



SBStat Post Meeting Notes

Urgent Issues Review During Meeting:

- No urgent issues

Decisions and Key Takeaways

Highlights

- My SB Parks & Trails—\$60 million planned investment, \$38 million invested to date
- Marketing Structure—Restructuring of Experience Division to better serve the marketing needs of the
- Chief Development Officer
 - Restructuring of Deputy Director role, has yielded over \$3mil in new grants & private contributions
- Boomer
 - Boomer has made 25 appearances, spending around 98 hours in the community with an attendance of at least 16,000 people
 - Surveys were conducted at two events—NPS = 61, 69% of respondents agreed “a great deal” or “a lot” with the statement “Today’s event improved how I feel about my neighborhood.”

Current Projects

- Park Health Dashboard
 - Updates to visualization of scoring method, additional context
 - Plan to launch 1.0 public version in spring
- Recreation Surveys
 - Utilizing online and SMS surveys to get feedback on classes, events, and programs.

Potential Projects

- Economic Impact Study
 - Measure short-term impacts of events and construction—Chamber of Commerce has a formula
 - Long-term impacts on property values and small businesses of investment in parks—would require partnership with an academic institution for study
- Youth Programming Coordinator
 - VPA Youth Employment—focusing on high potential, potentially at risk youth
 - Potential impact study of VPA youth job program with SBCSC

Potential Topics to Discuss Next Meeting:

- Park Health Dashboard
- Recreation Survey Structure
 - Continued Boomer analysis
- Economic Impact Study
- Youth Programming Coordinator strategy