



Departmental Goals & Accomplishments Part II

Budget Hearing #1 (Part II)
August 19, 2020

1



Diversity & Inclusion / Human Rights Commission

2



CITY OF SOUTH BEND OFFICE OF DIVERSITY & INCLUSION

Office of Diversity & Inclusion – 2020 Accomplishments

1. **HIRED:** INCLUSIVE PROJECT MANAGER, CONTRACT COMPLIANCE ADMINISTRATOR, INCLUSIVE FELLOWS, & ATTORNEY
2. **VIRTUAL WEBINAR'S:**
 - COVID-19 SOLUTIONS CONSORTIUM SERIES: STIMULUS DOLLARS/LOCAL FUNDING-ENTREPRENEURSHIP EMPOWERMENT-TOOLS TO ASSIST VETERAN BUSINESSES-HOW DO WOMEN-OWNED BUSINESSES "KEEP CALM AND CARRY ON" IN A CRISIS-TACKLING FEAR AND ANXIETY AMID COVID-19.
3. **OPEN CONVERSATIONS ON RACE AND RACE RELATIONS**
 - RACISM
 - IMPLICIT BIAS TRAINING
 - DEPARTMENT HEADS/SUPERVISORS/CITY STAFF
4. **BRANDED D & I OFFICE: NEW LOGO AND BANNER**

Michael Patton, MNA, Diversity, Compliance & Inclusion Officer

3



CITY OF SOUTH BEND OFFICE OF DIVERSITY & INCLUSION

Office of Diversity & Inclusion – 2020 Accomplishments

5. **VIRTUAL NEIGHBORHOOD BUSINESS LAB'S**
 - THE IMPORTANCE OF D & I AND THE CITY OF SB, MAYOR MUELLER
 - CITY OF SB VENDOR REGISTRATION, MICHAEL SCHMIDT
 - BECOMING A SMALL DEVELOPER/CDBG FUNDING, LORI TIMMER
 - RACISM DECLARED A PUBLIC HEALTH CRISIS, DR. BOB EINTERZ
 - INDOT EXPEDITED CERT'S PROCESS, SEAN HOWARD

BUSINESS LAB'S ARE PLAYED ON OUR: CITY OF SOUTH BEND DIVERSITY, COMPLIANCE & INCLUSION FB PAGE. MON-FRI 8-10 AM & SUN 7:30-8:30 AM
6. **INCREASED MWBE VENDOR REGISTRY/2500 MAILOUT**
7. **COLLABORATED WITH COMMUNITY INVESTMENT: SMALL BUSINESS RESILIENCY GRANT \$5,000**

Michael Patton, MNA, Diversity, Compliance & Inclusion Officer

4



CITY OF SOUTH BEND OFFICE OF DIVERSITY & INCLUSION

Office of Diversity & Inclusion – 2020 Accomplishments

8. ATTENDED 3 NATIONAL VIRTUAL DIVERSITY & INCLUSION CONFERENCES

- LIVING CITIES CONVENING

9. COLLABORATED WITH COMMUNITY INVESTMENT ON THE GREEN HOUSE INITIATIVE.

- OUR ROLE WAS TO SUPPLY THE MINORITY PRIME CONTRACTOR'S

Michael Patton, MNA, Diversity, Compliance & Inclusion Officer

5

CITY OF SOUTH BEND, IN



HRC Accomplishments – 2020

- HRC Webinar Series beginning in May
 - COVID-19 Housing Legal Update
 - Equal Employment Opportunity Commission COVID-19 Update
 - Indiana Foreclosure Network Program, COVID-19 Housing
 - Race and Culture: The Basics
 - Celebrating the 30th Anniversary of the ADA
 - IHCD & Guest Indiana State Senator David Niezgodski
- Celebrating the 30th Anniversary of the ADA
 - Honored Karen Brandy-Comer and Kent Laudeman for commitment to disabled community
 - Webinar celebrating ADA
 - Voice of the People piece
- Launched Six HRC Commercials on National Television
 - 3 in Housing
 - 3 in Employment
- Maintained the Interlocal Agreement between St. Joseph County and the Commission to continue to enforce the County's Human Rights Ordinance.
- Successfully maintained Federal contracts with the EEOC and HUD by meeting contractual obligations.
- Provided Community Outreach at County libraries and A Little Taste of Peace
- Partnered with Volunteer Lawyer Network, Notre Dame Law School, Greater South Bend Mishawaka Realtors Association

*Michael Patton, MNA, Diversity Compliance Inclusion Officer
M. Diana Moya, Director of Housing
Crystal F. McCain, Director of Employment*

6



HRC Accomplishments – 2020 continued

- Partnered with City of Mishawaka (CDBG Funds)
- Received CDBG funds from City of South Bend
- Received County Appropriation for Interlocal Agreement
- Awarded HUD Partnership Funds
- Partnered with Sabor Latino Radio Station
- Partnered with Latin American Chamber of Commerce

*Michael Patton, MNA, Diversity Compliance Inclusion Officer
M. Diana Moya, Director of Housing
Crystal F. McCain, Director of Employment*

7



Innovation & Technology

8



I&T Accomplishments – YTD 2020

- Implemented **Dynamics for Finance & Operations (DFO)** the City's new ERP system, in partnership with Administration & Finance. This was accomplished while the City was almost entirely remote
- Launched **new Landlord Registration Online Solution** with Code. This web application was built in-house by our Applications Team
- Implemented **City Works for Business Licensing** for DCI
- Implemented **Routeware**, a new solution for Solid Waste
- Our Infrastructure team **expanded ChoiceLight fiber access** to Pinhook Park, Rum Village, and Byers Softball Complex
- Completed 2nd Annual **Data Governance Cycle** including an updated data inventory, improved and organized GIS data, and a new draft data collection policy formulated in partnership with the Legal Department
- Created new **virtual budget feedback process/website** and **financial transparency dashboard** in partnership with Administration & Finance
- Expanded Performance Management Programming: **Customer Service STAT** with Water Works and 311

