



2023 ANNUAL REPORT

Park Board



Left to right: Dave Mecklenburg, Matt Metzger, Siany Molina, Maurie Denney

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 2023 Parks and Recreation Board consisted of Matt Metzger, President; Dave Mecklenburg, Vice President; Maurie Denney, Secretary; and Siany Molina. 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 2023 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.

2023 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
Bob Downing.....Council Member
Kevin Klinker.....Council Member
Nancy Nargi.....Council Member
Jerry Reynolds.....Council Member
Steve Snyder.....Council Member
Eileen Hession Weiss.....Council Member
Melissa Weast-Williamson....Council Member

Parks Board

Matt Metzger.....President
Dave Mecklenburg.....Vice President
Maurie Denney.....Secretary
Siany Molina.....Member

Report compiled by Samantha Haville



Columbian Park Express at the first annual Reindeer Rendezvous



Opening night at Loeb Stadium for Lafayette Aviators

Staff

Administration

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

McAllister Recreation Center

Chad Aldridge.....Manager
 Emily Butler.....Assistant Manager
 Colin Miner.....Program Coordinator
 John Rodenbeck.....General Maintenance

Columbian Park Zoo

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

Safety and Security

Kurt Wolf.....Safety and Security Director
 Mike Jones.....Safety and Security Assistant Director
 Andrea Ridge.....Part-time year-round Security Officer
 Josh Norris.....Part-time year-round Security Officer
 Dustin Kirby.....Part-time year-round Security Officer
 Jacob Corsiga.....Part-time year-round Security Officer
 Austin Marshall.....Part-time year-round Security Officer
 Ethan Pastore.....Part-time year-round Security Officer

Facilities and Grounds

Mike Perry.....Director of Facilities and Grounds
 Dean Landes.....Assistant Director of Facilities and Grounds
 Garrett Gaskins.....Project Manager
 Brian Gregory.....Grounds and Snow Supervisor
 Chip Gutwein.....Building Construction Supervisor
 John Rhodes.....Maintenance Tech - Building Construction
 Joey Donnoe.....Maintenance Tech-Aquatics
 Troy Linden.....Maintenance Tech—Ride Mechanic
 Matt Delgado.....Maintenance Tech - Building Construction
 Dana Rhodes.....Maintenance Coordinator
 Ryan Frankowski.....General Maintenance
 John Terhune.....General Maintenance
 Claire Marshall.....General Maintenance
 Brandon Wright.....General Maintenance
 Cameron Reifel.....General Maintenance
 Schylar Leffler.....General Maintenance
 Diane Leuck.....Part-time year- round General Maintenance
 Ross McDaniel....Part-time year- round General Maintenance
 James Geszvain.....General Maintenance
 Jennifer Freeman.....General Maintenance
 Jake Decker.....General Maintenance

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 2024.

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.



**Connection Point Church volunteering at
Columbian Park**

Physical Resources and Services

- System-wide improvements that create an inviting, healthy family atmosphere at all parks.
- 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.



Little Library in 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.



Art in the Park summer fun with balloon art

Community Needs/Issues

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

- 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



Courtesy of Visit Lafayette-West Lafayette

Fall at McAllister Park

Grand Opening and Dedication of CAT Park



The official dedication ceremony of CAT Park's All-Inclusive Sports Field

ALL-INCLUSIVE SPORTS FIELD

On Sunday, May 21, 2023, Lafayette Parks and Recreation hosted the Dedication Ceremony for the CAT Park All-Inclusive Sports Field. This event was held between two games of the Tippy Stars team, which is comprised on 37 local youth players with special needs.

Ground was broken on the all-abilities sports field in April of 2022. The project features poured-in-place rubber surfacing, two dugouts, a covered announcer's booth, and spectator seating. The special field surface material is ADA compliant and will allow participation from individuals with all levels of physical abilities. The CAT Park All-Inclusive Sports Field is able to host a variety of sporting events and activities, including baseball, softball, and soccer, among others.



Photo courtesy of WLF1

Wabash Center sponsored the CAT Park scoreboard by a \$25,000 donation. During the ribbon cutting and dedication ceremony, Mayor Roswarski announced that the Lafayette Parks Foundation, Inc. had received a \$250,000 gift from The Scheumann Foundation, Inc. for a future ADA accessible restroom and concessions building at CAT Park.

The design of the ADA accessible restroom and concessions buildings were made possible thanks to a collaboration between the Parks Department, Wessler Engineering, Inc., Cordogan Clark, and Kettelhut Construction, Inc., who generously donated their staff time and expertise.



Concerts at Loeb Stadium

TAYLOR SWIFT LASER DANCE PARTY

The first concert in the 2023 series at Loeb Stadium was on July 27, and featured the national touring laser show, featuring a live DJ set playing 90 minutes of Taylor Swift hits synchronized to lasers. The all-ages dance party brought a crowd of over 1,000 people. Tickets sold included were concourse access and field access.

The event was sponsored by Indiana Arts Commission, Tippecanoe Arts Federation, City of Lafayette, Lafayette Parks & Recreation, Honeywell Arts & Entertainment, and Long Center for the Performing Arts, and Loeb Stadium.



AIR SUPPLY

Thanks to a partnership with the Long Center for the Performing Arts and Honeywell Arts & Entertainment, the second concert of the year at Loeb Stadium took place on Friday, July 28. The Australian-based band Air Supply performed to an almost sold-out crowd of more than 2,800 people. Lafayette-native Kyle Bledsoe opened for the band. Tickets sold included field seating, regular stadium seating, and upper-level party deck and suite seating.



Air Supply at Loeb Stadium was presented by Old National Bank with sponsorships from Tempest Homes, City of Lafayette, IU Health Arnett, Loeb Stadium, Lafayette Parks & Recreation, Visit Lafayette-West Lafayette, Long Center for the Performing Arts and Honeywell Arts & Entertainment.



