometown. I look forward to continuing to work alongside an extremely talented group of mission-driven colleagues in Venues Parks & Arts. At times, our individual work may seem menial or mundane, but our collective efforts are changing the community in ways that will be felt for generations. While a new chapter is beginning in our city's history, our focus of "Providing Emotionally Engaging Opportunities for All" will remain true. These are the things that make South Bend a thriving place to be and why I can't wait to continue the work we're doing.



Aaron Perri, Executive Director

VPA FOUNDATION MEMBERS:

Dru Cash, President
Jill Dawson, Secretary
Kevin Poe, Treasurer

Marvin Curtis
Beth Sanford
Mikki Dobski
Sam Centellas
Tim Scott

Mark Noeldner
Matt Kahn
Amy Hill
Steve Camilleri
David Matthews

Mark Carboneau
Mike Chapple
Chris Chockley
Kerie Graham
Greg Kil

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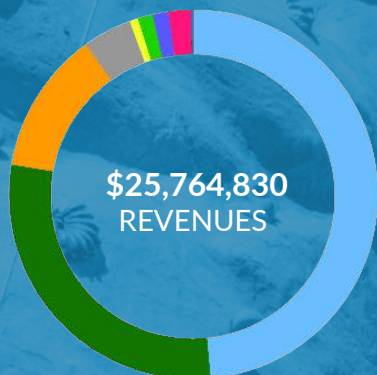
112 FULL TIME STAFF

338 PART TIME STAFF

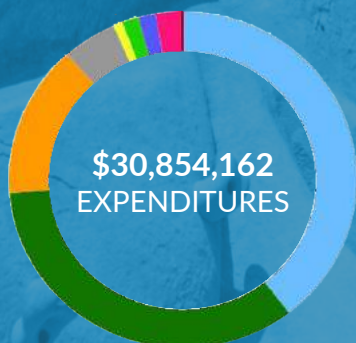
2,327 VOLUNTEERS

11 INTERNS

Budget Stewarded:



\$10,048,047	Property Taxes
\$6,025,963	Venues
\$2,583,508	Charges for Services
\$890,592	Other Taxes
\$156,134	Interest Earnings
\$269,670	Donations
\$287,339	Misc. Reimbursements
\$410,867	Interfund Transfer In
\$41,909	Miscellaneous Revenue



\$6,997,279	Facilities & Grounds
\$6,459,685	Venues
\$3,034,640	Recreation
\$1,621,929	Golf
\$9,308,715	Capital Reserves
\$1,723,159	Admin
\$743,325	Zoo / Greenhouse
\$965,580	Marketing & Events

Cost Recovered/

Achieved **36% cost recovery** in 2019 with just 4% remaining to meet goal of 40% by the end of 2020

Recognized/



MORRIS PERFORMING ARTS CENTER

- Pollstar Magazine Top 200 Theatre Venues in the World (#72)
- Pollstar Magazine Theatre #58 of all U.S. Venues
- TripAdvisor Certification of Excellence (5th Year in a Row)



AARON PERRI, JIM BYERS & PRISCILLA PHILLIPS

Received the Key to the City



NAMED TREE CITY USA BY THE ARBOR DAY FOUNDATION FOR 22ND CONSECUTIVE YEAR



ELECTED OFFICIAL OF THE YEAR

Mayor Pete Buttigieg honored as Indiana Parks & Recreation Association Elected Official of the Year



SB TRIBUNE READERS' CHOICE AWARDS

- Best Local Live Performance Theatre: Morris Performing Arts Center (#1)
- Best Local Golf Course: Erskine Park (#2)
- Best Local Golf Shop: Erskine Park (#3)
- Best Local Wedding Reception Venue: Palais Royale (#3)



EXCELLENCE IN CONSTRUCTION AWARD

For the Charles Black Renovation Project



COVER STORY FEATURE IN SOUTH BEND LIVING MAGAZINE

For the Howard Park Project



HONORED AS NATIONAL LANDMARK

South Bend City Cemetery

Fundraised/

2.6M FUNDRAISED IN 2019

GRANTS AWARDED

- NEA Our Town *for River Lights Trail*
- Visit South Bend Mishawaka Capital Tourism *for Zipline over St. Joseph River*
- Disney/NRPA Meet Me at the Park Grant *for Howard Park*
- Community Foundation of St. Joseph County - ArtsEverywhere *for Fridays by the Fountain*
- Indiana Historic Preservation Fund *for City Cemetery*
- Indiana MACOG *for Bike Racks Initiative*