9



I&T Accomplishments – YTD 2020

- Awarded **What Works Cities Silver Certification** for excellence in data-driven governance, innovation, and performance management
- Awarded **ICMA Certificate** for Performance Management
- Won a **Civic Switchboard Grant** in partnership with the SJ CPL. The grant secured funds to survey local nonprofits and mission driven organizations on data needs to inform future programing and training for those groups
- **Ceiling Zero**, a data training program incubated at the Technology Resource Center, secured state funding to scale to 100+ additional students



10



I&T Accomplishments – YTD 2020

COVID-19 Activities and Support:

- Services Team transitioned City to **COVID-19 remote work**, creating a remote work protocols, expanding training, distributing out mobile devices, setting up virtual meeting resources for teams across the City
- Commuters Trust Team Launched **JobsProgress.com** in partnership with Goodwill and Yext. JobsProgress.com is a centralized listing of local hourly wage opportunities for employees and job seekers
- Launched and managed **COVID-19 City Resource Page**, including centralized local resource information and local data dashboard
- Commuters Trust continued service to partnered employers and their hourly wage employees, including **a new option for carpooling**
- Created a new **COVID-19 Digital Inclusion Toolkit** with local partners like enFocus, SJCPL, and SBCSC
- 311 worked with the Infrastructure and Services Teams to take the whole call center remote before lockdown. This resulted in achieving **seamless call support from 311 in wake of COVID-19**

11



Goals / Plans for 2021

- Coordinate new website user group and undertake several **website improvement** initiatives with Departments to streamline residents' online experiences.
- Continue excellence in **performance management and transparency**, adding new data to our open data portal and launching new data visualizations and dashboards for residents
- Undertake citywide process improvement initiatives for customer service so that service by service, the City can **add tracking capability to digital 311 service requests**
- Complete **City Works AMS** implementations across City teams: Streets, Forestry, Sewers, and potentially others
- Continue to **improve security standards** across City teams, first prioritizing public safety teams and applications
- In partnership with the Mayor's Office and DCI, provide data analytics and innovation support for **economic recovery and equity initiatives** in the wake of COVID-19
- Work with local partners to develop a plan around **broadband** infrastructure, accessibility, and affordability in South Bend
- Continue to support hourly wage workers through the **Commuters Trust Program**, piloting new programs around car ownership/repair support as well as transportation for job seekers

12



Department of Community Investment

13



Building Department Accomplishments – YTD 2020

- *Issued 4,245 building permits (ytd July)*
- *All inspector and most front office positions now filled*
- *88% of all inspectors now Certified through ICC*

14



Building Department Goals / Plans for 2021

- *100% Certified Inspectors by end of 2021*
- *Increase from 20% to 40% Committee Membership in IABO and other industry associations*
- *Community outreach for free/low cost home improvements and repairs*

15



Engagement & Economic Empowerment Accomplishments – YTD 2020

- Inclusive Neighborhood Development
 - Hosted an Incremental Development Bootcamp with **over 50 attendees** in Q1.
 - Continued Small Developer Technical Assistance to **over 20 residents** in their development and entrepreneurial
 - Currently **11 local developers** participating in IncDev's most recent bootcamp through St. Mary's College SPARK program.
- Eviction Prevention
 - Best Practices & Feasibility Report- South Bend Eviction Report
 - Bloomberg's What Works Cities (WCW) Eviction Prevention Sprint
 - Homes for Homeless Families Pilot
- Neighborhood Engagement
 - Love Your Block (LYB) Mini-Grant Program
 - The team distributed approximately **1500 doorhangers** to target areas for promotion of LYB grants and local food assistance during the onset of COVID-19 and assisted with the distribution of **nearly 900 social distancing posters** to small businesses in collaboration with the SBGreenCorps.
 - **17 Acts of Kindness Mini-Grants**
 - **9 Digital Inclusion Grants**
 - Tend the Bend Trailer completion with socially distancing instructions. This builds on the momentum and achievements of the 2019 LYB program.
 - **75 Code Violations Fixed, over \$17,000 in-kind donations, over 190 volunteers, nearly 6,000 lbs of trash removed, and 121 repairs**
 - Built Airtable database to streamline management of neighborhood organization contacts and small developers



16



17



Engagement & Economic Empowerment Goals / Plans for 2021

- Complete the **Small Developer Toolkit** with key information on property acquisition, local financial institutions, real estate project proformas, code and permit information, local environment consultants, and key best practices research.
- COVID19 Pivot on Love Your Block (LYB) **Small Scale Home Repair/Minority Contractor Capacity Building** Programming
- **Complete Linden Avenue Greenhouse** Deconstruction Project
 - Build capacity of local minority contractors and developers
 - Develop cross-departmental/community-based fund development and sustainability plan
 - Reframe neighborhood engagement strategy with Majora Carter Group for 2021/2022
- **Launch Mayor's Neighborhood Advisory Council**
 - Acts as advisory council to the Mayor on neighborhood-based issues and programming (e.g. Mayor's Night Out, Love Your Block, Neighborhood Plans, Census Outreach)
 - Streamlines communication between neighborhood leaders and city administrative leaders
 - Creates Neighborhoods Monthly Report and Neighborhood Engagement Strategy
 - Supports civic engagement activity through direct funding and technical assistance to neighborhood-based organizations