Country music star Scotty McCreery performed at Loeb Stadium on Thursday, August 17, 2023

SCOTTY McCREERY

The last concert in the 2023 series at Loeb Stadium featured country music star Scotty McCreery. Country music singer Dylan Marlowe opened the show. They performed to a crowd of over 2,200 people. Tickets sold included field seating, regular stadium seating, and upper-level party deck and suite seating.

The Scotty McCreery concert was presented by Real Journeyman / Quality Connection Contractors with sponsorships from DeFOUW Chevrolet, Tempest Homes, IU Health Arnett, Frankort and White Memorial, Long Center for the Performing Arts, City of Lafayette, Lafayette Parks & Recreation, and Honeywell Arts & Entertainment.



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.



Civic Theatre performed Beauty and the Beast Jr. on Memorial Island

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 2023	
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"> • Savanna Taylor resigned as General Maintenance in February • Andrew Miller resigned as General Maintenance in March • Jennifer Freeman was hired for General Maintenance/Landscape in April • Mike Jones was hired as Assistant Safety and Security Director • Josh Daugherty transferred to the Street Department in April • Matt Delgado was hired as Maintenance Tech/Construction in May • Jake Decker was promoted from Seasonal to General Maintenance/Grounds in June • Alijah Flores resigned in June • Jacob Brogan transferred to the Street Department in August • Ben Taylor resigned as Assistant Director of Facilities and Grounds in August • Dean Landes was promoted to Assistant Director of Facilities and Grounds in September • Jackson Gerretty resigned as Part-Time Security Officer • Josh Norris, Jacob Corsica, Austin Marshall and Ethan Pastore were hired as Part-Time Security Officers

Aquatics

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

- 25 Management staff (for various areas)
- 88 Pool lifeguards
- 15 Guest Relations personnel
- 24 Concessions workers
- 12 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 2023	
Managers	Samantha Haville (Marketing Manager)
Key Personnel Changes	<ul style="list-style-type: none"> Ashley Wulff resigned as Marketing & Special Events Coordinator in September Alex Tanksley was hired as Marketing & Special Events Coordinator in October

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 2023	
Managers	Chad Aldridge (Manager)
Key Personnel Changes	<ul style="list-style-type: none"> Tyler Laufman resigned as Program Coordinator in August Colin Miner was hired as Program Coordinator in August

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 2023	
Managers	Neil Dale (Zoo Director)
Key Personnel Changes	<ul style="list-style-type: none"> Heather Woody resigned as Head Zookeeper in February Kaci Schmidt was promoted to Head Zookeeper in February Jacquelynn Schmalzried was hired as Senior Zookeeper in March Jasmine Peele-Guerrero was promoted to full-time Zoo Educator in July Jacquelynn Schmalzried resigned from Senior Zookeeper in August Lindsay Godfrey resigned from Senior Zookeeper in August Jennifer Spence resigned from part-time Volunteer Coordinator in August Margaret Bishoff was promoted to Senior Zookeeper in September Katelyn Vanaman was hired as a Senior Zookeeper in October Isabella Serrano was hired as Relief Zookeeper in October

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 2023 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

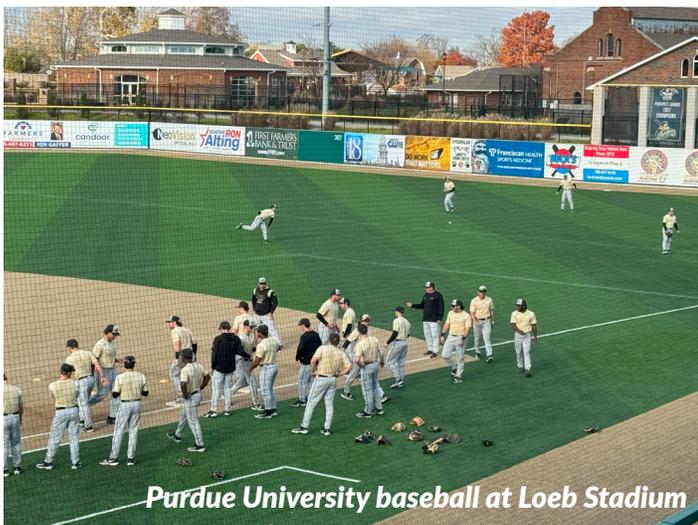
- Indiana Urban Forest Council
- Lafayette Adult Resource Academy
- Lafayette Colt Tournaments
- Lafayette School Corporation
- Tree Lafayette
- Lafayette Parks Foundation, Inc.
- Lafayette Family YMCA
- Lafayette Urban Enterprise Association
- Lafayette Volunteer Bureau
- Leadership Lafayette
- Lyn 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



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

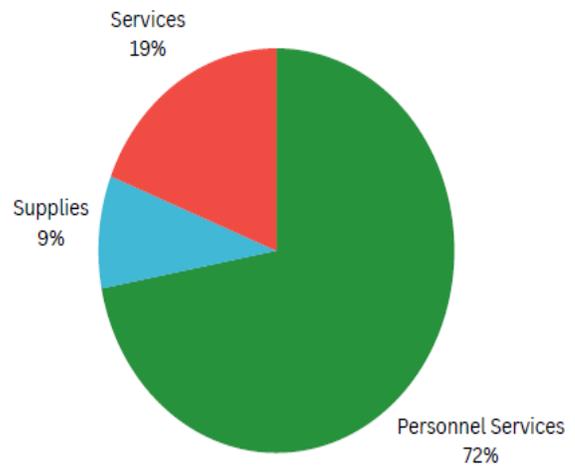
PROGRAM REVENUE

Following is an itemization of total revenue generated by the Department in 2023 for programs and services:

