

# 2024 ANNUAL REPORT



# Park Board



Members of the Park Board gathered with the Mayor and City Clerk, donors Bill & Michele McCaw, and other elected officials for a ribbon cutting at the new McPaw Dog Park in April 2024

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 2024 Parks and Recreation Board consisted of Matt Metzger, President; Dave Mecklenburg, Vice President; Siany Molina, Secretary; and Jan Abney. 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 2024 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](http://lafayetteparks.org).

Pictured left to right: Jon Miner, Claudine Laufman, Jan Abney, City Clerk Cindy Murray, Mayor Tony Roswarski, Dave Mecklenburg, Matt Metzger

# 2024 Annual Report

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## 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

## Park Board

Matt Metzger.....	President
Dave Mecklenburg.....	Vice President
Siany Molina.....	Secretary
Jan Abney.....	Member

Report compiled by Samantha Haville



Columbian Park received an expansive new playground in 2024



1980's rock band *38 Special* performed at Loeb Stadium on Thursday, June 27, 2024

# 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.....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  
 Jasmine Peele-Guerrero.....Zoo Educator  
 Kaci Schmidt.....Head Zookeeper  
 Jill Livengood.....Senior Zookeeper  
 Victoria Roach.....Senior Zookeeper  
 Haley Tomlinson.....Senior Zookeeper  
 Megan Bishoff.....Senior Zookeeper  
 Katelyn Vanaman.....Senior Zookeeper  
 Lisa VanderHoff.....Relief Zookeeper  
 Isabella Serrano.....Relief Zookeeper  
 Bethany VanFossen...Accounting & Administrative Assistant  
 Lacy Tolliver.....Volunteer Coordinator

## Safety and Security

Bragg McDole.....Safety and Security Director  
 Mike Jones.....Safety and Security Assistant Director  
 Josh Norris.....Security Officer  
 Jacob Corsiga.....Security Officer  
 Andrea Ridge.....Security Officer  
 Dustin Kirby.....Security Officer  
 Ethan Pastore.....Security Officer  
 Austin Marshall.....Security Officer

## Facilities and Grounds

Mike Perry.....Director of Facilities and Grounds  
 Brian Gregory.....Assistant Director of Facilities and Grounds  
 Garrett Gaskins.....Project Manager  
 Claire Marshall.....Grounds and Snow Supervisor  
 Chip Gutwein.....Building Construction Supervisor  
 John Rhodes.....Maintenance Tech - Building Construction  
 Schylar Leffler.....Maintenance Tech - Building Construction  
 Joey Donnoe.....Maintenance Tech-Aquatics  
 Dana Rhodes.....Maintenance Coordinator  
 Ryan Frankowski.....General Maintenance  
 John Terhune.....General Maintenance  
 Jennifer Freeman.....General Maintenance  
 Kris Threet.....General Maintenance  
 Brian O'Connor.....General Maintenance  
 Ross McDaniel.....General Maintenance  
 Alex Jones.....General Maintenance  
 Zach Edwards.....General Maintenance  
 Ryan Edwards.....General Maintenance  
 Brandon Wright.....General Maintenance  
 Cameron Reifel.....General Maintenance  
 Diane Leuck.....General Maintenance  
 Drake McHenry.....General Maintenance  
 Blaize Marshall.....Maintenance Technician-Ride Mechanic

# Vision

In spring of 2024, 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 2028.

## 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.
- The ability to be entrepreneurial with programs and services.

### 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 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.



**Country music star Lee Brice performed at Loeb Stadium on Friday, September 20, 2024**

### 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.

### Community Needs/Issues

After reviewing and analyzing the issues identified by the Park Board, staff and citizens major needs were categorized into the following list:

- Columbian Park & Zoo
- SIA Playground in Columbian Park
- BMX, pump track and skate park facility
- Shade structures at dog park
- Trail connections
- Park amenity additions: splash pad, new 18-hole disc golf course
- Land acquisition for future parks: focus on east and south sides of city
- Downtown pocket park or green space
- On-going maintenance

Overall, the Department continues to strive to meet the needs of the citizens through working with other city departments, economic development groups and is creating partnerships to leverage city budget dollars to improve and enhance the facilities and programs for the citizens of Lafayette. The city remains committed to the development of great parks and recreation spaces and programming.

The staff and the Park Board are committed to finding ways to provide funding for the variety of needs that were identified by the public and staff. The Department will continue to focus on maintaining all facilities at a high level and increasing programming opportunities for all citizens.



**Columbian Park hosted a “Family Free Day” over Labor Day weekend in 2024**

# Big changes for Columbian Park: SIA Playground



A grand opening celebration was hosted for the new playground on June 17, 2024

## THE NEW SIA PLAYGROUND

In 2024, the Columbian Park SIA Playground received a \$1.1 million upgrade with the installation of several new innovative, engaging pieces of equipment. Ground was broken on the new playground in early 2024 and in June of 2024, a grand opening and dedication ceremony was held.

The new play structures replaced the entire upper portion of the playground, which was originally installed in 1999. The revamped area is approximately 5,400 square feet and features poured-in-place rubber surfacing for increased mobility access, numerous climbing features, rope bridges, interactive panels, tunnels, and slides. Four overhead shade sails were installed, providing enhanced protection from the sun. The expansive new playground boasts six hillside slides that give visitors a speedy way to get from the upper level to the lower level of the playground.

The play equipment was manufactured by BCI Burke Company, LLC. and installation was completed by Snider Recreation, Inc. The improvements were funded through Tax Increment Financing (TIF).



# Concerts at Loeb Stadium



Southern rock band *38 Special* played Loeb Stadium on Thursday, June 27, 2024

## 38 SPECIAL

Thanks to a partnership with the Long Center for the Performing Arts and Honeywell Arts & Entertainment, *38 Special* performed at Loeb Stadium on Thursday, June 27. The Southern 80's rock band played to a crowd of more than 2,200 people. Indiana native Henry Lee Summer opened for the band.

