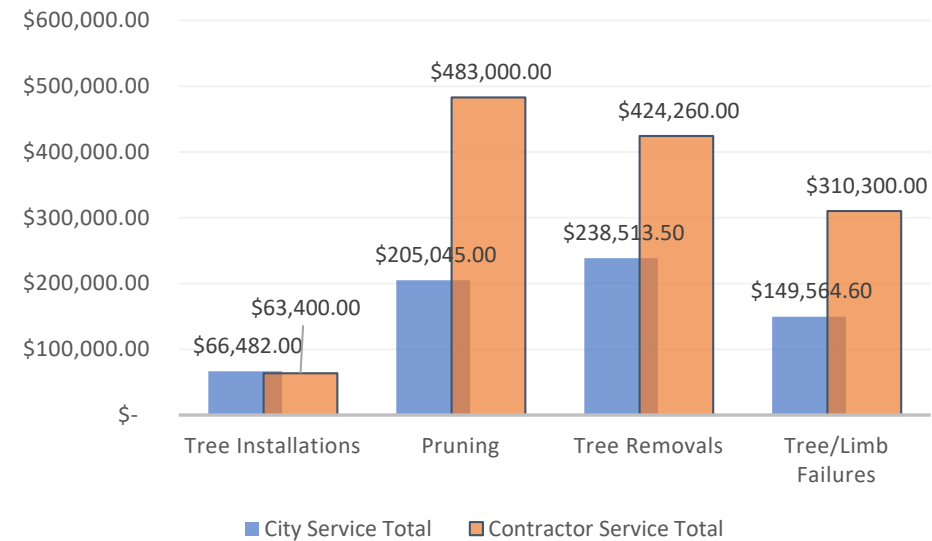
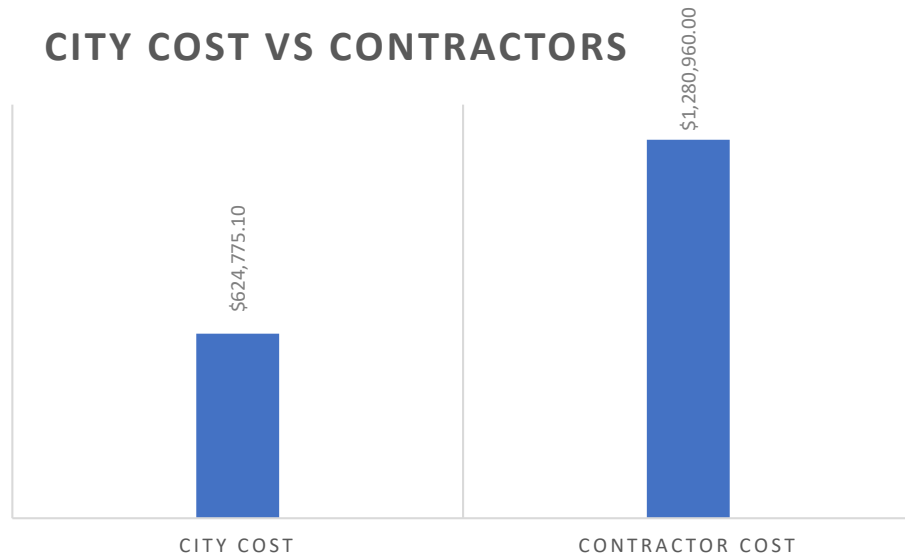


# SBStat

City of South Bend  
Q3 - August 29, 2017

# Current Projects: Forestry Crew vs. Contractor Analysis

	<u>City Cost</u>	<u>Contractor Cost</u>	<u>Difference</u>	<u>%</u>
Yearly Base Level Forestry Service	\$ 659,605.10	\$ 1,280,960.00	\$ (621,354.90)	94%



# Current Projects:

## Event Registration Software Assessment

- Updated City Website in 2018
- Residents access registration for events and programming via the VPA website, to then access WebTrac
- WebTrac is clunky and not user friendly – doesn't allow for guest check-out
- Assessment will include a wants/needs analysis, which will inform the functional requirements gathering