18



Neighborhood Development Accomplishments – YTD 2020

- *CARES Act CDBG and ESG Allocations for COVID-19 Response*
 - *Partnered to launch programs offering rent/utility payment assistance, supporting food related costs, and homeless provider support*
- *Homelessness*
 - *Weather Amnesty - October 1 to May 1; CFTH 191 individuals, Hope 235 individual*
 - *OLR Day Warming Center*
 - *Isolation Quarantine Center served 84 individuals*
 - *Supported CFTH PSH Leasing for 10 individuals*

19



Neighborhood Development Accomplishments – YTD 2020

- *Direct Housing Services*
 - *SB/UEA Home Repair Program*
 - *Restarted interior inspections in July with COVID-19 safety measures; 7 addresses with work completed YTD; 107 apps reviewed & in the pipeline*
 - *Housing Counseling transitioned to virtual counseling*
 - *Clients assisted YTD: 36 mortgage delinquency / default; 20 Pre-purchase; 30 Post-purchase*
 - *Community Homebuyers Corporation (CHC) Homeownership Program*
 - *5 closings/new homeowners YTD*
- *Neighborhood Development*
 - *Six single-family houses developed & sold; anticipate twelve total this year*

20



Neighborhood Development Goals / Plans for 2021

- *Homelessness*
 - *Weather amnesty at CFTH and Salvation Army building*
 - *Support Permanent Supportive Housing options*
 - *Review outreach and coordination position*
- *Direct Housing Services*
 - *Home Repair Program – increased funding/geography options*
- *Neighborhood Development*
 - *Development financing to incentivize new construction on vacant lots*

21



Planning & Community Resources

22



Strategic Planning – neighborhoods

- Miami Hills Neighborhood Plan
 - developed an on-line engagement platform to gather input from neighbors
- Other neighborhood plans put on temporary hold due to Covid-19



Strategic Planning – complete streets

- Washington / Chapin / LaPorte
- Western Avenue Phase 3
- Dubail Avenue - engineering





Strategic Planning – façade grants

- Awarded 3 matching grants on Lincolnway and Western Ave.
- \$127,000 total improvements
- Awarded 4 matching grants for Miami Street and Mishawaka Avenue
- \$64,930 total improvements

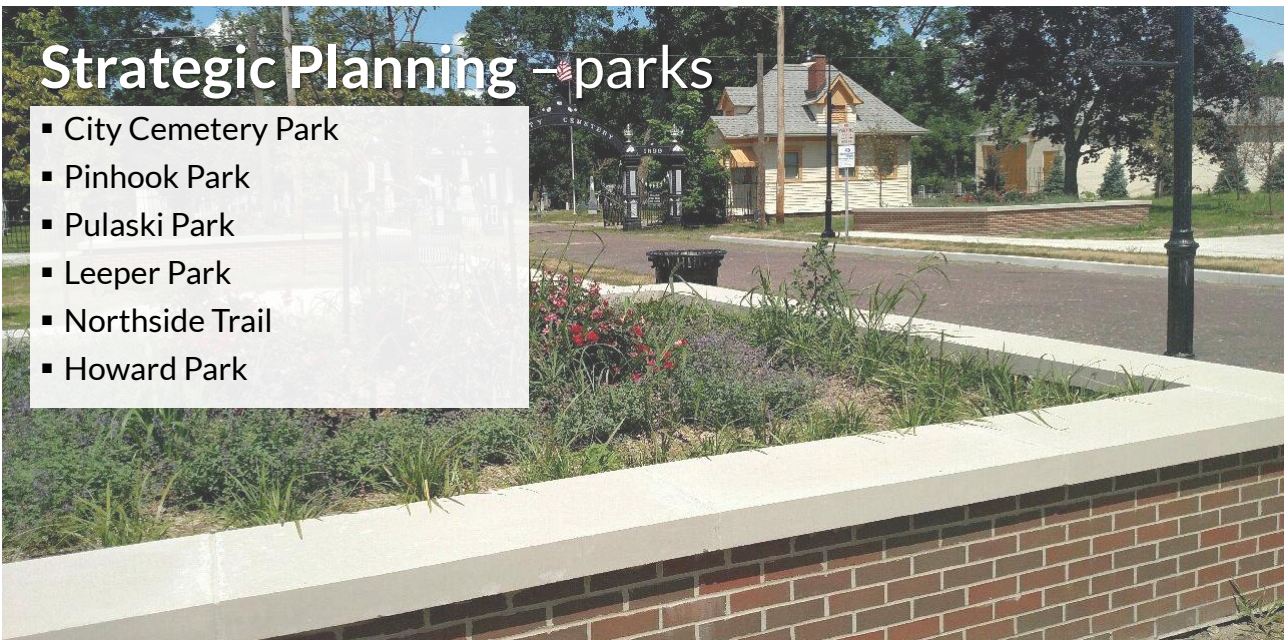


25



Strategic Planning – parks

- City Cemetery Park
- Pinhook Park
- Pulaski Park
- Leeper Park
- Northside Trail
- Howard Park