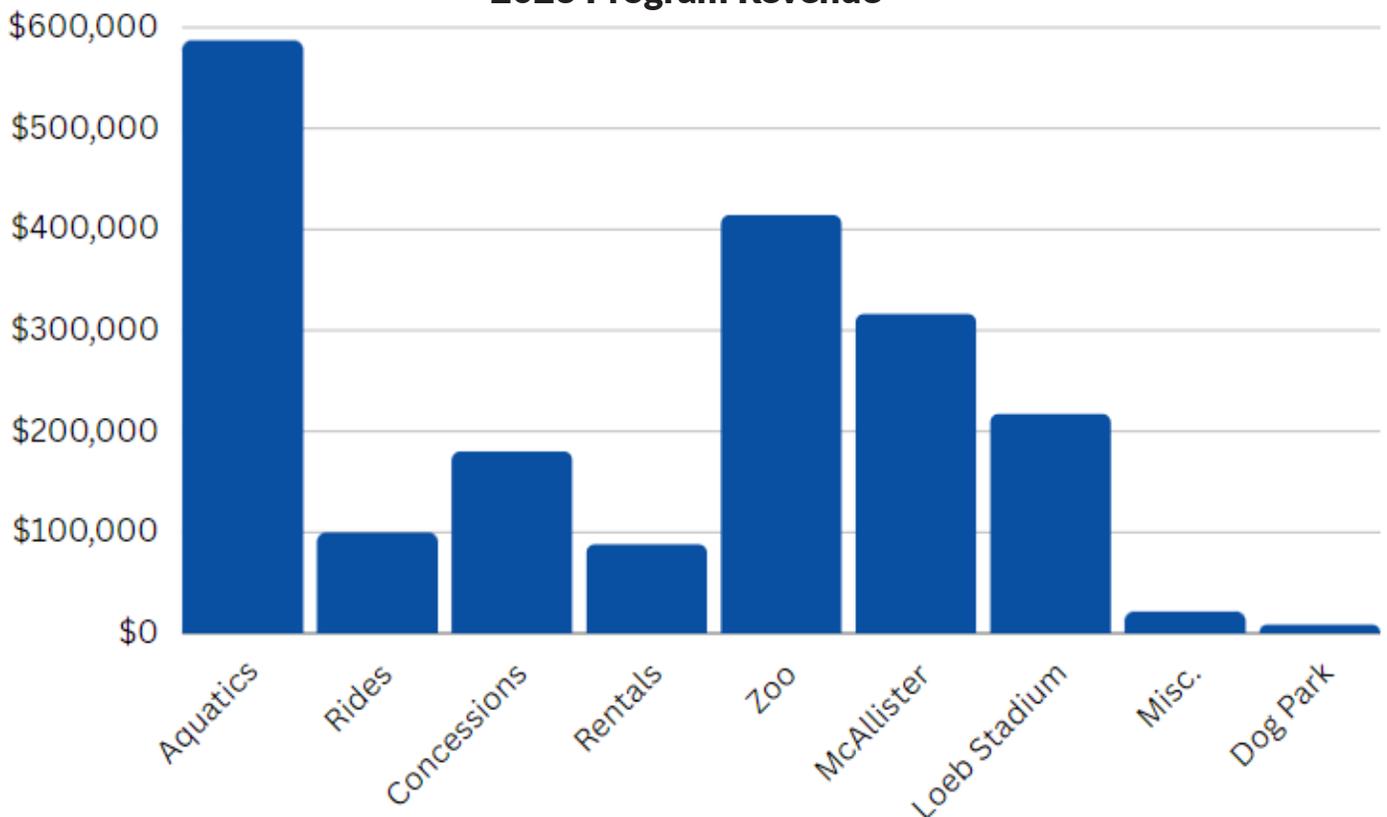
Aquatics	\$592,366
Rides	\$99,213
Concessions	\$195,108
Rentals	\$95,315
Zoo	\$455,551
McAllister	\$330,511
Loeb	\$222,741
Misc.	\$25,932
Dog Park	\$9,006
TOTAL	\$2,026,043

GENERAL FUND BUDGET

Category	Amount
Personnel Services	\$4,088,649
Supplies	\$511,081
Services	\$1,078,950
TOTAL	\$5,678,680



2023 Program Revenue



SPONSORSHIPS AND CORPORATE PARTNERSHIPS



The Workreation program continued in 2023

Sponsorships and corporate partnership opportunities in 2023 through the Lafayette Parks Foundation provided the Department with added funding.

The Workreation program, which is funded through the Kids Can Scholarship Fund continued in 2023. 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.

DISSOLVEMENT

The decision was made by the City of Lafayette to bring its support organization in-house and create a committee that falls under the guidance and control of the Parks Foundation Board moving into the future. GLDPA, or the Greater Lafayette Dog Park Association, subsequently officially voted to dissolve as a separate non-profit organization. We are very grateful for their years of service, support and dedication to the Greater Lafayette Area.



Improvements

The following improvements were made in the Lafayette Park system during 2023:

ARLINGTON PARK

- Removed tennis court and fencing
- Resurfaced and repainted basketball courts
- Installed new basketball backboards and rims
- Installed a new Little Lending Library
- Installed new swing area
- Removed old and installed new 6,365 sq ft multi-age playground
- Installed new picnic tables under the shelter
- Ordered replacement bench swings, benches, trash cans, and a drinking fountain for installation in early 2024



Kids playing on the new Armstrong Park playground

ARMSTRONG PARK

- Demolished old and installed new expanded playground with poured-in-place rubber surfacing
- Installed 2 sponsored benches in plaza area
- Resurfaced tennis and basketball courts
- Installed new basketball posts with backboards and rims
- Installed new posts and nets for the tennis courts
- Repainted basketball & tennis court fencing
- Replaced baseball fields 1 & 2 fencing, field 2 batting cage fencing, and fence caps
- Removed batting cage at field 1
- Installed sod on the infield skirt of field 2
- Installed new bleachers and concrete pads around the baseball fields
- Installed 2 new benches around playground
- Re-roofed baseball dugouts and press box

CAT PARK

- Installed scoreboard for all-inclusive field
- Installed bleachers for all-inclusive field
- Installed a sponsored bench at all-inclusive field
- Installed 1000 native plant plugs, 18 trees, and 8760 sq. ft. of native plant seeds in partnership with Purdue EEE 472 Class and Lafayette Parks Foundation, Inc. Volunteers from Tree Lafayette also assisted in planting the trees