# Current Projects: City Motto

## Unique

adventure best  
education infrastructure big  
improve local business identity  
blend thing embrace idea bring invest  
water technology park grow  
innovative studebaker build  
create center area smart light future past  
large community street  
history river its small  
very crime pete bend east sb  
feel live race city not re lot  
people st. south make art  
work work downtown love  
joe old may or town many  
unique building university asset  
detroit riverfront change waterway event  
police leadership young because etc.  
major great joseph growth together  
good location college opportunity culture  
citizen drive innovation heritage better  
entertainment country adult  
beauty ability

## Doing

A word cloud of terms related to urban revitalization and community development. The words are arranged in a circular pattern, with the most prominent words in the center. The words include: revitalize, innovate, grow, building, progress, rebuild, expand, improve, traffic, innovation, innovative, campground, begin/continue, activate, renew, community, progressive, activity, adapt, street, renovate, move, create, thrive, engage, invest, energize, transform, downtown, beautify, revitalization, attract, work, become, young, reinvent, mess, change, bike, adult, another, evolve, biking, bad, make, awaken, and street. The words are in various shades of green and blue, with some words appearing in a lighter, semi-transparent font.

## Core Value

[illegible]

# Current Projects: City Motto – Youth Response



# Current Projects: Fitness Center Update

- Promotion
  - Bring a Friend = 1 Month Free
  - Potential Project between VPAX and Business Analytics to monitor effectiveness of promotion
- Concession Changes for Food Options
- Auto-Pay for Gym Membership



# Current Projects:

## Park System Equity—Preliminary Analysis

- Two analyses were done for VPA: ParkScore and GRASP
  - ParkScore assessed the equity and accessibility of our park system
  - GRASP assessed the quality of our park system
- Our analysis included both to find where they intersect to reveal gaps in service
  - The large areas are where the access may be beyond a 10 minute walk and where the demographics of the neighborhood reflect potential need
- City-owned lots, potential Tax Sale lots, and vacant lots were included to demonstrate the availability of land/space in the areas of need and to help identify potential new park locations