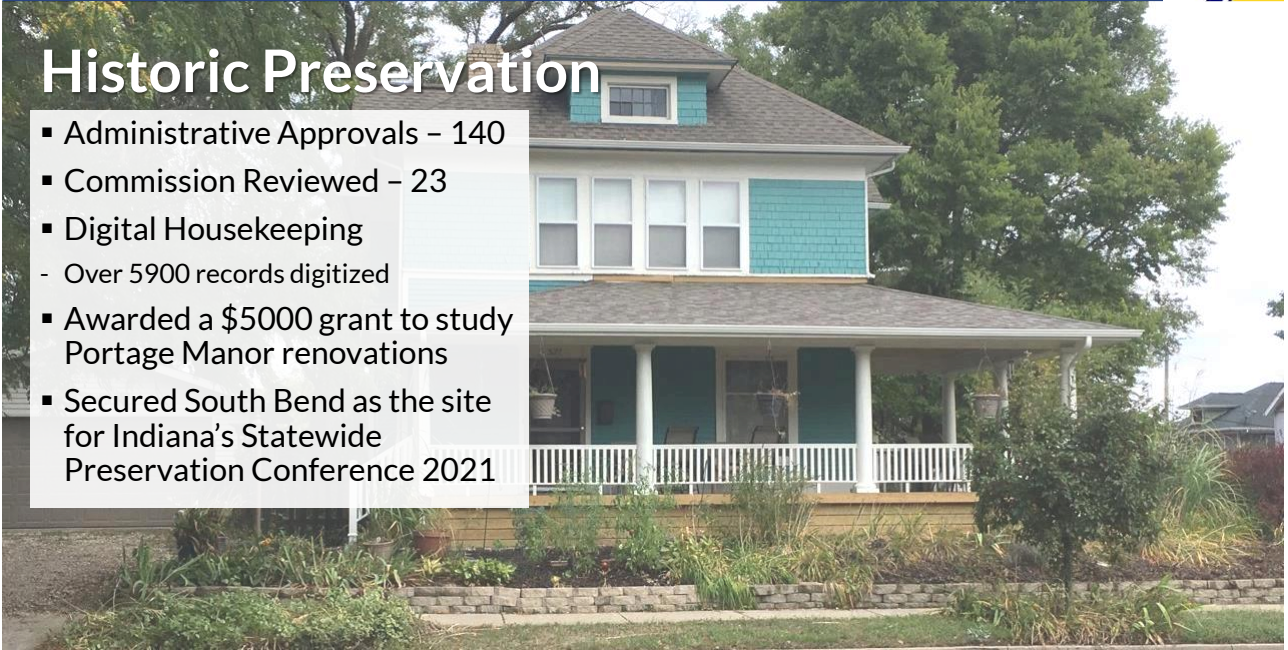


26



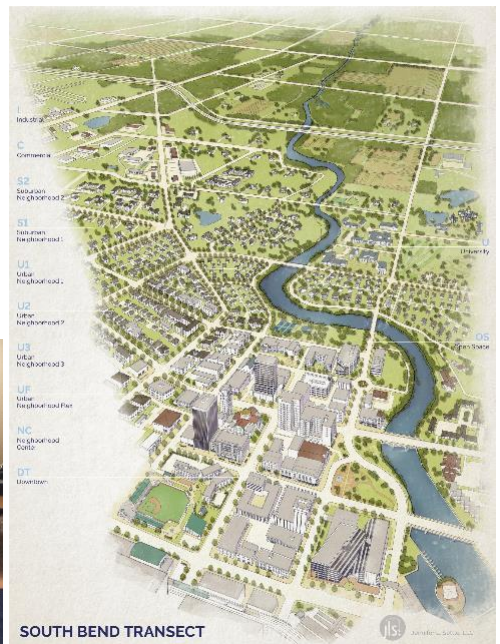
Historic Preservation

- Administrative Approvals - 140
- Commission Reviewed - 23
- Digital Housekeeping
 - Over 5900 records digitized
- Awarded a \$5000 grant to study Portage Manor renovations
- Secured South Bend as the site for Indiana's Statewide Preservation Conference 2021



Zoning Administration

- New Zoning Ordinance took effect January 1st 2020
- New ZO streamlines the development process while encouraging investment in our neighborhoods
- SB Plan Commission and BZA conducting business
- Coordination with other departments improved





2020 / 2021 Goals

- Refocus on Neighborhood Planning and development of a more interactive and robust on-line engagement platform for the City.
- Explore the development of a patient capital fund for new residential construction in legacy neighborhoods.
- Develop pre-approved residential building plans.
- Complete Dubail Avenue engineering and coordination with United Way for their neighborhood center.
- Work with Engineering to design and test next generation of traffic calming measures.
- Continue to evolve the Zoning Ordinance, streamline processes and coordination with other departments.
- HPC & VPA to jointly apply for a grant to address the Walker Field Park Shelter.

31



DCI Business Development



We connect residents and businesses to resources and programs to increase standard of living in the community.

Business Incentives

- Tax Abatement/Phase-In Incentives
- Tax Increment Financing
- Loan Programs: RLF, CDFI
- Façade Matching Grants

Business Assistance

- Business Licensing and Startup Assistance
- Economic Development Partners - Driving Development – Opportunity Zones – Site Selection – Expansion Assistance
- Small Businesses Assistance – Small Scale Manufacturing Grant Implementation - Microloan program development – IRF/RLF
- “Account Management” function – one stop liaison for all City services

Workforce Development

- Increasing MHI one resident at a time. Career-enhancement grants for SB residents and employers.

BUSINESS ATTRACTION, RETENTION & EXPANSION = INVESTMENT & JOBS = INCREASED MHI = ENHANCED QUALITY OF LIFE AND PLACE

32



Residential/Mixed Use



33



Office/Mixed Use



34



Industrial Spec Buildings



35



Business Expansions/Relocations



36



TIF- Supported Neighborhood Infrastructure

- Gemini Apartments
- Robertson Apartments Parking
- United Way Center Planning
- Streetscape at La Casa
- Western Ave. Streetscape
- Washington Streetscape
- 31/Cleveland Reconstruction
- Sample & Sheridan Intersection
- Olive Street Reconstruction
- Olive Street Planning/Engineering
- Dubail Planning/Engineering
- Elwood Planning/Engineering
- Prairie Avenue Water Main
- Douglas Rd. Lift Station
- Colfax Lift Station
- Pinhook Water Treatment Plant
- South Well Field Water Treatment Plant
- North Station Water Treatment Plant
- Olive Water Treatment Plant
- PARKS! Howard Park & Other City Parks
- Seitz Park Planning
- Coal Line Trail
- City Cemetery