Sponsors for the event included Old National Bank, City of Lafayette, Tempest Homes, IU Health Arnett, Frankfort and White Memorial, Visit Lafayette-West Lafayette, Honeywell Arts & Entertainment, The Long Center for the Performing Arts, and the Lafayette Aviators.





Country music star *Lee Brice* performed at Loeb Stadium on Friday, September 20, 2024

## LEE BRICE

Country music star *Lee Brice* performed at Loeb Stadium on Friday, September 20, 2024. The concert featured two openers, Scotty Hasting and The Wilder Blue. The three musical acts performed to a crowd of nearly 2,000 people.

The Justin Moore concert was made possible by a partnership with the Long Center for the Performing Arts and Honeywell Arts & Entertainment. Lee Brice live at Loeb Stadium was sponsored by IU Health Arnett, Frankfort and White Memorial, Visit Lafayette-West Lafayette, The Long Center for the Performing Arts, Honeywell Arts & Entertainment, and Tate & Lyle.



# 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.



Lafayette Citizens Band played concerts at the Memorial Island Amphitheater all summer long

## 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 2024	
Managers	<p><b>Jon Miner (Director of Operations)</b>  <b>Mike Perry (Director of Facilities and Grounds)</b>  <b>Kurt Wolf (Safety and Security Director)</b> retired in May 2024  <b>Christine Hurley (Safety and Security Director)</b> hired in May 2024; resigned in June 2024  <b>Bragg McDole (Safety and Security Director)</b> hired in December 2024</p>
Key Personnel Changes	<ul style="list-style-type: none"> <li>• Kris Threet was hired as General Maintenance in January</li> <li>• Kody Gibson was hired as General Maintenance in January</li> <li>• Nathan Robinson was hired as General Maintenance Laborer/Grounds &amp; Landscape in February</li> <li>• Kris Threet was promoted to Maintenance Tech in March</li> <li>• Colin Hayes was hired as General Maintenance in March</li> <li>• James Geszvain transferred to the Street Department in April</li> <li>• Jennifer Freeman transferred to General Maintenance Laborer/Custodian in April</li> <li>• Zachery Edwards was hired as General Maintenance/Landscape in May</li> <li>• Nathan Robinson resigned as General Maintenance in July</li> <li>• Marshall Crawford resigned as Part-time Security Officer in July</li> <li>• Ryan Edwards was hired as General Maintenance/Grounds &amp; Landscape in September</li> <li>• Troy Linden resigned as Maintenance Tech/Ride Mechanic in September</li> <li>• Blaize Marshall was hired as Maintenance Tech/Ride Mechanic in October</li> <li>• Dean Landes resigned as Assistant Director of Facilities &amp; Grounds in November</li> <li>• Brian Gregory was promoted to Assistant Director of Facilities &amp; Grounds in November</li> <li>• Austin Marshall resigned as Part-time Security Officer in December</li> </ul>

## Aquatics

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

- 25 Management staff (for various areas)
- 91 Pool lifeguards
- 12 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 2024	
Managers	Samantha Haville (Marketing Manager)
Key Personnel Changes	<ul style="list-style-type: none"> <li>• N/A</li> </ul>

## 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 2024	
Managers	Chad Aldridge (Manager)
Key Personnel Changes	<ul style="list-style-type: none"> <li>• Destini Pratt was hired as Part-time Support Services in September</li> </ul>

## 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 2022	
Managers	Neil Dale (Zoo Director)
Key Personnel Changes	<ul style="list-style-type: none"> <li>• Erin Brimbury was hired as Part-time Zoo Volunteer Coordinator in January</li> <li>• Erin Brimbury resigned as Part-time Zoo Volunteer Coordinator in March</li> <li>• Lacy Tolliver was hired as the Part-time Zoo Volunteer Coordinator in August</li> <li>• Courtney Nave resigned as Education Assistant Director in October</li> </ul>

# 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 2024 include:

- American Red Cross
- Community and Family Resource Center
- Downtown Business Center
- Friends of Downtown
- Greater Lafayette Commerce
- Greater Lafayette World Series
- Hanna Community Center
- Indiana Department of Natural Resources
- Indiana Urban Forest Council
- Lafayette Adult Resource Academy
- 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
- Visit Lafayette-West Lafayette
- 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



**Wabash Disc Golf Club continued to be very active at Murdock & McAllister Parks**

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

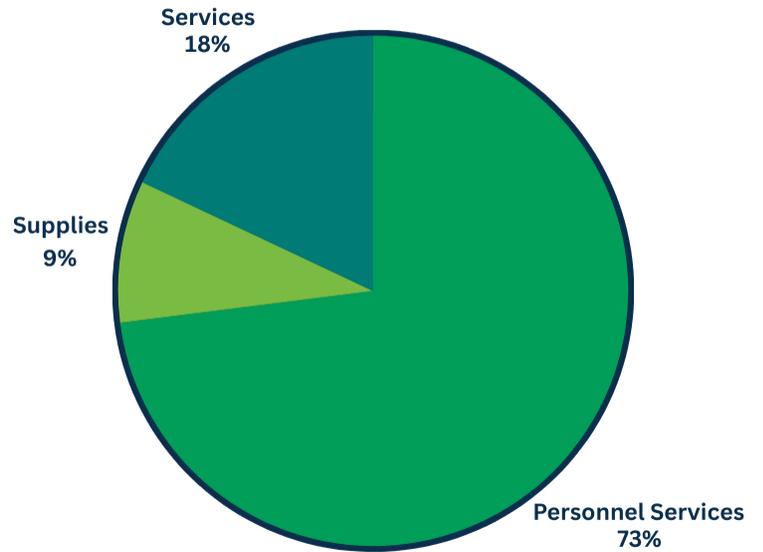
- Veterinary School
- Health and Kinesiology
- Restaurant, Hotel, Institutional, and Tourism Management
- Forestry
- Cooperative Extension
- Agronomy
- Landscape Architecture
- Communication
- College of Engineering EPICS Program
- Career Services
- College of Education
- College of Liberal Arts

