



City Council Memorandum

To: Mayor Hicks & City Council Members
From: Paige Marschall Bigler, Recreation Programming Specialist
Date: October 10, 2016
Item: 2016 Overview – Levee Park Rotary Pavilion – Inaugural Year of Programming

Council Action Requested:

No Action is being requested

Background Information:

The inaugural year of programming at the Rotary Pavilion took place from May 26, 2016 – September 29, 2016. A total of 39 programs and events were planned for the amenity, and due to weather conditions *37 of the events in 4 months brought over 3,600 visitors* to our newest amenity. *17 private rentals* were also booked at the Pavilion. Thank you to all who came down to enjoy the new Levee Park and the RiverWalk. We look forward to next year!

Financial Impact:

The City of Hastings designated \$15,000.00 toward programming at the Rotary Pavilion. The inaugural year of programming fit within the allocated funds.

Advisory Commission Discussion:

N/A

Council Committee Discussion:

N/A

Attachments:

- Levee Park Rotary Pavilion, Usage Analysis

Levee Park Rotary Pavilion, Inaugural Year

2016 Programs and Events – Usage Analysis



| 2016 Program/Event | Date | Attendance |
|---|-----------------|---|
| MAY-JUNE | | |
| Veterans Memorial Levee Park on the <i>RiverWalk</i> Grand Re-Opening Event | May 26, 2016 | 500 + |
| Storytime in the Park, Jungle | June 8, 2016 | 102 |
| Movies in the Park, Inside Out | June 9, 2016 | 400 + |
| Music in the Park, Ponticelli | June 11, 2016 | 42 |
| Fitness in the Park-YMCA H.I.T.T. | June 13, 2016 | 3 |
| Youth Programming-Magician | June 15, 2016 | 167 |
| Fitness in the Park-CrossFit | June 16, 2016 | 8 |
| Music in the Park, Gypsy Mania | June 21, 2016 | 207 |
| Art in the Park, Flags | June 24, 2016 | 10 |
| Fitness in the Park-R.I.P.P.E.D | June 27, 2016 | 4 |
| JULY | | |
| Storytime in the Park, Food | July 6, 2016 | 142 |
| Music in the Park, HAC | July 9, 2016 | 40 |
| Fitness in the Park, Gentle Yoga | July 11, 2016 | 10 |
| Movies in the Park, Pan | July 14, 2016 | 150 (light rain) |
| Music in the Park, RES Trio | July 19, 2016 | 47 (high heat index) |
| Youth Programming: Puppeteers | July 20, 2016 | 83 (high heat index) |
| Fitness in the Park- CrossFit | July 21, 2016 | <i>(Cancelled due to heat advisory)</i> |
| Art in the Park- Shell Dish | July 22, 2016 | 0 (high heat index) |
| Fitness in the Park- Pound Core | July 25, 2016 | 9 |
| National Parks and Recreation Celebration | July 28, 2016 | 300+ |
| AUGUST | | |
| Storytime in the Park, Frogs | August, 3, 2016 | 167 |

| | | |
|--|--------------------|-----------------------------------|
| Fitness in the Park, strength/cardio | August, 8, 2016 | 2 |
| Youth Programming, Bob | August 17, 2016 | 87 |
| Fitness in the Park, CrossFit | August 18, 2016 | 7 (Heavy rain) |
| Fitness in the Park, Tai-Yo | August 20, 2016 | 4 (heavy rain) |
| Fitness in the Park, Yoga | August 22, 2016 | 18 |
| Music in the Park, Afterburner <i>(rescheduled date due to thunderstorms)</i> | August 24, 2016 | 117+ |
| Art in the Park, Painting | August 26, 2016 | 2 |
| Fitness in the Park, Pilates | August 28, 2016 | 1 (heavy rain) |
| SEPTEMBER | | |
| Storytime in the Park, Underwater | September 7, 2016 | 49 |
| Movies in the Park, | September 8, 2016 | 52 (light rain) |
| Music in the Park, HAC | September 10, 2016 | 106 |
| Fitness in the Park, Oula Dance | September 12, 2016 | 3 (light rain) |
| Fitness in the Park, CrossFit | September 15, 2016 | 5 (heavy rain) |
| Music in the Park, Chris Hawkey | September 20, 2016 | 617+ |
| Youth Program, The Big Epic Show | September 21, 2016 | 38 |
| Art in the Park, Waterside | September 23, 2016 | <i>(postponed for later date)</i> |
| Fitness in the Park, Strength/Cardio Combo | September 26, 2016 | 2 |
| Movie in the Park, Goonies <i>(rescheduled date due to thunderstorms)</i> | September 29, 2016 | 143 |
| Total: | | 39 - Programs/Events |

Rotary Pavilion Program and Event Attendance

Monthly, Breakdown

| MONTH | ATTENDANCE |
|-----------|------------|
| May | 500+ |
| June | 943+ |
| July | 781+ |
| August | 405+ |
| September | 1,015 + |

| | |
|--------------|--|
| Total | 3,644 + attendees for programs and events |
|--------------|--|

Type of Program, Breakdown

| PROGRAM/EVENT | ATTENDANCE |
|---|------------|
| 1 – Grand Re-Opening | 500+ |
| 1 – National Parks and Recreation Celebration | 300+ |
| 4 – Movies in the Park | 745+ |
| 3 – Art in the Park | 12 |
| 4 – Storytime in the Park | 460+ |
| 4 – Youth Programs | 375+ |
| 7 – Music in the Park | 1,176+ |
| 13 – Fitness in the Park | 76 |

Fee Based and Free Programs/Events Offered

Fee-Based Programs

| PROGRAM | COST | TOTAL CLASSES OFFERED |
|---------------------|--------------------|-----------------------|
| Fitness in the Park | \$ 5.00 per class | 13 |
| Art in the Park | \$ 25.00 per class | 3 |
| Total: | | 16 |

Free Programs/Events

| PROGRAM | TOTAL PROGRAMS/EVENTS OFFERED |
|---|-------------------------------|
| Grand Re - Opening | 1 |
| National Parks and Recreation Celebration | 1 |
| Movies in the Park | 4 |
| Music in the Park | 7 |
| Storytime in the Park | 4 |
| Youth Programs | 4 |
| Total | 21 |

Rotary Pavilion Rentals

| RENTAL TYPE | TOTAL |
|-------------------------|-----------|
| Wedding Ceremonies | 5 |
| Church Services | 3 |
| Rivertown Days | 2 |
| Graduation Parties | 1 |
| Work Parties | 1 |
| Sunset Serenade Concert | 1 |
| Rotary Club Concert | 1 |
| ALS Special Event | 1 |
| ArtSpace Event | 1 |
| Organization Gathering | 1 |
| Total: | 17 |