37



Business Attraction, Retention & Expansion

Tax Abatements/Phase-ins

- Win-Win Incentive
- No Cost - Deferral
- Drives New Investment/Jobs
- Increases Future Tax Base

78+ Active Phase-Ins:

- >\$508 Million Private Investment
- >\$242 Million Annual Payrolls
- >4,738 New/Retained Jobs
- >1,000 Minority Employees



38



Business Attraction, Retention & Expansion

Tax Abatements/Phase-ins

2020 YTD

- 4 Tax Abatements/Phase-ins
 - \$4.2 Million Private Investment
 - 41 New and Retained Jobs

2021

- **Tax Abatements/Phase-ins will be a critical tool for Economic Development and recovery from COVID-19 impacts**
- Activates vacant land and buildings
- Key to growth in our competitive landscape for investment & jobs



39



Small Business Loan Programs

CDFI-Friendly South Bend

- \$500K seed funding launched this loan program
 - Partnered with Accion, Bankable, other CDFI's
 - Small/micro-loans for smallest businesses

Revolving Loan Fund (1)

- 4th year with an "A" rating from the EDA
- ~\$7M corpus, active loans at over a dozen firms

Revolving Loan Fund (2)

- \$7.7M EDA CARES Act Recovery Assistance Grant to make loans to coronavirus impacted small businesses in the City
- Largest Award in Indiana (of total \$16M)
- 2-year initiative to loan out entire fund
- *Budget elements reimbursed by EDA administrative funding*



40



Small Business Loan Programs



41



Façade Matching Grants

No New 2021 Funds Needed – Budget Line Redeployed to Small Business Assistance
Available on these corridors:

- Western Ave
- Lincoln Way West
- Miami
- Mishawaka
- Linden
- Portage/Elwood
- >\$900K in matching funds available

42



Small Business Assistance

- \$250K
- Recast Boost: an immersive project to assist with fixing existing policies, launching new programs, and creating new real estate potential with a special focus on small-scale manufacturing
- Improve business development support for small business/small-scale manufacturing: implement a platform to raise awareness of the tools and opportunities the City of South Bend offers



Business Licensing & Startup Support

- Implemented CityWorks online apps/renewals
- 992 Licenses in 2020 for \$111K in revenue
- Work closely with several South Bend entrepreneurial support organizations

43



Pathways Workforce Development

\$500K

85 Graduates (PC) - 267 Waiting

Programs Include:

- Commercial Driver's License
- Certified Nursing Assistant
- Basic Manufacturing Skills
- Six Sigma Green Belt
- Lean Manufacturing
- Early Childhood Care
- IT Training Programs

Partners Include:

- Purdue MEP
- Ivy Tech
- Early Childhood Alliance
- Legacy/Senior 1 Care
- Truck Driver's Institute

DuComb Center & Reentry Center



44



Pathways Workforce Development

Creating Positive Outcomes for
South Bend Residents and
Households

Average CDL Trainee:

- Hourly Wage Before = \$12.00
- Hourly Wage After = \$29.50
- An increase in annual household income from \$24,000/year to \$60,000/year



45



Key Business Development Goals: 2021

- Business Attraction
 - Business Retention
 - Business Expansion
 - Tax Abatements – Primary business incentive tool for growth
 - TIF – Focus on neighborhoods and infrastructure assistance
 - IRF – Launch and deploy \$7.7M loan program for post-COVID recovery
 - CDFI-Friendly – Support South Bend's smallest startups and businesses
 - Façade Matching Grants – enhance businesses and key corridors across SB
 - Small Business Support – Launch a new ecosystem for small business success
 - Workforce Development – Lift residents and businesses to build South Bend's success on individual and personal successes across the community
- ***South Bend Businesses and Individuals are struggling but there is help & opportunity out there...***

46



Code Enforcement

47



Accomplishments – YTD 2020

Code Enforcement

- **Strategic** - Collaborated with I&T, Council, Mayor's Office and Legal to streamline Landlord Registration online registration process
- **Strategic** - Established enforcement procedures for Landlord Registration and Vacant & Abandoned Registration
- **Baseline** - Contracted with third party to prepare the Request for Proposals for software selection – required allocating staff resources for heavy involvement in planning

Animal Resource Center

- **Strategic** - Averaged a 90% live release rate officially achieving a “No-Kill” status
- **Strategic** - Transfers to rescue increased 33% (999 animals moved out of the shelter)
- **Strategic** - Built a much larger volunteer base for enrichment of the animals

48



Goals / Plans for 2021

Code Enforcement

- **Strategic** – Effectively assess and implement Code activities/staff into a broader Neighborhoods framework within DCI
- **Baseline** - Implement software capable of addressing all types of actions (environmental, housing, zoning, Rental Safety Verification)
- **Baseline** - Transfer all existing housing and RSVP cases to new software
- **Baseline** - Update Municipal Code to reflect latest version of International Property Maintenance Code

Animal Resource Center

- **Strategic** - Seek public input from Animal Control Commission and stakeholders regarding the revised Animal Control Ordinance.
- **Strategic** - Increase our 90% live release rate to at least 95%
- **Strategic** - Rebuild our volunteer base – due to COVID-19.