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

## GENERAL FUND BUDGET

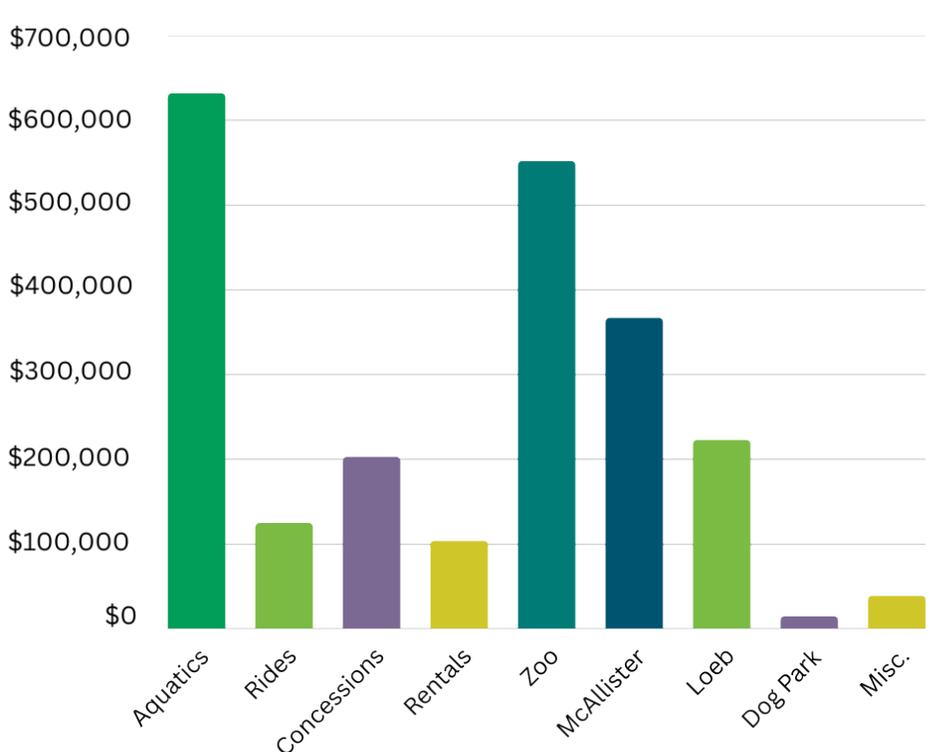
Category	Amount
Personnel Services	\$4,491,540
Supplies	\$496,350
Services	\$1,137,350
<b>TOTAL</b>	<b>\$6,125,240</b>



## PROGRAM REVENUE

Following is an itemization of total revenue generated by the Department in 2024 for programs and services:

Aquatics	\$632,591
Rides	\$125,640
Concessions	\$203,802
Rentals	\$104,452
Zoo	\$552,843
McAllister	\$367,893
Loeb	\$223,725
Dog Park	\$39,239
Misc.	\$15,821
<b>TOTAL</b>	<b>\$2,266,006</b>



# SPONSORSHIPS AND CORPORATE PARTNERSHIPS



The Workreation program continued in 2024

Sponsorships and corporate partnership opportunities in 2024 through the Lafayette Parks Foundation, Inc. provided the Department with added funding.

The Workreation program, which is funded through the Kids Can Scholarship Fund continued in 2024. 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 Jeff National Honor Society
- Lafayette Breakfast Optimist club
- McAllister Foundation
- Greater Lafayette Commerce
- Visit Lafayette/West Lafayette Visitors Bureau
- City Bus
- Lausch Photography
- Playback DJ & Audio LLC
- Big Bounce Company, LLC
- Delta Zeta Sorority at Purdue University
- Honeysuckle Wood Shop
- Hammer Donuts
- Kona Ice
- Yurburger
- Traveling Tom's Coffee Truck
- Lafayette Fire Department
- Lafayette Police Department
- Dave Mecklenburg
- Tippecanoe County Sheriff's Department
- Lafayette Street Department
- Lafayette Fun Squares
- Girl Scouts of the USA
- O'rears Pastry Shop



Lafayette Breakfast Optimist club partnered with McAllister to host the 2024 Kids' Fishing Day

# Improvements

The following improvements were made in the Lafayette Park system during 2024:

## ARLINGTON PARK

*Through Community Development Block Grant funding:*

- Installed soccer goals
- Installed new drinking fountain
- Installed new park rules sign
- Installed 2 new trash cans
- Installed 2 new 6-foot benches
- Installed 2 new 6-foot bench swings

## ARMSTRONG PARK

- Replaced 4 existing dog waste stations; added new one
- Removed sections of concrete and excavated tree wells in plaza area
- Installed 15 trees in plaza area in partnership with Tree Lafayette for Arbor Day
- Upgraded to LED lighting in the concessions/restroom building
- Replaced men's restroom door
- Replaced exhaust fan motor in mechanical room
- Replaced/repainted and painted fascia on all dugout
- Installed security cameras
- Replaced mallets on Freenotes Harmony playground instruments

## CASTAWAY BAY

- Replaced sand in pool filters
- Upgraded concessions electrical
- Upgraded to LED lighting in concessions/restroom building
- Replaced exhaust fans in ticket office, mechanical room, and guard room

## CAT PARK

- Upgraded to LED lighting in concessions/restroom building



**Tree Lafayette helped plant several trees at Armstrong Park in 2024**

## CENTRAL MAINTENANCE

- Upgraded to LED lighting in central maintenance office and shop.