# Recreation Division Mission Statement: Session 1

## What We Do

All Recreation team members came to the meeting with a list of 10 things they do

We placed those activities in a “bucket”, or broader theme

## Who We Serve

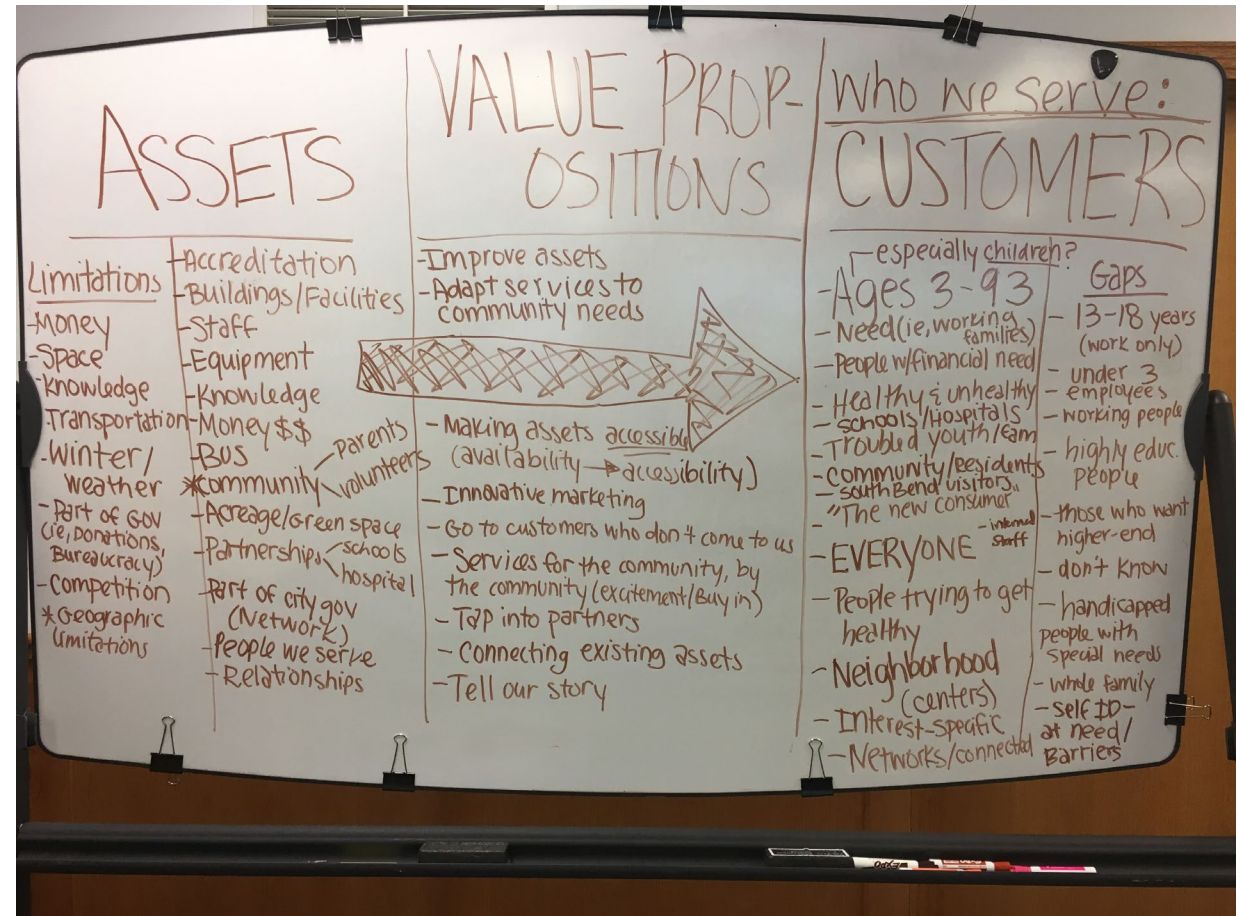
We discussed who the division’s primary customer may be