49



Venues Parks & Arts

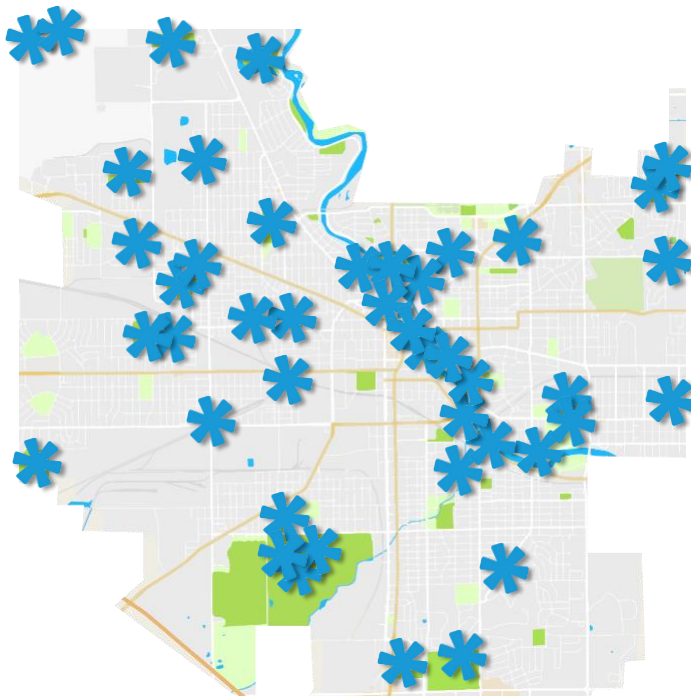
50



**By Year End
2020**
**21/31 Strategic
Initiatives
Completed**



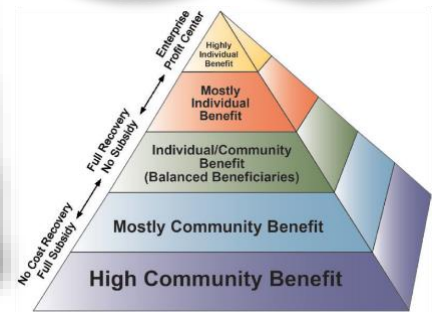
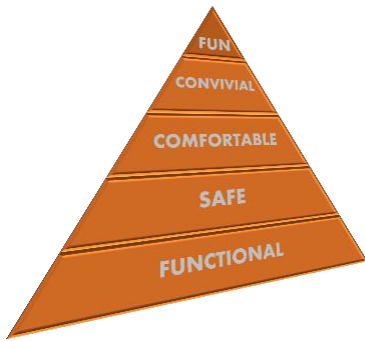
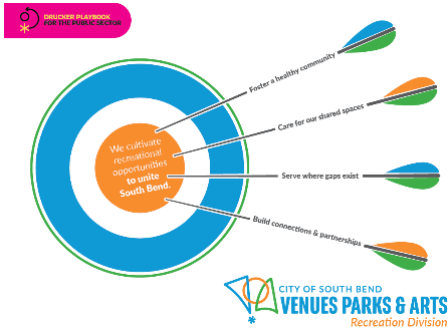
51