## COLUMBIAN PARK

*Tropicanae Cove:*

- Refurbished kids fish slide; repaired water line
- Installed cabana concrete pads
- Installed cabana electrical conduits
- Installed 3 cabanas
- Installed cabana ceiling fans
- Assembled and installed cabana furniture: couches, chairs, tables, safes, mini fridges, bar carts
- Applied roof coating to bathhouse building
- Replaced/stained cedar shingle siding
- Replaced HVAC fan motors on bathhouse
- Replaced water heater circulation pump for bathhouse showers
- Partnered with Purdue University class to install party deck for rentals in 2025

*Loeb Stadium:*

- Constructed and installed pitching throw boards
- Replaced windscreens
- Replaced dugout rail netting and padding
- Installed 2 additional Wi-Fi locations
- Installed 33 stainless steel wall guards under hand dryers



**Tropicanoe Cove received three cabanas in 2024, which were hugely popular with guests**

- Re-stained all picnic shelters
- Painted white gazebo on Deer Island
- Replaced wood on Rush Pavilion steps

#### CROSSER SPORTS COMPLEX

- Installed dedication bronze plaque and boulder

#### HANNA PARK

- Installed replacement playground age use signs
- Replaced drinking fountain
- Refurbished misting station
- Re-purposed LED fixtures from Dennis Burton in several buildings
- Removed play equipment from Dennis Burton day care lot
- Demolished Dennis Burton daycare building
- Seeded site of demolished daycare building

#### LINNWOOD PARK

- Replaced fireman's pole and bridge steppers on main playground structure

#### LYBOULT SPORTS COMPLEX

- Replaced outfield distance banners
- Painted restroom building exterior

#### McALLISTER RECREATION CENTER

- Removed old landscaping and installed new landscaping along front of building

#### McALLISTER PARK

- Cleared invasives along park entry drive

#### McCAW PARK

- Opened new restroom building to the public
- Opened new McPaw Dog Park
  - Installed furniture in dog paddocks
  - Installed front plaza benches, trash can and recycle bin
  - Installed dog waste stations inside dog park
  - Installed dog park signage
- Installed 125 shrubs and 400 grasses and perennials
- Installed plants along interior walks of McPaw Dog Park
- Replaced grill at shelter
- Installed electrical conduit for relocated batting cage
- Contracted 2-wire irrigation system
- Renovated baseball restroom interiors: painting

#### Columbian Park Zoo:

- Renovated outer and inner zoo restrooms: epoxy flooring, partitions, and painting. Installed new mirrors, faucets, hygiene receptacles, and soap dispensers
- Installed new conduits for restroom hand dryers
- Installed hand dryer wall guards in zoo restrooms
- Replaced zoo restroom drinking fountains on park side
- Upgraded to LED lighting in train tunnel
- Replaced door on Large Animal Barn

#### Maintenance Building:

- Upgraded to LED lighting in maintenance compound

#### Memorial Island & General grounds:

- Installed 7 dog waste stations
- Installed new landscaping at the South St. archway point
- Installed Tree Lafayette anniversary bronze plaque and boulder by shelters
- Demolished and installed new upper-level playground area
- Installed 4 benches, 2 trash cans and 2 recycle containers on upper-level playground
- Replaced drinking fountain between shelters and playground
- Repaired and painted Rush Pavilion and Boat-house railings



**The new McPaw Dog Park at McCaw Park opened in April 2024**

### TRIANGLE PARK

- Replaced trash can and recycle bin
- Cleaned up/removed weeds and debris along stone wall

### VINTON POOL

- Applied roof coating to bathhouse building
- Updated chlorine system
- Installed Rusco filter for rust treatment

### WOODFIELD PARK

- Removed pea gravel playground substrate and replaced with fibar
- Removed non-compliant slides from playgrounds
- Patched asphalt trail and removed tree roots.
- Pruned trees along trail and at entries
- Started design of new playground and shelter area

### OTHER PROJECTS

- Added 10 new recycle bins to various parks: Trailhead, Arlington, Munger, McCaw, Armstrong, Hanna, Murdock, South Tipp and Triangle Park
- Added 60 dome lids to metal trash barrels in various parks
- Switched over to Cintas chemical dispensing stations in maintenance barn, Columbian Park compound, Tropicane Cove and Loeb Stadium
- Upgraded/repairs backflows, in multiple areas
- Sagamore Parkway Trail completed from Wabash River to North 9th Street- installed 44 trees along new trail

### MUNGER PARK

*Through Community Development Block Grant funding:*

- Installed 2 new trash cans by playground
- Installed new drinking fountain on Munger Union restroom building
- Installed new landscaping around playground
- Installed new grill by shelter
- Repaired brick pavers along shelter and grill
- Installed additional tot swing set at playground, including fibar and edging
- Replaced 5 dog waste stations with new designs
- Painted restroom interiors
- Worked with Purdue University class to install elevated walk over stormwater outflow
- Installed new pond fountain
- Replaced 8 picnic tables and 2 ADA picnic tables at the shelter

### MURDOCK PARK

- Installed wayfinding signage and opened new restrooms to public in spring 2024
- Repainted disc golf tee posts

### SHAMROCK PARK

- Repainted entry vestibule chain link fencing
- Installed upgraded dog park signage
- Replaced 5 old dog waste stations with new designs

### STERLING HEIGHTS

- Replaced playground slide
- Replaced several pieces of playground edging



**Munger Park received a new tot swing set**

# Maintenance



**Armstrong Park is one of many park properties maintained by the Lafayette Parks Dept.**

## 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
- 208 acres of general turf
- 73.50 acres of landscape beds, wildflowers, wetlands, and no mow areas
- 12.70 acres of retention ponds
- 32 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 main-

tenance, 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.

## STAFF

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 February 2024, Brian Gregory, Chip Gutwein, John Rhodes, and Claire Marshall attended a seminar on turf maintenance offered by Advanced Turf Solutions. In August, Jake Decker attended the 2024 Irrigation Technical Training session put on by the Indiana Irrigation Contractors Council and Indiana Professional Lawn & Landscape Association. Later that month, Kris Threet completed the Pesticide core exam. In December, Kris attended the Playground Maintenance Technician Training Program in Noblesville, IN.

In February, a group of six maintenance employees visited the Hortech Inc. main nursery facility in Michigan. Later that month, another large group visited Carmel Clay Parks & Recreation. In March, Dean Landes, Troy Linder, Matt Delgado, Ryan Frankowski, and James Geszvain visited Bam Outdoor landscaping company as well as several Indiana parks including Freedom Trail Park and Macgregor Park in Westfield, Biddle Memorial Park in Sheridan, and Memorial Park and TPA Park in Frankfort.