VPA VOLUNTEERS OF THE YEAR

Vicki McIntire & Larry Clifford

Refreshed:

- Howard Park
- Leeper Park (Phase I)
- High Street Garage
- Ravina Park
- Boland Trail
- Studebaker Fountain
Special thank you to the Fountain Committee
- Potawatomi Zoo Front Entrance
- Century Center Wayfinding
- Palais Royale Interior Entrance
- Plaza Park Boat Docks
- Erskine Golf Course Clubhouse
- LaSalle, Kennedy & Boehm Softball & Baseball Diamonds
- City Cemetery (Phase II)
- 18 Neighborhood Playgrounds & Restrooms including: Boehm Park, Boland Park, Brownfield Park, Coquillard Park, Fredrickson Park, Fremont Park, Keller Park, Kennedy Park, LaSalle Park, Martin Luther King Jr. Park, Potawatomi Park, Randolph Park, River Manor Park, Rum Village, St. Clair Park, Veteran's Memorial Park & Walker Field

/SOCIAL EQUITY



"THE VERY PHILOSOPHY OF PUBLIC PARKS & RECREATION IS THAT ALL PEOPLE CAN TAKE ADVANTAGE OF QUALITY PROGRAMS, FACILITIES, PLACES & SPACES THAT MAKE THEIR LIVES & COMMUNITIES GREAT."

National Recreation & Parks Association,
Park & Recreation Inclusion Report

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



700 Free Rounds of Golf

Given through the Kids Play Free Initiative at Studebaker Golf Course in partnership with The First Tee of Michiana

500+ Youth Awarded Scholarships

10,000+ Spectators Attended Grand Opening of Howard Park

30,400+ Free, Healthy Meals Served to Seniors and Children

5,788 Seniors Attended 55+ Fitness Classes

5th through St. Joseph Regional Medical Center

13 Free Fridays by The Fountain Events

Morris Performing Arts Center Summer Concert Series in the Jon R. Hunt Plaza

9 Youth Mentored Through Mentored Mowing Program

Teens maintained 600 vacant lots where they gained business experience, financial compensation positive attitudes and work ethics

Launched Skate-it-Forward Initiative at Howard Park

Providing more accessibility to every resident to ice skate at Howard Park

\$15,000+ Raised From Directors' Youth Scholarship Golf Outing

Providing kids the opportunity to attend special events and programs

60,000+ Participants at Best. Week. Ever. Events

Boomer Spent 100 Hours in Neighborhoods Across the City

New ADA Accessible Playgrounds & Restrooms in 18 Neighborhood Parks

Launched Brand New VPA Website

85,000+ users and nearly 300,000 page views in 2019

Installed New Accessibility Features at Morris & Century Center

NEW! SPARK Magazine translated to Spanish Edition

NEW PARTNERSHIPS Including Forever Learning & Code School

Empowering residents & employees to contribute, take pride in & feel safe in our city.



4th Annual Pools, Splashpads & Popsicles

Handed out nearly 450 popsicles at 8 different neighborhood parks across South Bend

Launched Boomin' Parks Tour

Over 16,000 participants at 25 events

Over 80 Sessions in the Charles Black Music Studio

90+ Visitors to the Bike Shop at the Charles Black Center

10 instructional sessions and over 40 walk-ups for bike maintenance

Completed ADA Accessible Playgrounds & Restrooms at 18 Neighborhood Parks

New Leadership Academy for Students at Martin Luther King Jr. Center

Beautification Efforts with Community Partners:

- **Planted 750 Native Indiana Species Trees in the West Side Urban Tree Nurseries**

In partnership with Bowman Creek Educational Ecosystem, University of Notre Dame, South Bend Heritage Foundation & the Neighborhood Associations on the West Side

- **5,461 Properties Mowed Through Our Central Mowing Program**

Partnered with the Department of Code Enforcement and Department of Community Investment

- **10th Annual Back The Bend Included Leeper Park, Coquillard Park & Kelly Park**

Partnered with Notre Dame, St. Mary's and Holy Cross students

- **Gave Away Over 170 Trees to the Community During Arbor Day**

Partnership with Indiana Michigan Power and the Forestry Division of VPA

- **Reimagining of the O'Brien Fitness Center Landscaping**

Partnered with Teachers Credit Union for the second year during their TCU Day of Giving

/NEIGHBORHOOD IMPACT/

IMPACT/ ECONOMIC

Cultivating experiences to connect people deeper to the fabric of the community & using our resources to generate an economic impact.