## What We Have

We brainstormed a list of assets and resources available to the team

## Aligning What We Do

We discussed our value proposition, or how we get what we have to who we serve



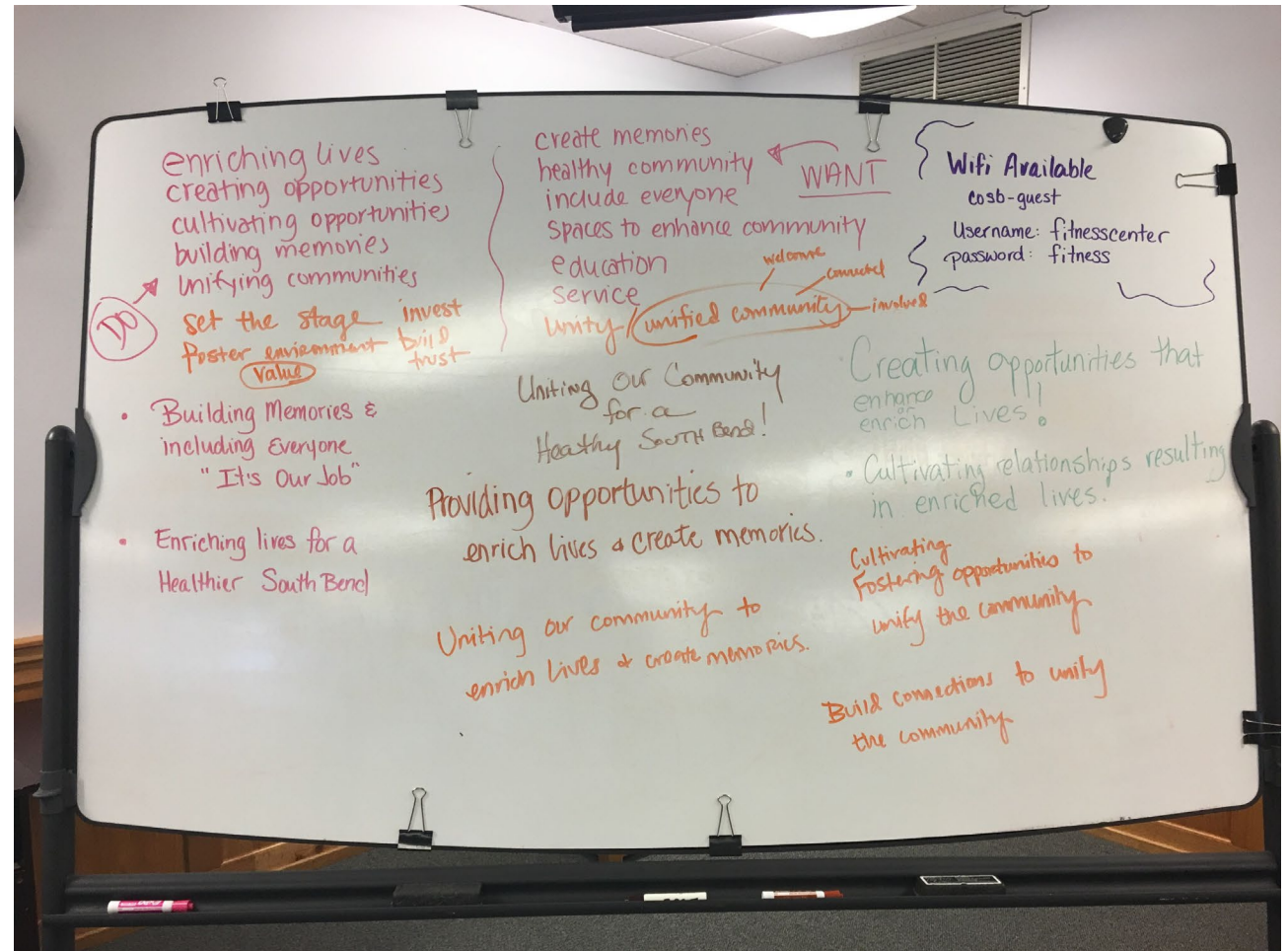


# Post Session 1 Leadership Discussion

- Primary Customer
  - Everyone, Entire Community
- Categories
  - Cultivating a Healthy Community
  - Caring for Our Shared Spaces
  - Serving Where the Gap Exists
  - Building Connections
- Value Proposition
  - People, Places, and Spaces Ready for You

# Recreation Division Mission Statement: Session 2

- What We Do (part 2)
  - We reassigned everyone's activities from Session 1 in the new buckets
- What We Want
  - We brainstormed what the division wants to achieve in the community
- Mission Statement
  - We used the themes from What We Do and What We Want to come up with ideas
- Where Do I Fit?
  - Ended the session thinking about where personal activities fall in the buckets



# What We Do & What We Want

## What We Do

Enrich lives  
Create opportunities  
Cultivate opportunities  
Build memories  
“Set the Stage”  
Invest  
Build trust  
Create memories  
Unify the community

## What We Want

Create memories  
Healthy community  
Vibrant community  
Inclusive, everyone's included  
Unity, unified community

# Mission Statements

Building memories and including everyone – It's Our Job

Enriching lives for a healthier South Bend

Uniting our community for a healthy South Bend

Providing opportunities to enrich lives and create memories

Uniting our community to enrich lives and create memories

Creating opportunities to enhance lives

Cultivating opportunities to unite the community

# Next Step: Recreation Program Audit

- Potential project for Q4 SBStat meeting
- Analysis of all Recreation programs to evaluate their social impact, cost recovery rate, other service providers, etc.
- This will help us determine a plan of action to ensure all Recreation services align with new mission statement



# Celebrating Our Values

- [My SB Parks and Trails](#)