In 2024, the maintenance area added new equipment including:

- Reserve pumps in inventory for all pools
- Avant loader attachments: swing arm mower, broom, leaf blower
- 2 John Deere zero-turn mowers



Courtesy of Flora Candle Company

**Flora Candle Company is one of many active Adopt-A-Spot sponsors**

### LITTER-FREE LAFAYETTE

2024 marked another successful year of 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. The year concluded with 41 sponsors.

### TREE OF LIFE PROGRAM

In 2024, a Tree of Life Memorial was planted in honor of Janet M. Rycraft Batta in Murdock Park. The memorial was sponsored by her Carroll cousins.

Also in 2024, a Tree of Life memorial was planted in honor of Linnea Iantria in Columbian Park. The memorial was sponsored by GGP friends.

### CITY LAND

In 2024, Midwest Landscape Industries accepted renewal of the maintenance contract for City Land. This contract is responsible for 225 hanging baskets, 98 round planters, and 20 rectangle planters downtown, including City Hall landscape beds. Beyond downtown, Midwest Landscape Industries is also responsible for the mulching, mowing, and seasonal maintenance of many medians and right-of-ways throughout the city of Lafayette.

### BENCH SPONSORSHIP PROGRAM

In 2024, a bench was installed on Columbian Park's Memorial Island boardwalk in honor of Dr. David Boniello. The bench was sponsored by his grateful clients.

### VOLUNTEER GROUPS

Volunteers and volunteer groups provide a vital service in helping complete projects in the City of Lafayette. In 2024, seven different volunteer groups with a total of 116 volunteers completed 321 hours of work clearing invasive species, mulching, and planting annuals.



**Volunteers from Project Third mulched the grounds at Armstrong 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 2024 the park security team worked diligently to provide park patrons with a family friendly, safe environment. With all the events, concerts, baseball games, and favorable weather, the parks and pools were busier than ever. Columbian Park kept the security team busy with high-attendance across the zoo, train and pedal boat rides, and Tropicanoe Cove.

2024 saw some attrition and addition within the team. The Safety and Security Director position was filled after Kurt Wolf retired in May. Christine Hurley was hired for the position in May and resigned in July. Bragg McDole was hired as Safety and Security Director in December. McDole retired from the Lafayette Police Department after 26 years, working for the City of Lafayette for the past 30 years. McDole is very excited to join the Parks Department. Part-time Security Officer positions led mostly by Mike Jones the Assistant Director, did an outstanding job in 2024.



**Kurt Wolf retired from the Parks Dept. after an impressive 40 years with the City of Lafayette**

# Aquatics



In 2024, Lafayette Parks & Recreation employed more than 100 lifeguards

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 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.

## REVENUE

Pool/Facility	Revenue
Tropicanoe Cove	\$566,067
Castaway Bay	\$51,388
Vinton Pool	\$15,136
Concessions	\$203,802

## STAFFING

The Aquatics division includes all the aquatic facilities and concessions in the parks department. In 2024, there were a total of 148 aquatic employees.

This includes:

- 106 Certified Lifeguards (15 Managers, 91 Lifeguards)
- 17 Pool and Grounds Staff (3 Managers, 14 Attendants)
- 30 Food and Beverage Staff (4 Managers, 26 Associates)
- 15 Guest Relations Staff (3 Managers, 12 Associates)



In 2024, average daily attendance increased at all three aquatics facilities

**ATTENDANCE**

Pool	Operational Days	Season Attendance	Average Daily Attendance	Average Daily Temperature	Rain Days	Weather Closings
Tropicanoe Cove	77	65,863	855.4	83	25	9
Castaway Bay	62	13,917	224.5	83	22	9
Vinton Pool	59	8,189	138.8	83	22	12

In addition to its annual special event days, Tropicanoe Cove hosted many new special event days in 2024 as well. Special event days included: Little League Celebration Day, Hawaiian Day, Dads’ Day, Taylor Shines Day, Moms’ Day, Shark Week, Grandparents’ Day, and Military Appreciation 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 2024.

**CONCESSIONS**

Concession Item	Number Sold
Soda Beverages	10,223
Ice Cream Treats	5,674
Hot Pretzels	4,981
Bottled Water	3,178
Nachos	4,039
Walking Taco	1,958
Funnel Cake Fries	2,029
Hot Dogs	1,702
Smoothies	887
Pizza	1,181
Chicken Strips	1,261

# Columbian Park Zoo

The Columbian Park Zoo (CPZ) 2024 operating season was April 13 - October 5. Admission fees for Zoo entry were as follows:

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

The membership program for the 2024 season continued to provide free Zoo admission for members and consisted of Family Memberships, Grandparent Memberships, and Individual Memberships.

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. Family and Grandparent Memberships were priced at \$50, Individual Memberships were priced at \$25. A senior discount of \$5 was available for all membership levels for those age 65 years and older. The Zoo also provided several "Member Appreciation Days" during 2024 in which members received extra perks like free train or pedal boat rides, an extra discount in the Zoo Gift Shop, and special offers from Kona Ice in Columbian Park.

## ATTENDANCE

Gift shop ticket sales:	70,816
Gift shop free tickets (age 2 and under)	3,260
Group ticket sales:	776
Patron count in IU Family Farm:	79,066
Patron count in Wallaby Walkabout:	92,447
Patron count in Butterfly exhibit:	50,673
Free Day visitor count:	1,927



Each year, dedicated CPZ staff and volunteers help put on special events

## STAFF PROFESSIONAL DEVELOPMENT

The Zoo's San Diego Zoo Global Academy training subscription was renewed in 2024 for two full-time employees. This program is a specialized on-line system of seminars and courses for individuals working in the zoo field. Senior Keepers Haley Tomlinson participated in the "Raptor Husbandry and Care Course" presented by the Carolina Raptor Center. Assistant Director Caitlin Laffery traveled to St. Louis Zoo for a behind-the-scenes sneak peak of their primate operations. Behind-the-scenes visits allow zoo professionals to share ideas and resources to provide optimal care for all animals as this type of collaboration is seen widely among zoos. Senior Keeper Victoria Roach attended the Spring Hellbender Partnership meeting in April as well as the Fall Hellbender Partnership meeting in November hosted by Purdue University.