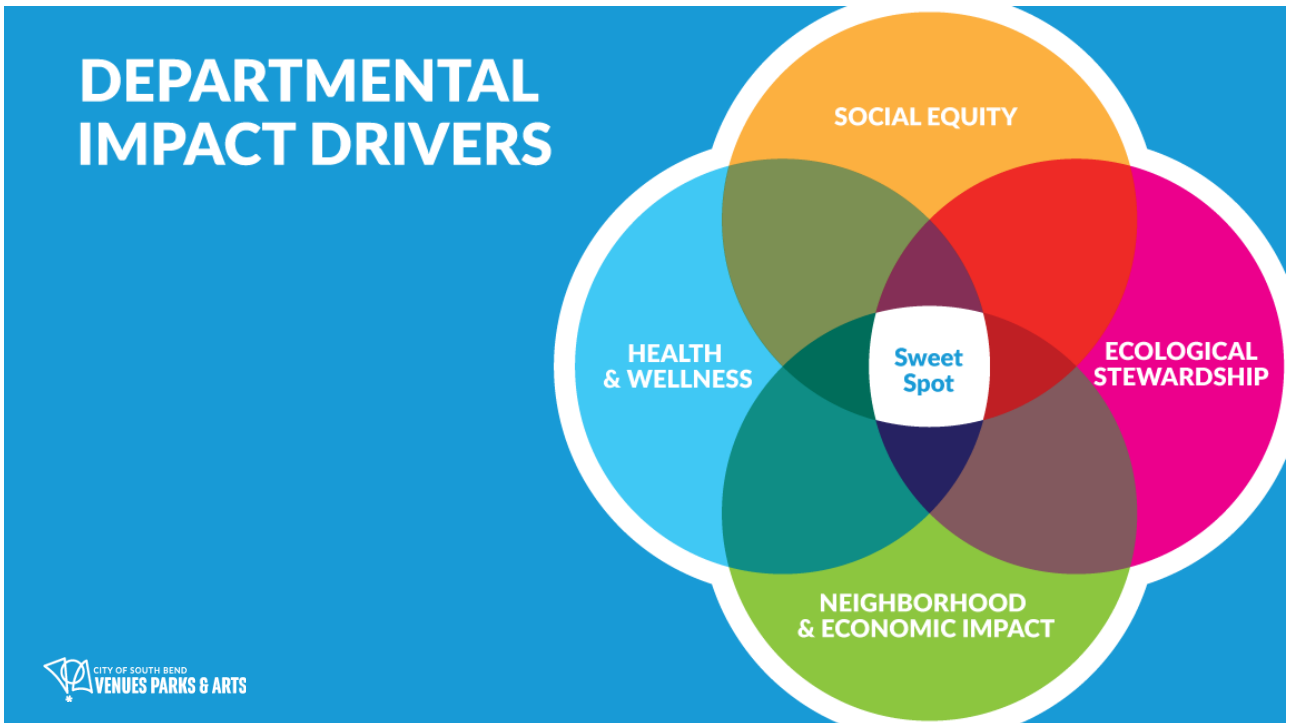
**MY
SB**
PARKS & TRAILS



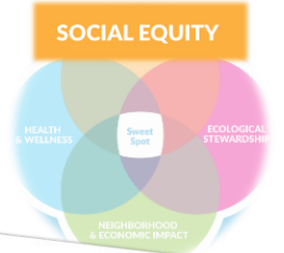
52



53



54



55



56



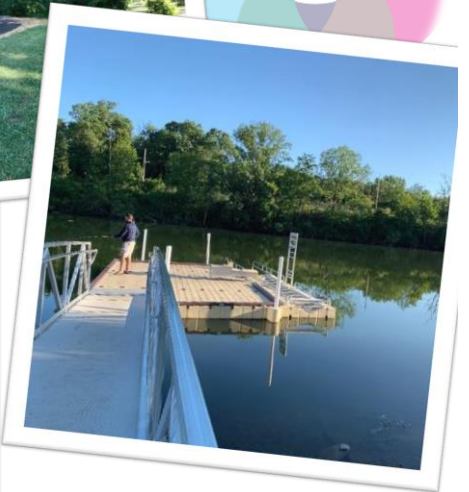
CITY OF SOUTH BEND
VENUES PARKS & ARTS

57



CITY OF SOUTH BEND
VENUES PARKS & ARTS

58





59



60



SOCIAL EQUITY



61



62

A NEW EXPERIENCE AWAITS JOIN NOW!

Over 50 Fitness Classes Weekly
Including Reebok's Les Mills Signature Classes!

A new partnership between the O'Brien Fitness Center and the YMCA of Greater Michiana combines two of our communities' greatest assets into one membership opportunity.

MEMBERS BENEFITS INCLUDE

- Unlimited Group Fitness Classes including spin, yoga, Zumba, and more
- Free O'Health
- Rock Wall, 30-Minute 1, open gym
- Personal Trainer Sessions
- Access to most YMCAs nationwide
- Discounted Engine and Fuel Coif Courses, YMCA 2nd VBA, Caries, and more
- Discounted Engine and Fuel Coif Courses, YMCA 2nd VBA, Caries, and more
- New! Locker Rooms & Facility Upgrades Coming Late 2020
- *Current O'Brien & YMCA members honored. New to either, all-inclusive membership rates starting by Fall 2020. Silver Seniors.
- *Current O'Brien & YMCA members honored. New to either, all-inclusive membership rates starting by Fall 2020. Silver Seniors.
- *Current O'Brien & YMCA members honored. New to either, all-inclusive membership rates starting by Fall 2020. Silver Seniors.

Facility
Monday 5:00 AM - 7:00 AM
Tuesday 7:00 AM - 9:00 AM

Learn more about the new O'Brien/ YMCA Partnership. Visit www.ycainc.org or become a member at www.ycainc.org. Contact Info: 521 East Walker St., South Bend, IN 46618.

A NEW EXPERIENCE AWAITS

O'BRIEN fitness center logo and the Y logo.