CASTAWAY BAY

- Rebuilt main filtration pool pump
- Replaced remote control and battery on ADA lift chair

CENTENNIAL PARK

- Installed sponsored bench by playground

CENTRAL MAINTENANCE

- Replaced hot water heater in Center Maintenance shop
- Painted interior offices

COLUMBIAN PARK (GENERAL)

Rush Pavilion

- Painted kitchen cabinets
- Installed new granite countertops in kitchen and restrooms
- Installed new kitchen knobs and appliances





MEMORIAL ISLAND/GENERAL GROUNDS

- Replaced mogul slide and steps at SIA playground upper level
- Installed chair storage racks behind Memorial Island stage in storage area
- Installed drinking fountains in Memorial Plaza and near train depot
- Installed cafe table umbrellas at Memorial Island
- Installed 2 bronze dedication plaques and boulders at Memorial Island
- Installed irrigation in Memorial Plaza and along Scott Street
- Installed 2 pergola swings along Scott Street
- Installed new landscaping along Crescent Drive
- Installed sod and landscaping around new restroom facility
- Installed ADA handrails by new restroom sidewalk ramp
- Installed replacement rails around Columbian Park lagoon and stage
- Replaced Memorial Plaza light pole military banners
- Installed IU Health Foundation Children’s Memorial Garden across from the carousel building
- Opened new restroom facility to the public

COLUMBIAN PARK ZOO/RIDES

- Upgraded electrical panels in Animal House building
- Replaced Zoo Administrative Office expansion tank, designed to handle the thermal expansion of water as it heats up in the water heater, preventing excess water pressure

CROSSER SPORTS COMPLEX

- Completed installation of rain gardens in parking lot islands with Purdue Environmental Engineering

LOEB STADIUM

- Installed granite pillars and bronze dedication plaques
- Installed sponsored bench at Center Field gate
- Installed irrigation along Main Street and in out-field lawn seating
- Completed prep work and teardown for 3 concerts
- Re-paved Loeb parking lot and installed EV chargers
- Installed trees at Loeb Stadium parking lot

LYBOULT SPORTS COMPLEX

- Upgraded electrical panels

McALLISTER PARK

- Installed grill at Cloud Jockey field
- Repaired sewer line at maintenance facility building
- Added portable restroom at parking lot for Disc Golf and public use

McALLISTER RECREATION CENTER

- Upgraded gym lighting with LED fixtures



McCAW PARK AND McPAW DOG PARK

Phase 1 Improvement Project in collaboration with contractors included

- Installed 3 new benches around playground
- Expanded Union side parking lot
- Added new restroom building between playground and pickleball courts
- Renovated baseball field 3
- Installed 12'x20' utility shed with fencing by pickleball court
- Installed boulders, tunnels, logs, and river rock decor to dog paddocks
- Installed “doggy” play structure with pea gravel surfacing

- Installed 12 trees donated by Bennett's Greenhouse
- 5 automatic waterers in dog paddocks
- 2 dog wash stations
- 2 shade structures
- Splash pad and bubbler
- Front entry arch sign

MUNGER PARK

- Removed old and installed new playground
- Installed landscaping in area of Duke Energy tree removals
- Installed 4 new picnic tables under shelter
- Ordered additional trash cans and a replacement drinking fountain for the Munger Union restroom to be installed in early 2024



Newly renovated Munger Park playground

MURDOCK PARK

- Constructed protective covers for new restroom ductwork
- Installed baseboard heaters in new restrooms
- Installed sponsor bench by basketball court

SHAMROCK PARK

- Converted dog park key scan gate to Mulhaupt's
- Installed doggy toy box in dog park entry
- Changed ownership of dog park memberships to Lafayette Parks & Recreation
- Purchased automatic waterers for dog pens to be installed in spring 2024
- Installed new landscaping at dog park entry

SOUTH TIPP PARK

- Patched holes and re-sealed rubber in playground surfacing

TRAILHEAD PARK

- Cleared invasive plants from no-mow area

TRIANGLE PARK

- City acquired as park property in December

TROPICANOE COVE

- Replaced Funbrella covers
- Replaced chair slings on 50 chairs
- Replaced booster pump for leisure pool
- Hard-plumbed lazy river and leisure pool acid lines
- Replaced booster pump for aqualoop slide capsule
- Replaced upper programmable logic controller on aqualoop slide
- Replaced boiler contact module, which controls the heated water for the restroom building
- Replaced remote control and battery on ADA lift chair

VINTON POOL

- Upgraded epoxy flooring in men's and women's restroom areas
- Replaced remote control and battery in ADA lift chair

OTHER PROJECTS

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

- Installed 87 trees in partnership with Tree Lafayette
- Maintained City of Lafayette land contract
 - 42 Sites
 - 1,200 annuals planted
 - 83 downtown planters
 - 225 hanging baskets
 - Approximately 700 cubic yards mulch
- Maintained weed control for downtown area
- Rebuilt and repainted wooden picnic tables for community & special events
- Transported a total of 331 picnic tables to 33 events in 2023

Maintenance

MAINTENANCE SERVICES

Maintenance services are provided to all parks and facilities utilizing park staff and contracted services. Lafayette Parks maintains over 700 acres of land, comprising areas such as:

- 31 acres of sports turf
- 200 acres of mowable 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

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

Pesticide licenses applicators were received in 2023 by John Terhune, Schylar Leffler, James Geszvain, Jennifer Freeman and Matt Delgado. Dean Landes, Garrett Gaskins and Joey Donnoe attended an Irrigation Course. James Geszvain and Jake Decker attended a Stormwater Pollution Prevention Plan course. Chip Gutwein, John Rhodes, Ryan Frankowski and Claire Marshall attended the Advance Turf Solutions conference. Dean Landes and Matt Delgado became Playground Safety Inspector certified.

The Maintenance Division cooperated with many civic and community groups in 2023, 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, Lafayette School Corporation, Lafayette Indiana Pickleball Association, Wabash Disc Golf Club, Tippecanoe Mountain Bike Association, Lafayette Bike Polo, and Greater Lafayette Chamber of Commerce.