The CPZ Education Dept.'s gross revenue had an increase of over \$12,000 from 2023

### CPZ EDUCATION DEPARTMENT

The Education Department gross revenue in 2024 was \$126,143.97 for all programs, including birthday parties, classes, camps, off-site presentations, tours, and more.

- Education staff members conducted 976 programs, reaching over 21,515 people.
- Over 2,040 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 thrive, providing invaluable resources to Zoo functions in 2024. The Zoo Teen program had 28 selected participants, ages 14-17, who volunteered a total of almost 1,400 hours between May 25-December 14. Teens received hands-on training, working one-on-one with animal care and education staff as they received training in public speaking, problem-solving, time management and more. 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 2024, 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. In total, volunteers contributed 5,150 hours.

- Adult volunteers: 37 volunteers contributed over 1,200 hours
- Interns: 15 interns contributed over 3,000 hours
- Boo at the Zoo: over 170 volunteers contributed 850 hours to make this event a success
- Reindeer Rendezvous: 22 volunteers contributed 100 hours to make this event a success



Zoo Teens concluded their summer volunteer season with a trip to Chicago's Brookfield Zoo

### PARTNERSHIPS

The Zoo continued its partnership for a sixth consecutive year with local business Buckles Feed Depot & Pet Supply to host a holiday enrichment drive benefiting 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.

### CONSERVATION INITIATIVES

2024 Hot Topic: Each year, the Zoo's Conservation Committee selects a local &/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 2024 was penguin conservation.

### Zoo Conservation Contributions:

The Zoo collected donations from the public in 2024 for select conservation initiatives. These donations were collected in the gift shop as well as at donation drop box at the zoo entrance. Donations that have been obtained through the Zoo's gift shop and donations boxes were distributed to Penguins International to support their conservation efforts in 2024.

### GIFT SHOP & AMUSEMENT RIDES:

Train ticket prices increased to \$3 per person (ages 2 years and under free). The gift shop sold 31,113 train tickets totalling \$93,339. Pedal boat rental prices decreased to \$3 per person for a 30-minute rental. The gift shop rented the pedal boats to 7,994 riders for a total of \$23,982.

The gift shop sold 23,059 goat feed tickets for the family farm. Goat feeder sales totalled over \$10,600.

Overall gross sales in the Gift Shop for the 2024 season totalled \$508,692.

The Zoo hosted a Free Day during Labor Day weekend August 31, 2024. On that day, 495 free boat rides, 859 train rides, and 1,629 free zoo admissions were given out to visitors for FREE!



Photo by Woven Memories Photography

The Zoo Gift Shop sold 31,113 train tickets in 2024

### ANIMAL COLLECTION

A variety of new animals joined the zoo's collection in 2024:

- Eastern indigo snake (Drymos)
- 2 sugar gliders (Rex and Moana)
- 2 guinea pigs (Yukon and Russett)
- Buff-cheeked gibbon (Pharve)



CPZ acquired an Eastern indigo snake in 2024

The Zoo deacquired the following animals in 2024 due to death or transfer to another facility:

- Emperor scorpion (Napoleon)
- Chilean rose hair tarantula (Chili)
- Fire bellied toad (Blaze)
- Bearded Dragon (Jane)
- Salmon-crested cockatoo (Milo)
- Southern three-banded armadillo (Rica)
- Black handed spider monkey (Aurora)

### OTHER ZOO IMPROVEMENTS:

Several new additions and improvements were made at CPZ in 2024:

- A new play structure was constructed in the New Guinea singing dog exhibit
- Construction began on the new Zoo Commissary Building
- The Zoo entry splash pad surface was replaced
- Hanging light pole banners were installed around the zoo featuring several zoo animals



**Boo at the Zoo continued to be a very successful fundraiser for Columbian Park Zoo**

## **SPECIAL EVENTS**

### **Boo at the Zoo**

Boo at the Zoo 2024 took place October 18–20 from 3:30pm–7:30pm each day. Boo at the Zoo was a huge success in 2024, with over 6,400 attendees and net profits exceeding \$65,000. The Community Pumpkin Decorating Contest brought in over 50 pumpkins that were decorated by community partners for display and voting at the event. The 2024 community pumpkin contest decorating champion was “Arni’s Restaurant - Monticello”.

### **Reindeer Rendezvous**

The second annual Reindeer Rendezvous was held December 7–8. During the event, visitors were able to meet and take photos with Santa and Mrs. Claus as well as meet two of Santa’s reindeer. The event was a huge success that saw attendance of over 1,350 and profits that exceeded \$11,000.

The Lafayette Parks Foundation received the following in-kind sponsorships for special events:

- \$1000: Lafayette Media Group, Zachary Confections, Frito Lay, City BBQ, Freddy’s Frozen Custard, Arni’s Restaurants, Denny’s Restaurant
- \$500: Throckmorton/Purdue Farms, Agrality, Monster Mini Golf, Meckos Heating and Cooling
- \$250: WP Beverages, Hot Box Pizza, Nothing Bundt Cakes, Texas Roadhouse, Outrage Smash Therapy, Albanese Confectionery, AZZIP Pizza