"AT TIMES IT CAN SEEM LIKE THERE IS LITTLE TO AGREE ON IN THIS WORLD & FOR SOME, HOPE SEEMS BLEAK OR THE FUTURE SEEMS UNCERTAIN. FOR THESE REASONS, IT'S CRITICAL WE'RE INVESTING IN SHARED PUBLIC SPACES DESIGNED TO ATTRACT PEOPLE TO ONE ANOTHER FOR RESPITE, RECREATION & TOGETHERNESS."

Aaron Perri, Executive Director of Venues Parks & Arts

Estimated 30,000+ Visitors at Howard Park

Through ice skate admissions, park play & event space rentals in one month of operation

\$369,029 Invested Through Volunteer & Intern Hours

91 Events at Morris Performing Arts Center

97,595 guests attended those shows

526 Events at Century Center

More than 165,000 guests attended those events and resulted in more than \$11M economic impact in 2019

7,899 East Race Rafters

Estimated 50% come from outside city limits

15,021 Room Nights Contributed to Hotel Market

\$21.4M in Economic Impact Contributed by Palais Royale, Morris Performing Arts Center & Century Center

MPAC Sold Out Shows include: John Mellencamp, Jim Gaffigan, Jeff Dunham & Crowder w/ We Are Messengers

Century Center hosted Ramencon 2019, International Association of Water Rescue Professionals & 2019 Indiana State AA Convention

8 Softball Tournaments at Byers Softball Complex



ECOLOGICAL STEWARDSHIP

Holding ourselves accountable for ecological progress by implementing sustainable business practices, engaging in public ecological education & protecting our environment.



21,000 kW Hours Generated

Through roof, lighting, HVAC & solar solutions at Century Center

4,500 Pounds of Food Donated by the Century Center to Cultivate Food Rescue

10% Returned to Native Prairie Land at Howard Park

Pursuing Gold LEED V4 Certification

Hosted National Association for Interpretation Great Lakes Region at Rum Village

26% Tree Canopy

- 280 NEW TREES PLANTED THROUGHOUT THE CITY
 - 3,121 TREES RECEIVED PREVENTIVE MAINTENANCE AND HEALTHCARE PRACTICES
 - 64 TREES PLANTED IN PULASKI PARK AS PART OF RENOVATION
-



Notable Volunteer Projects in 2019:

Nearly 3,000 Volunteer Hours

- **Beautify Parks & Improve Sustainability Footprint**

Partnership with local high school students from programs like: Prairie Camp, Girl Scouts, Boy Scouts, and various sports teams

- **Maintain Community Center Cleanliness Standards**

Partnership with South Bend Community School Corporation's INTERN Program for the 7th year

- **Supplying Support & Manpower to Events Including Best. Week. Ever. & Directors' Youth Scholarship Golf Outing**

Partnered with Lippert Components

- **Maintain Landscape at Leeper Park Tennis Center**

Partnered with Press Ganey for the fifth year of their Day of Service

- **Removed Invasive Species & Planted Over 20 Indiana Native Species Trees**

Partnered with IU South Bend for the third year in a row

"PARKS PLAY A CRITICAL ROLE IN ENSURING THAT OUR COMMUNITIES SUCCESSFULLY ADAPT AND THRIVE IN LIGHT OF A RAPIDLY CHANGING PLANET."

National Recreation and Park Association, Park and Recreation Sustainability Practices

HEALTH & WELLNESS



18,500+ Ice Skaters at Howard Park

3rd Year of In The River East Race Challenge

More than 400 participants from various departments in the city

262,000+ Participated in Various Recreational Activities:

- GYM VISITS
- FITNESS CLASSES
- CLINICS & TOURNAMENTS
- YOUTH CLASSES & CAMPS
- NATURE PROGRAMS
- BOOMER
- EAST RACE RAFTING
- SOFTBALL
- SKATEBOARDING

40,000+ Rounds of Golf

Played at Erskine Golf Course, Studebaker Golf Course & Elbel Golf Course Combined

13,142 Visitors to Potawatomi Pool & Kennedy Water Playground

Born Learning Trails Completed at Lasalle Park, Creating a New Way to Engage Families