Newly-installed scoreboard at CAT Park

In 2023, the maintenance area added new equipment including:

- Avant 860 with plow
- John Deere Z-Trak mower
- Hustler mower
- 2 used dump trucks



LITTER-FREE LAFAYETTE

2023 marked the fifth 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 2023:

- Street Sponsors: 24 participants/30 sponsorships
- Spot Adopters: 11 participants/11 spots
- Trail Adopters: 7 participants/6 trails



Indiana University Health is one of 6 trail sponsors for Litter-Free Lafayette

CITY LAND

In 2023, Brightview accepted renewal of the maintenance contract for City Land. This contract is responsible for 225 hanging baskets downtown, roughly 5,000 seasonal plantings and winter interest designs in all 83 downtown planters and City Hall landscape beds. Beyond downtown, Brightview is also responsible for the mulching, mowing, and seasonal maintenance of many medians and right-of-ways throughout the city of Lafayette. With money saved from using mulch generated by the city, Brightview installed 12 trees on Sagamore Parkway, and added new landscaping along Harrison Street bridge ramps on Canal Road.



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.

- 10 groups consisting of 140 volunteers did more than 320 hours of work in 2023
- Dr. Bill Hoover completed a total of 331 hours of volunteer work - over 78 days this year clearing invasives at Berlovitz Woods

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. In order to promote this 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. The team secures all buildings and restrooms after the parks close. We work 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
- Operation 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



Safety and security team members provide park patrons with a family-friendly and safe environment

In 2023, the park security team worked diligently to provide park patrons with a family-friendly and safe environment. With all of the events, concerts, ball games and great weather, the parks and pools were busier than ever. Columbian Park was the center of our attention with the Zoo, Train Rides, Paddleboats and Tropicanoe Cove being very busy.

2023 saw some attrition and addition within the team. Mike Jones was hired in April as the Assistant Safety and Security Director. Part-Time Security Officer positions also had some attrition and addition. The department was able to add a position with the primary focus on Columbian Park and Tropicanoe Cove. Security Officer Jackson Gerretty left for a position with the Lafayette Police Department. Throughout the year, Josh Norris, Jacob Corsica, Austin Marshall and Ethan Pastore were hired as part-time security officers, which puts the department at full staff.

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, including: impeccable customer service, improved staff training, and upgrade 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.

REVENUE

Pool/Facility	Revenue
Tropicanoe Cove	\$530,808
Castaway Bay	\$45,294
Vinton Pool	\$16,264
Concessions	\$195,108

STAFFING

The Aquatics division includes all the aquatic facilities and concessions in the parks department. In 2023, there were a total of 164 aquatic employees.

This includes:

- 103 Certified Lifeguards (15 Managers, 88 Lifeguards)
- 14 Pool and Grounds Staff (2 Managers, 12 Attendants)
- 29 Food and Beverage Staff (5 Managers, 24 Associates)
- 18 Guest Relations Staff (3 Managers, 15 Associates)



Courtesy of Visit Lafayette-West Lafayette



Courtesy of Visit Lafayette-West Lafayette

In 2023, season attendance totals increased at all three aquatics facilities

ATTENDANCE

Pool	Operational Days	Season Attendance	Average Daily Attendance	Average Daily Temperature	Rain Days	Weather Closings
Tropicanoe Cove	81	65,576	809.6	84.9	19	5
Castaway Bay	62	11,592	187	84.8	15	5
Vinton Pool	66	8,844	134	84.8	15	5

CONCESSIONS

Concession Item	Number Sold
Smoothies	814
Pizza	1,017
Chicken Strips	1,140
Walking Taco	1,500
Hot Dogs	1,595
Funnel Cake Fries	1,991
Bottled Water	2,909
Nachos	4,801
Hot Pretzels	4,990
Ice Cream Treats	5,097
Soda Beverages	11,040

Tropicanoe Cove continued hosting special event days in 2023 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 2023.

Columbian Park Zoo

The Columbian Park Zoo (CPZ) 2023 operating season was April 15 - October 7. Admission fees for Zoo entry remained at the following levels:

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

The Zoo Membership Program for the 2023 season continued to provide free admission into the Zoo for members and consisted of Family Memberships, Grandparent Memberships, and Individual Memberships. Zoo Memberships in 2023 totaled 1,300!

- Family Membership: two named adults and all named dependent children under 18 years old
- Grandparent Membership: two named adults and up to six grandchildren under 18 years old
- Individual Membership: one named adult

Additional membership benefits included two passes to Tropicanae Cove (one-day), discount on select Zoo education classes, gift shop discounts, a commemorative brick paver discount, a discount on select Zoo special events, Columbian Park Express train tickets, exclusive member communications, and discount at reciprocating zoos and aquariums. Family and Grandparent Memberships were priced at \$50 and Individual Memberships were priced at \$25. A senior discount of \$5 was applicable for all membership levels for those ages 65 years and older. The Zoo also provided several "Member Appreciation Days" during 2023 in which members could take advantage of free train or pedal boat rides.

ATTENDANCE

Gift shop individual ticket sales:	72,504
Group ticket sales:	1,064
Patron count in IU Family Farm:	85,201
Patron count in Wallaby Walkabout:	93,135
Patron count in Butterfly exhibit:	44,725
Free Day visitor count:	1,927

STAFF PROFESSIONAL DEVELOPMENT

The Zoo's San Diego Zoo Global Academy training subscription was renewed for two full-time employees. This program is a specialized online system of seminars and courses for individuals working in the zoo field. Senior Keepers Jill Livengood and Victoria Roach traveled to the Brookfield Zoo in Chicago, IL, and Assistant Director Caitlin Laffery traveled to Lincoln Park Zoo in Chicago, IL for a behind-the-scenes of both zoos primate operations. Senior Keepers Lindsay Godfrey and Victoria Roach attended the Spring Hellbender Partnership meeting hosted by Mesker Park Zoo. Senior Keeper Victoria Roach, Assistant Education Director Courtney Nave, and Assistant Director Caitlin Laffery attended the Fall Hellbender Partnership meeting hosted by Purdue University. Senior keeper Jill Livengood attended the New World Primate Workshop presented by Buttonwood Park Zoo but hosted by the Cleveland Metroparks Zoo in Cleveland, OH. Franklin Pest Solution and Dr. Stan Cope provided training to zoo staff regarding mosquitos.