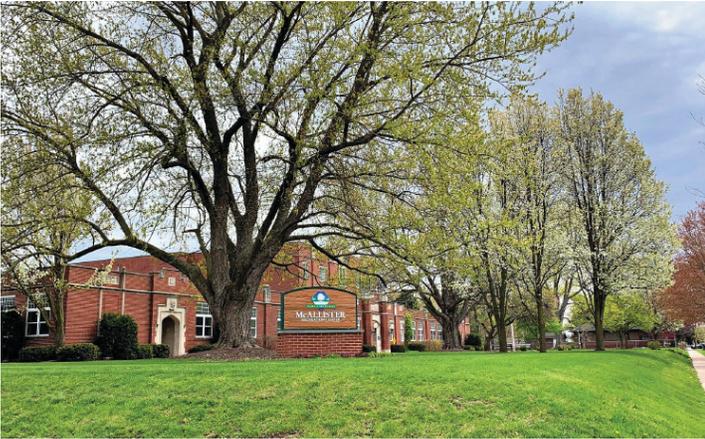


**The second annual Reindeer Rendezvous was held in 2024**

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

- \$3000: Subaru of Indiana Automotive
- \$2000: Freckles Graphics, Wintek powered by Tipmont, Kettlehut, Peterman Brothers Heating and Cooling, IU Health
- \$1000: IBEW, Henriott Group, Grand Appliance
- \$800: Mulhaupts
- \$750: Franklin Pest Solutions, Heartland Automotive LLC
- \$500: Huston Solar, Unity Healthcare, Anderson Heating and Cooling, Kirby Risk, 1st Source Bank, T-Bird Design, Caterpillar Drive Team, Plumbers Local 157, Engineering Innovation Inc., CenterPoint Energy
- \$300: WP Beverages of Logansport, Studio b, Magic Glass
- \$250: Igloo Frozen Custard, Milestone, Purdue Federal Credit Union, Cordogan Clark, J.R. Kelly, Staley Credit Union, Haley’s Lock Safe and Key, All Star Electronics, Indiana Packers, Ashcraft Orthodontics, Wea Animal Hospital, Matcon

# McAllister Recreation Center



McAllister Recreation Center 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, yoga, weight and fitness, and youth dance. These programs continue to expand and grow annually.

## FITNESS PROGRAMMING

- Daily Fitness Passes – 2,475
- Monthly Passes - 17
- Youth Passes - 30
- City Employee visits – 1,659

Total fitness revenue in 2024: \$5,498.00

## CAMPS

Spring Break Camp (5 days)

- Total Registrants: 42
- Average Attendance Per day: 34

Summer Camp

- 56 operational days
- Total Registrants: 379
- Average Attendance Per day: 194

Fall Break Camp (5 days)

- Total Registrants: 47
- Average Attendance Per day: 29

Winter Break Camp (7 days)

- Total Registrants: 47
- Average Attendance Per day: 29

Junior Counselor Program:

- Total Enrolled: 19

Total camp revenue in 2024 (Gross): \$310,790.50



Gross camp revenue increased by almost \$44,000 from 2023 to 2024

## PROGRAMS

### Youth Winter Basketball

- Kids ages 6-8 and 9-11 years old
- Participants - 170 on 16 teams
- Volunteers - 16 parent coaches and 64 scoreboard operators
- Volunteer hours - 304

### Youth Fall Basketball

- Kids ages 6-8 and 9-11 years old
- Participants - 108 on 10 teams
- Volunteers - 14 Parent Coaches and 56 scoreboard operators
- Volunteer hours - 272

### Youth Flag Football

- Canceled due to insufficient registration

### Sporties for Shorties Basketball

- Participants: 23/24

### Sporties for Shorties Tball

- Participants: 23/24

### Sporties for Shorties Soccer

- Participants: 14/24

### Sporties for Shorties Flag Football

- Participants: 21/24

### Lego Lab

- 6/10 Bundle Participants
- 8 Single Class Participants

### Youth Pickleball Class

- 2 Participants

### Adult Pickleball Classes

- 38 Participants

### Street Hockey

- Participants: 21/24



The 2024 Father Daughter Dance was the 7th annual event

## SPECIAL EVENTS

### Father Daughter Dance-February 15, 2024

The event featured dancing, carriage rides, professional photography, and refreshments.

- Total registrants: 160
- Total in attendance: 320 (including father figures)

### Drop & Shop-December 13, 2024

Kids were dropped off from 5:30-9:00pm while parents finished up their holiday shopping.

- Total registrants: 7

### Donuts with Santa-December 14, 2024

Attendees enjoyed donuts, crafts, games, and photos with Santa. The McAllister Market took place in the gymnasium.

- Total families: 44
- Total attendees: 191
- 8 volunteers at event for 6 volunteer hours

### Daycation Trips

NEW! Each trip included planned activities and deluxe motorcoach transportation. 2024 trips included:

- May - Holland, Michigan (38 participants)
- June - Beef and Boards (22 participants)
- July - West Baden/French Lick (15 Participants)
- August - Museum of Science and Industry (11 Participants)

**Total Program & Special Event Revenue in 2024 (Gross): \$29,418**



**Spring Celebration was a huge success in 2024**

Spring Celebration

MRC's Spring Celebration featured egg hunts, kids' activities, food trucks, and special appearances by the McAllister Bunny.

- Total attendees: 200
- 15 volunteers for 39 hours

Kids Fishing Day

Once again, 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.

- Total attendees: 98
- 10 volunteers from Lafayette Breakfast Optimists for 24 total volunteer hours

Fall Fest

This free event featured pumpkin painting, fall-themed crafts and activities, inflatable games, and more.

- 407 participants
- 10 Volunteers at event for 30 volunteer hours

**SPONSORSHIPS**

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

**RENTALS**

This year, the McAllister Recreation Center continued ongoing rentals:

- Safe Choices
- Hoosier Academy
- Senior Tax Instruction
- More Than More
- Lafayette Area Gymnastic Club
- Miscellaneous meetings, parties, etc.

New ongoing rentals this year were:

- Lafayette Fun Squares

**Total Rental Revenue in 2024 (Gross): \$8,22500**

**VOLUNTEERS**

Every year the McAllister Center is fortunate to have a number of volunteers to help with its many programs. In 2024, 193 individuals volunteered as coaches, scoreboard operators, and program facilitators. In total, 624 volunteer hours were gifted to McAllister Recreation Center and its programs.



**GRANTS**

In 2024, McAllister received a grant for the Parks Department Kids Can Fund in the amount of \$9,000 from the McAllister Foundation. This grant assisted several children in attending camps and programs at a reduced cost to their families.

