



## ***City Council Memorandum***

**To:** Mayor Fasbender & City Council Members  
**From:** Paige Marschall Bigler, Recreation Programming Specialist  
**Date:** October 7, 2024  
**Item:** Levee Park Programming Overview

**Council Action Requested:**

No action is being requested

**Background Information:**

The ninth season of programming at the Rotary Pavilion in Levee Park took place from June 4 to September 18, 2024. The Hastings Parks and Recreation Department coordinated 28 events, averaging two per week, with the cancellation of seven events due to inclement weather. We are pleased to report that over 6,600 individuals attended these events, in addition to 38 park rentals hosted at the Pavilion.

We extend our sincere appreciation to our event sponsors, partners, attendees, City Council members, and Parks and Recreation Commissioners for their invaluable support. We look forward to continuing our collaboration and coordinating exciting events in 2025.

**Financial Impact:**

The City of Hastings allocated \$20,000 for Levee Park programming in 2024, complemented by an additional \$13,500 in sponsorships and donations received this year.

**Advisory Commission Discussion:**

N/A

**Council Committee Discussion:**

N/A

**Attachments:**

Levee Park Recap Presentation



# LEVEE PARK

## PROGRAMMING OVERVIEW JUNE - SEPTEMBER 2024

HASTINGS PARKS AND RECREATION DEPARTMENT



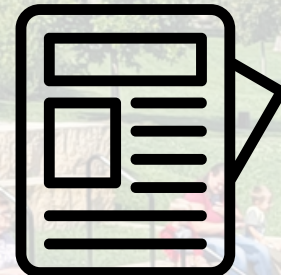


# OUTREACH PLATFORMS



## Social Media

**Facebook and Instagram  
REELS, Stories,  
Posts, Events  
creation and  
Branding**



## Newsletter

**Summer & Fall  
Hastings Area  
Households  
includes  
Full Calendar**



## Local Media Partners

**HCTV, KDWA  
Hastings Journal  
Hastings Chamber  
Todd Field Sign  
Walgreens Billboard  
ISD 200 - PeachJar**



## Print Materials

**Calendar of  
Events Local  
Distribution,  
Big Belly Bins**



# PROGRAM & EVENT ATTENDANCE

**2016**  
39 Events  
3,600

**2017**  
40 Events  
4,700 People

**2018**  
38 Events  
3,900 People

**2019**  
37 Events  
4,400 People

**2020**  
25 Events  
3,000

**2021**  
37 Events  
5,400 People

**2022**  
31 Events  
8,300 People

**2023**  
31 Events  
9,700 People

**2024**  
28 Events  
6,600 People





# PROGRAM SERIES & EVENTS

**1**

**PARTY IN THE PARK  
MAKE MUSIC DAY  
SUMMER KICK OFF  
REC+ART+POLICE**

**2**

**COMEDY IN THE PARK  
BIKE WITH A RANGER**

**4**

**MOVIE IN THE PARK  
STORYTIME IN THE PARK**

**12**

**MUSIC IN THE PARK**





**PARTNERS**



**CITY COUNCIL**



**SPONSORS**



**PARKS COMMISSION**



**PERFORMERS**



**ATTENDEES**



**VOLUNTEERS**




# QUESTIONS?



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