Zoo Education Assistant Director Courtney Nave received the November Star City Customer Service Award!



Visitors from the City of Lafayette's sister city in Ota, Japan visiting the Zoo in July 2023

CPZ EDUCATION DEPARTMENT

The Education Department gross revenue in 2023 was \$114,035.95 for all programs, including birthday parties, classes, camps, on and off-site presentations, tours, and more.

- Education staff members conducted 793 programs, reaching over 20,716 people
- Over 8,446 Zoo visitors observed the free, on-grounds interpretation opportunities such as animal encounters, stage shows, and conservation events presented by education staff

VOLUNTEERS & INTERNS

The volunteer programs offered at Columbian Park Zoo continued to grow, providing invaluable resources to Zoo functions in 2023. The Zoo Teen program had 30 selected participants, ages 14-17, who volunteered a total of nearly 1,500 hours between May 15-December 10. Teens received hands-on training, worked one-on-one with animal care and education staff as they received training in public speaking, problem-solving, time management and more.



Members of the McCutcheon Girl's basketball team volunteering at Reindeer Rendezvous

Zoo Teens also provided a majority of the on-grounds programming available to general Zoo patrons during our busy summer season.

Adult volunteers and seasonal college interns assisted zoo staff year-round in 2023, with an upward trend in participants and program organization. Special Event volunteers and a number of job shadow experiences rounded out a full year of unique ways for community members to get involved at the Zoo.

- Adult volunteers: 25 volunteers contributed over 1,200 hours
- Interns: 15 interns contributed over 3,280 hours
- Boo at the Zoo: over 150 volunteers contributed 804 hours
- Reindeer Rendezvous – 12 volunteers contributed 60 hours



Columbian Park Zoo's Animal Ambassador, Polk

PARTNERSHIPS

The Zoo continued partnership for a fifth consecutive year with local business Buckles Feed Depot & Pet Supply to host a holiday enrichment drive benefitting the Zoo's animal residents. A tree and drop-box were set-up at the store for customers to purchase items and donate them to the Zoo. The Zoo received a variety of items such as toys, treats, bedding and other pet supplies to enrich the animals' lives.

The Zoo hosted a Free Day on Labor Day September 3, 2023. On that day, 286 boat rides, 716 train rides, and 1,400 zoo admissions were given out to visitors for FREE!

CONSERVATION INITIATIVES

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 2023 continued to focus on single-use plastics: how to avoid their use, and how they have a long-term negative affect on the environment. This initiative is continuously tied into most of the programs and interactions that are made with visitors to continue spreading the message.

Zoo Conservation Contributions:

In 2023, the Zoo collected donations from the public for select conservation initiatives. These donations were collected in the gift shop as well as donation drop boxes throughout the zoo. The generous donations from the public allowed CPZ to collect a total amount of \$597.61. These donations will be used to assist in global efforts, specifically penguin conservation.

GIFT SHOP & AMUSEMENT RIDES:

Train ticket prices remained at \$2 per person (ages 2 years and under free). The gift shop sold 32,379 train tickets totaling \$64,758. Pedal boat rental prices also remained the same, \$4 per person for a 30-minute rental. The gift shop rented the pedal boats to 7,847 riders for a total of \$31,388. Goat feeder sales totaled \$10,518.25. Gross sales in the Gift Shop, including admission, was \$419,810.72.



ANIMAL COLLECTION

A variety of new animals joined the zoo's collection in 2023:

- Bearded Dragon - Lizzo
- Virginia Opossum - Delilah Pearl
- Domestic Rats - Boo Berry, Cookie Crisp, Lucky Charms, Kix

We lost several additional Zoo residents in 2023 due to death or placement elsewhere:

- Tiger Salamander - Wabash
- Laughing Kookaburra - Alice Kooker
- Two-toed Sloth - Irma
- Lar Gibbon - Blondie
- New Guinea Singing Dogs - Kina and Motu



FUN FACT: The Zoo purchased over 1,000 butterfly chrysalides to keep the Butterfly Garden Party Exhibit stocked for the season!



SPECIAL EVENTS

BOO AT THE ZOO

Boo at the Zoo took place on October 20-22 from 3:30pm-7:30pm each day. Boo at the Zoo was a huge success, with over 6,100 attendees and net profits exceeding \$58,000. The Community Pumpkin Decorating Contest brought in over 50 pumpkins that were decorated by community partners for display and voting at the event. The community pumpkin contest decorating champion was "Infinity Toys". This event was sponsored by Cordogan Clark & Associates, Soller-Baker Funeral Homes, Inc., J.R. Kelly Company, Inc., Nothing Bundt Cakes, HotBox Pizza, My Gym Lafayette, All-Star Electronic Security Systems, Inc., Purdue Federal Credit Union, Staley Credit Union, Aunt Millie's Lafayette Bakery Outlet, Milestone Contractors, Haley's Lock, Safe & Key, Magic Glass, Pepsi, and Mary Lou Donuts.

REINDEER RENDEZVOUS

This inaugural event was held on December 10 with 2 sessions (12:00pm-3:00pm and 3:30pm-6:30pm). During the event, visitors were able to meet and take photos with Santa and Mrs. Claus as well as meet two of Santa's live reindeer. Tickets were limited and sold out in approximately one week. Over 1,300 people attended and profits exceeded \$5,000. Reindeer Rendezvous was sponsored by Real Journeyman, Wintek, TBIRD Design Services, Kettelhut Construction, Inc., Subaru of Indiana Automotive, Inc., CenterPoint Energy, Pterman Brothers, and Caterpillar, Inc.