# Marketing

In 2024, 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

## 2024 SOCIAL MEDIA FOLLOWING

Facebook followers

- Lafayette Parks & Recreation: 17,602 (↑ 2,272)
- Columbian Park Zoo: 24,782 (↑ 2,105)
- Art in the Park: 5,045 (↑ 314)

Twitter followers

- Lafayette Parks & Recreation: 4,038 (↓ 63)

Instagram followers

- Lafayette Parks & Recreation: 4,073 (↑ 420)
- Columbian Park Zoo: 3,040 (↑ 243)
- McAllister Recreation Center: 932 (↑ 83)
- Art in the Park: 1,761 (↑ 34)

TikTok followers: 1,451 (↑ 498)

## 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 Boo at the Zoo, Reindeer Rendezvous with the Zoo, and Art in the Park in 2024.

Morgan Cooksey joined the marketing team in May as a Seasonal Marketing Assistant. Kourtney Sarault joined the marketing team in May as a Seasonal Event Assistant in May. Aubrey Mann was hired as a Part-time Year-round Marketing Assistant in November.



Morgan Cooksey and Kourtney Sarault joined the Marketing team for summer 2024

## 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.



## SPECIAL EVENTS

The marketing division played a part in many successful events in 2024 including movie nights, dedication ceremonies, and summer concerts at Loeb Stadium. Thanks to a sponsorship from Visit-Lafayette West Lafayette, the marketing team was able to start a brand new concert series on Memorial Island in 2024 called *Sounds of Summer*. The inaugural season featured three concerts.

## ART IN THE PARK

For the tenth year in a row, the department hosted the Art in the Park summer festival series.

On June 11, Dance Night took place in Columbian Park. Guests enjoyed performances by YWCA Y-Dance, Dance Moves and Gymnastics, Turning Pointe Academy, Studio b, Dance Dynamics, and LAGC-Dance! Over 1,000 attended the event.

Decades Night took place in Columbian Park on June 25. This exciting event featured live music by classic rock cover band The Groove. About 350 attended the overcast event.

End of Summer Bash was held on July 30 at Armstrong Park. This event featured music by Playback DJ, and yard games for everyone to enjoy. It was a hot night, but attendance was high at about 500 people.

The last Art in the Park event of the summer, Dog Days of Summer, took place on August 6 at McCaw Park. This event was originally scheduled for July 9, but postponed due to inclement weather. The event featured live music by local artist, Sheeza. Guests received free entry into McPaw Dog Park in celebration of the new dog park. The weather turned out beautifully for this paws-itively spectacular event to wrap up the summer!

2024 Art in the Park Sponsors:

- Visit Lafayette-West Lafayette
- Caterpillar Inc.
- Spencer Childers Real Estate
- WASK – Neuhoff Media
- Farmers Insurance – Jenna Isch
- DeFOUW Automotive



2024 marked the 10th year of Art in the Park

## SALES AND RENTALS

In 2024, park facilities were rented for a variety of events such as picnics, weddings, receptions, showers, and family reunions.

The breakdown for rentals in 2024 is as follows:

- 592 shelter reservations
- 119 five-hour Rush Pavilion rentals
- 14 full-day Rush Pavilion rentals



Art in the Park: Dance Night had record breaking attendance with more than 1,000 guests

# Lafayette Park 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 2024:

## \$85,000

Triangle Foundation Inc.

## \$20,000-\$40,000

Bauer Family Resources  
James K. and Mary Jo Risk Family Foundation, Inc.  
The Scheumann Foundation, Inc.  
Alfred J. & Dorothy N. McAllister Foundation

## \$2,500-\$5,000

Peterman Brothers  
Southwire  
Alex & Rosie Gonzalez  
Roderick Ratliff  
Lori Stein-Sabol  
Subaru of Indiana Automotive, Inc.

## \$1,000-\$2,499

Purdue Federal Credit Union  
TAG Urgent Care Support Service  
Industrial Federal Credit Union  
Blaze Senior Concepts  
IU Health  
Tempest Homes  
IBEW Local 668  
IU Health  
Beck's Auto Center  
Henriott Group  
Huston Electric, Inc.  
Lafayette Noon Optimist Club  
Larry Rose  
Grand Appliance  
Barbara Penny  
Greater Lafayette Convention & Visitors Bureau  
Jackson R. Bogan Jr.  
Freckles Graphics  
Kettelhut Construction, Inc.  
Wintek

Joy Matson  
Bob & Shirley Scott  
Jackson Bogan

## \$500-\$999

Spencer Childers Real Estate  
Farmers Insurance - Isch Insurance Agency  
Reliable Exterminators  
Mr & Mrs. Kyle Jackson  
Plumbers & Steamfitters Local 157  
Kirby Risk Corporation  
JL Anderson Heating & Cooling  
Caterpillar, Inc  
First Source Bank  
TBird Design  
Unity Healthcare  
Trudy Roe  
CenterPoint Energy  
Susan Snyder, DDS  
Best One of Indy  
Shelly Lowenberg-DeBoer  
Wabash Valley Exteriors  
Adsit Agency, LLC American Family Insurance  
All Star Security  
Dana, Inc.  
Engineering Innovation, Inc.  
Franklin Pest Solutions  
Heartland Automotive  
Mulhaupt's

## \$250-\$499

Pepsi  
JR Kelly Co  
TBird Design  
Centier Bank  
Horizon Bank  
Studio B  
Twin City Electric  
JR Kelly Co  
Milestone Contractors LP  
Haley's Lock Safe & Key  
Indiana Packers Corporation  
Cordogan, Clark & Associates  
Lafayette Breakfast Optimist Club  
Mattcon General Contractors  
Travelin' Tom's Coffee Truck  
Magic Glass Holdings, LLC

Staley Credit Union  
Wea Animal Hospital  
Ashcraft Orthodontics  
Julie Liesenfelt  
DeFouw Chevrolet  
Brian & Elizabeth Clark  
Igloo Frozen Custard  
All Star Electronic