In Partnership with United Way of St. Joseph County

New Equipment Upgrades at O'Brien Fitness Center

First Annual Workout 4 Water On the Colfax Bridge

In Partnership with Les Mills & UNICEF

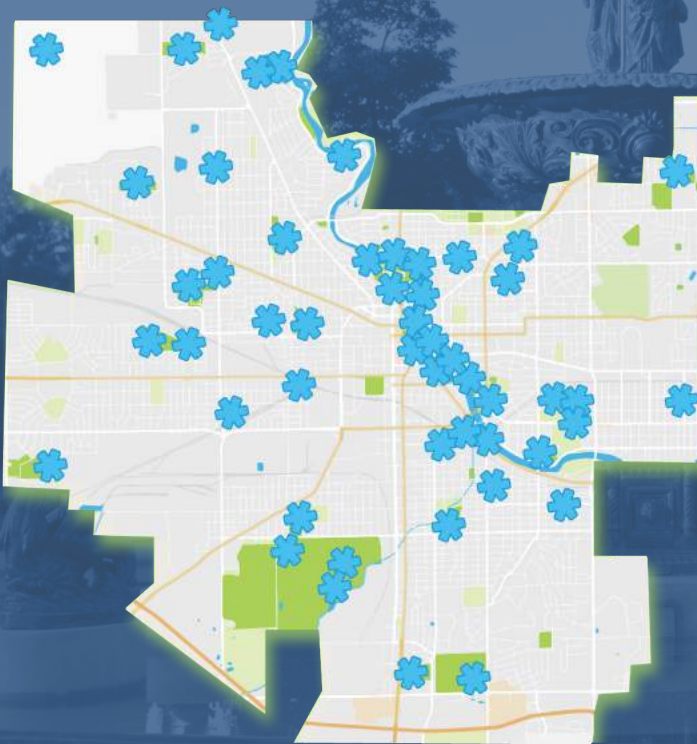


Promoting excellent health & wellness through increasing physical activity opportunities & providing access to parks in our city.

"ACROSS ALL AGE GROUPS, GREATER ACCESS TO PARKS IS ASSOCIATED WITH LOWER BODY MASS INDEX AND REDUCED RISK OF OBESITY."

The Trust for Public Land, ParkServe 2018

/LOOKIN FORWARD



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

MSBPT IN 2020

- Pulaski Park Will Reopen To A Brand New Playground, Exterior Restroom, Trail, Water Feature & More
- Riverwalk Between Sample Street And Howard Park Will Be Revamped And Ready For Enjoyment By Late Summer
- Second Phase Of Leeper Park Renovations By Early Spring
- City Cemetery Will Receive Additional \$30,000 Of Headstone Repairs And Resetting
- Governor Kernan Trailway Will Be Receiving New Accessible, Lighted Walking Trail
- Pinhook Park Pavilion Renovations & Park Upgrades
- Seitz Park Phase I
- Continued Neighborhood Park Upgrades Including: Muessel Grove Restroom Upgrades
- Studebaker Golf Course Renovations

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"OUR CITY'S GENIUS IS TAKING
TAKING WHAT WE'VE ALREADY
GOT, SEEING A NEW VALUE IN
IT, AND REFASHIONING IT FOR
MODERN TIMES."

Pete Buttigieg, Former Mayor of South Bend

The Century
Center Will Embark
Upon \$2M in
Renovations,
**Turning the
Bendix Theater
Into an Innovative
E-Sports Arena**

Budgeted to
Plant **200 Trees**
Throughout the City

Deployment of the
**Youth Employment
Program**

4th Annual **Best.
Week. Ever.**

*May 31 - June 6 in neighborhoods across South
Bend celebrating Creativity, Culture & Progress*

Morris Performing
Arts Center Will
Host a 3-Week
Run of the Lion
King - **the Longest
Running Show to
Date**

**Art Installations at
Howard Park**

In Partnership with local South Bend artists



Special Thank You To Our Partners



Special Thank You To Our Donors

Regional Cities Initiative
Pokagon Band of Potawatomi
Leighton Foundation
Visit South Bend Mishawaka
Community Foundation of St. Joseph County, Inc.
The Rask Family
Centier Bank
1st Source Bank
Disney Corporation
National Recreation & Park Association
Bob & Tess Cassady
The Phair Family
United Federal Credit Union
Kruggel Lawton CPAs
Matt Kahn & Family
Mark & Kathleen Neal
Sieradzki Family & Century Builders
University of Notre Dame
Thomas & Anita Veldman
Matthew & Sharon Edmonds
Mark Veldman
Drucker Institute
Mike & Connie Joines



CITY OF SOUTH BEND
VENUES PARKS & ARTS

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