OTHER ZOO IMPROVEMENTS:

Several new additions and improvements were made at Columbian Park Zoo in 2023:

- New fence was installed by the IU Health Arnett Family Farm and stage area
- Purple martin bird houses and circulation fans were installed by the penguin exhibit to assist in mosquito diminishing initiatives
- Additional viewing window was installed on the New Guinea Singing Dog exhibit
- Entrance to the Wallaby Walkabout was refurbished with pour in place rubber
- Pour in place rubber installed around entryway fountain plaza bubblers
- Entered into agreement with AFH Design architecture firm to begin design of the otter and eagle exhibits, as well as design of the new primate exhibit

The Lafayette Parks Foundation, Inc. received the following monetary contributions through event sponsorships. These are included on page 31.

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

- \$1000: Neuhoff Media, Zachary Confections, Frito Lay, City BBQ, Albanese Candy, Studio B, Freddy's Frozen Custard
- \$750: Arni's Restaurants
- \$500: Throckmorton/Purdue Farms, Agrality, Taylor Farms, Monster Mini Golf, Meckos Heating and Cooling
- \$250: Pepsi Cola, Hot Box Pizza, Aunt Millie's Baker Outlet, Mary Lou Donuts, Nothing Bundt Cakes



Santa and Mrs. Claus at the inaugural Reindeer Rendezvous in December 2023

McAllister Recreation Center

McAllister Recreation Center (MRC) provides a wide variety of leisure opportunities to meet the needs of all 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, flag football, day camp programs, the Sporties for Shorties series, weight and fitness, and youth dance. These programs continue to expand and grow annually.

CAMPS

Spring Break Camp (5 days)

- Total Registrants: 41
- Average attendance per day: 34

Summer Camp

- 57 operational days
- Total Registrants: 363
- Average attendance per day: 180

Fall Break Camp (5 days)

- Total Registrants: 34
- Average attendance per day: 24

Winter Break Camp (8 days)

- Total Registrants: 50
- Average attendance per day: 25

Junior Counselor Program:

- Total Enrolled: 13

Total camp revenue in 2023 (Gross): \$267,023.96



FITNESS PROGRAMMING

- Daily Fitness Passes – 2,481
- Monthly Passes - 21
- Youth Passes - 47
- City Employee – 1,410

Total fitness revenue in 2023: \$5,826.00

PROGRAMS

Youth Winter Basketball

- Kids ages 6-11 years old
- Participants – 179 on 16 teams
- Volunteers - 15 parent coaches and 64 scoreboard operators
- Volunteer hours - 304

Youth Fall Basketball

- Kids ages 6-11 years old
- Participants – 113 on 12 teams
- Volunteers - 16 Parent Coaches and 56 scoreboard operators
- Volunteer hours – 272

Youth Flag Football

- Kids ages 6-9
- 39 participants on 3 teams
- Volunteers - 5
- Volunteer hours - 12

Sporties for Shorties Basketball

- Kids ages 4-5
- Participants: 24/24

Sporties for Shorties Tball

- Kids ages 4-5
- Participants: 23/24

Sporties for Shorties Soccer

- Kids ages 4-5
- Participants: 24/24

Sporties for Shorties Flag Football

- Kids ages 4-5
- Participants: 23/24



Sporties for Shorties Soccer

VOLUNTEERS

Every year, the McAllister Recreation Center is fortunate to have a number of volunteers to help with its many programs. In 2023, approximately 213 individuals volunteered as coaches, scoreboard operators, and program facilitators. In total, 826 volunteer hours were gifted to McAllister Recreation Center and its programs.

GRANTS

In 2023, 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.

SPECIAL EVENTS

FATHER DAUGHTER DANCE

McAllister held its seventh annual Father Daughter Dance on February 11. The dance featured music and dancing, carriage rides, free professional photography, and refreshments.

- Total registrants: 179
- Total in attendance: 321 (including father figures)



DROP & SHOP

The annual Drop and Shop event took place on December 8. Kids were dropped off from 5:30-9:00pm while parents finished up their holiday shopping.

- Total registrants: 12

SPRING CELEBRATION

MRC's Spring Celebration event featured egg hunts, local food trucks, face painting, sidewalk chalk, games, crafts and an egg hunt for all ages!

- Total attendees: 123
- 15 volunteers donated 39 hours of their time

KIDS FISHING DAY

Once again, McAllister Recreation Center partnered with volunteers from the Lafayette Breakfast Optimist Club and the Indiana Department of Natural Resources to host Kids' Fishing Day at Munger Park.

- Total attendees: 296
- 10 volunteers from Lafayette Breakfast Optimists contributed 50 total volunteer hours



RENTALS

This year, the McAllister Recreation Center reoccurring rentals:

- Safe Choices
- Hoosier Academy
- Indiana Digital Learning
- More than More
- Grace Fellowship Church
- Studio B
- Civic Theatre
- Senior Tax Instruction
- Miscellaneous meetings, parties, etc.

New reoccurring rentals this year were:

- Lafayette Fun Squares

Gross Total Rental Revenue in 2023: \$11,525.00

FALL BOO BASH

The third annual Fall Boo Bash took place at McAllister Recreation Center on October 29. The free event featured pumpkin painting, fall-themed crafts and games, tricks and treats.

- 350 participants
- 10 volunteers donated 30 volunteer hours

DONUTS WITH SANTA

McAllister Rec Center hosted the annual Donuts with Santa event on December 16. Attendees enjoyed donuts, crafts, games, and photos with Santa.

- Total families: 90
- Total attendees: 336
- 10 volunteers contributed their time for 6 volunteer hours

Gross Total Program & Special Event Revenue: \$18,958.00

SPONSORSHIPS

The Lafayette Parks Foundation, Inc. received the following monetary contributions through McAllister Recreation Center event sponsorships. These are included on page 31.

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

- Hammer Donuts, HotBox Pizza, Arrowhead Bowl, Arni's, McKinney's Flowers, Academy Sports, Target, Wal-Mart

PARTNERSHIPS

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

- Lafayette Jeff National Honor Society
- Central Catholic National Honor Society
- Lafayette Breakfast Optimist Club
- McAllister Foundation
- Greater Lafayette Commerce
- Visit Lafayette-West Lafayette Visitor's Bureau
- City Bus
- Civic Theatre
- Lausch Photography
- Playback DJ & Audio LLC
- Big Bounce Company, LLC
- Delta Zeta Sorority at Purdue University
- HotBox Pizza
- Honeysuckle Wood Shop
- Hammer Donuts
- Tippecanoe Public Library
- Kona Ice
- Wojo & Mojo's Food Truck
- Traveling Tom's Coffee Truck
- Lafayette Fire Department
- Lafayette Police Department
- Dave Mecklenburg
- Tippecanoe County Sherriff's Department
- Lafayette Street Department
- Lafayette Fun Squares

Marketing

In 2023, 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

2023 SOCIAL MEDIA FOLLOWING

Facebook followers

- Lafayette Parks & Recreation: 15,330 (↑ 2,040)
- Columbian Park Zoo: 22,584 (↑ 1,581)
- Art in the Park: 4,731 (↑ 342)

X followers

- Lafayette Parks & Recreation: 4,075 (↓ 24)
- Columbian Park Zoo: 1,648 (↓ 34)

Instagram followers

- Lafayette Parks & Recreation: 3,653 (↑ 498)
- Columbian Park Zoo: 2,797 (↑ 380)
- McAllister Recreation Center: 849 (↑ 67)
- Art in the Park: 1,727 (↑ 85)

TikTok followers

- Lafayette Parks & Recreation: 953 (↑ 335)

MEDIA PARTNERSHIPS

The department continued its relationship with Neuhoff Media/B102.9 FM, which broadcasts 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 Boo at the Zoo, and Art in the Park in 2023.



In 2023, Marketing & Special Events Coordinator Ashley Wulff resigned her position. The position was then filled by Alex Tanksley in October.

SPECIAL EVENTS

The marketing division played a part in many successful events in 2023 including movie nights, groundbreaking ceremonies, and summer concerts at Loeb Stadium.

PUBLIC INFORMATION

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

Lafayette Parks & Recreation 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 tenth year in a row, the department hosted the Art in the Park summer festival series.

On June 6, Dance Night was hosted at Columbian Park. The event featured performances by Dance Dynamics, Dance Moves & Gymnastics, Studio b, and Turning Pointe Academy. This event had an attendance of about 500 attendees and 22 artisan vendors.

On June 20, Celebration Night was hosted at the newly renovated CAT Park. This event took place during a Tippy Stars softball game and featured musical guest, Sheeza, 23 local artists, as well as a free kids' craft and balloon art. This event had nearly 300 in attendance.

On July 11, Baseball Night was hosted at Columbian Park. The event had performances from Scott Greeson & Trouble with Monday. Buy-one-get-one-free tickets were available to Art in the Park attendees for the Aviators game immediately following the event. The Lafayette Aviators hosted a meet & greet with some of our favorite Flyboys. There were roughly 400 attendees and 23 artisan vendors.

The final installment of Art in the Park took place on August 1 at Armstrong Park. Family Fun Night featured music by Playback DJ, fun yard games, and a special princess appearance. All children in attendance received a school-supply goodie bag. Approximately 500 attendees and 25 artisan vendors made it out to enjoy this last event of the season.

Art in the Park had an incredible turn out in 2023 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.

2023 Art in the Park Sponsors:

- Visit Lafayette-West Lafayette
- Caterpillar Inc.
- Evonik Tippecanoe Laboratories
- WASK - Neuhoff Media



The Lafayette community was able to catch a movie at Loeb throughout the year

SALES AND RENTALS

In 2023, park facilities were rented for a variety of events such as picnics, weddings, receptions, showers, and family reunions.

The breakdown for rentals in 2023 is as follows:

- 550 shelter reservations
- 118 five-hour Rush Pavilion rentals
- 16 full-day Rush Pavilion rentals



Art in the Park 2023 events took place at Columbian Park, CAT Park and Armstrong Park

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 2023:

\$100,000

The Scheumann Foundation, Inc.

\$76,000

IU Health

\$55,000-\$60,000

Alfred J. and Dorothy N. McAllister Foundation

Tapper Bogan

\$50,000

Anonymous

\$20,000-\$25,000

Shirley Gerhart

\$13,000

James K. and Mary Jo Risk Family Foundation, Inc.

\$3,000-\$5,000

Beverly Kelp

Freckles

Lori Stein-Sabol

Quality Connection/Real Journeyman

Subaru of Indiana Automotive

\$1,000-\$2,500

Alex and Rosie Gonzalez

Bob and Shirley Scott

Bob Rohrman Toyota

Caterpillar, Inc.

Dana Corp.

Evonik

First Source

Franklin Pest Solutions

Henriott Group

Industrial Federal Credit Union

Isch Insurance Services

Jackson and Jenny Bogan

Kettelhut

Kim and Steve Wilson

Kirby Risk

Larry Rose

Peterman Brothers

Purdue Federal Credit Union

Southwire

TBIRD Design Services Corporation

Tipmont

Todd and Gretchen Tyrie

Toyota Tsusho America, Inc.

Visit Lafayette-West Lafayette

Wintek

\$500-\$999

American Online Giving Foundation

Anonymous

Arni's, Inc.

Baker Electric

Brown-Holmes Family Farms

E.C. Barton Company

Huston Electric, Inc.

Igloo Frozen Custard

JL Anderson Heating and Cooling

JR Kelly Co

Landisch Family Charitable Fund

Lafayette Noon Optimist Club

Mecko's Heating and Cooling

Plumbers and Steamfitters Local 157

Spencer Childers Real Estate

Susan Snyder DDs

Tempest Homes

Unity Healthcare, LLC

Wea Animal Hospital

\$250-\$499

All Star Electronic

Centier Bank

DeFouw

Haley's Lock Safe and Key Service

Horizon Bank

Keyston Architecture

Milestone Contractors

My Gym Lafayette
PMC 60 Real Estate LLC
Soller-Baker Funeral Homes
Staley Credit Union