63

HEALTH & WELLNESS

SOCIAL EQUITY
ECOLOGICAL STEWARDSHIP
NEIGHBORHOOD & ECONOMIC IMPACT

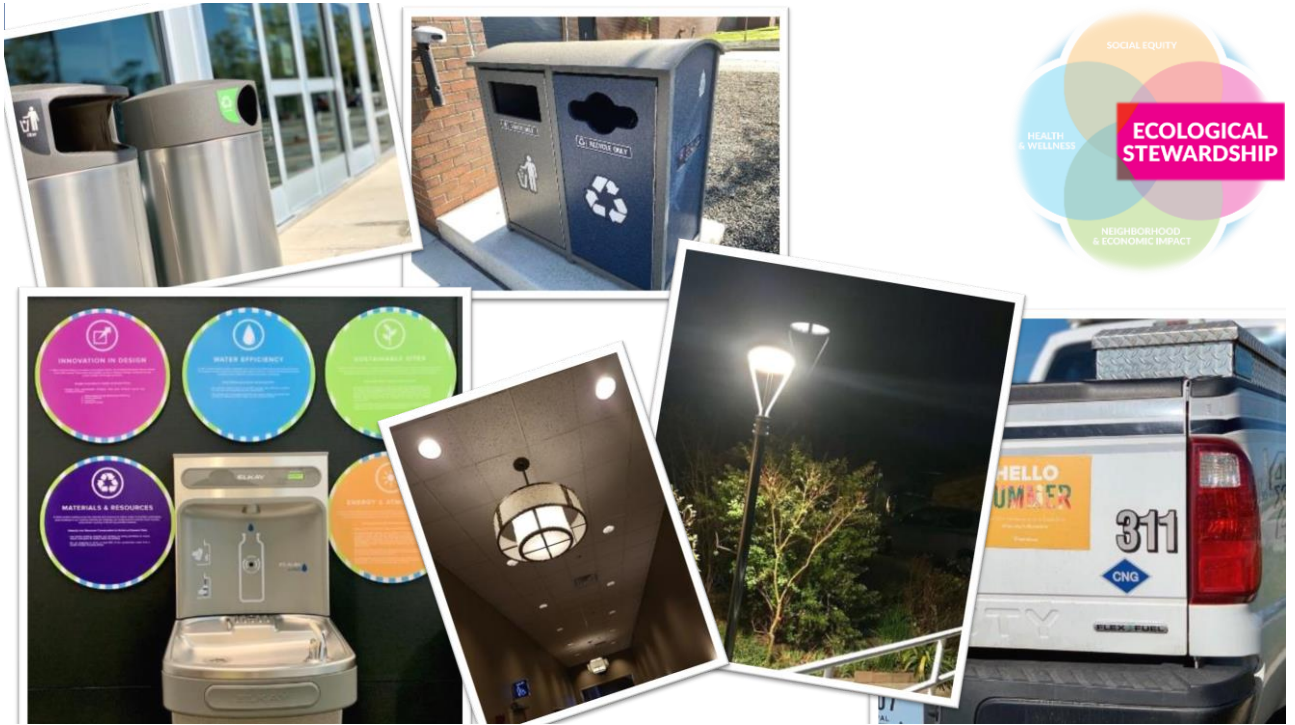
64



65



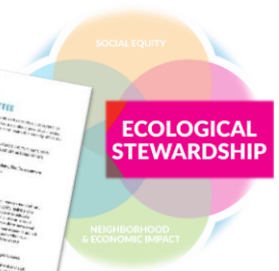
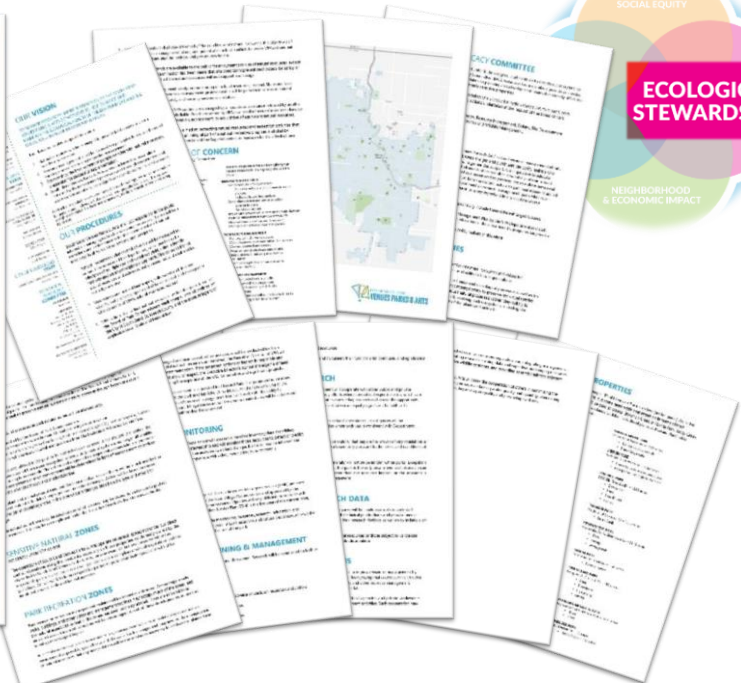
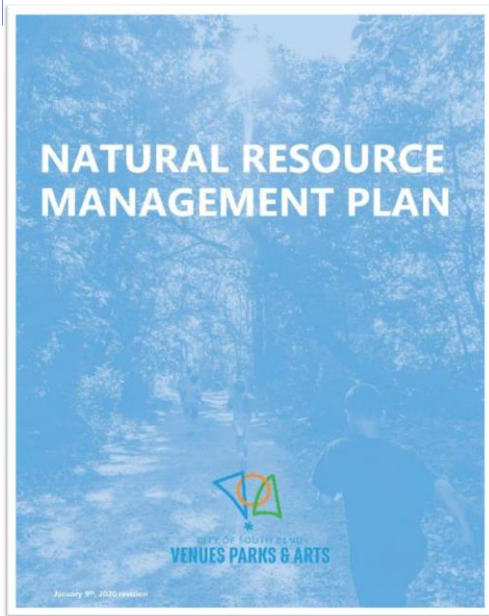
66



67



68



69



CENTURY CENTER
SOUTH BEND

Number of Events: 526
Attendance: 165,133
Net Revenue: \$191,375
Hotel Room Nights: 15,023
Economic Impact: \$11.1M
Net Promoter Score: 81.5%



Number of Shows: 91
Attendance: 97,570
Pollstar Finish: #73
Net Revenue: \$173,127
Economic Impact: \$8.2M



Number of events: 58
Net Revenue: (\$151,107)
Economic Impact: \$2.2M

2019

675 Events

\$21.5M

Economic Impact

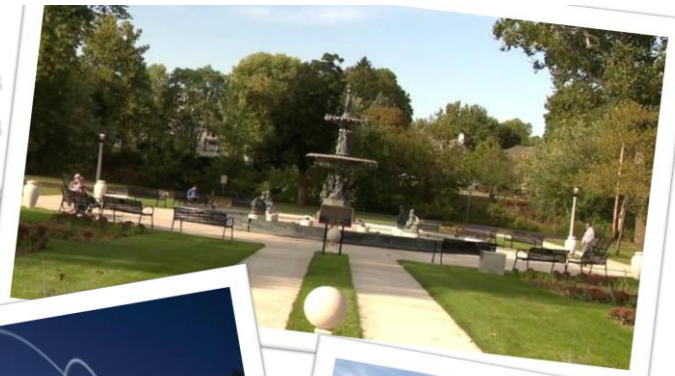
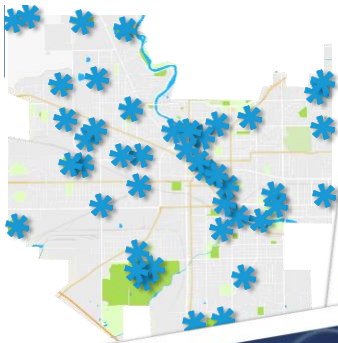
70



71



72



73



74

EXPLORE **MidwestLiving**

MIDWEST LIVING / TRAVEL / AROUND THE REGION

Travel Hot List: 5 Things We're Crushing on This Winter

Bring skates to a new park trail. Buy a personal poem written on the spot. And pour a glass of ice wine (which doesn't mean on the rocks).

1 Howard Park

South Bend, Indiana South style loop (complete with oldest park, other feature restaurant. It's all part of

Pin FB

Howard Park drawing thousands of new visitors to South Bend's East Race neighborhood

By Ed Semmler South Bend Tribune
Feb 9, 2020

Howard Park breaking attendance records just months after re-opening

by Selina Guevara, WSBT 22 Reporter | Tuesday, February 11th 2020



WSBT 22



Howard Park is already breaking its own records just months after



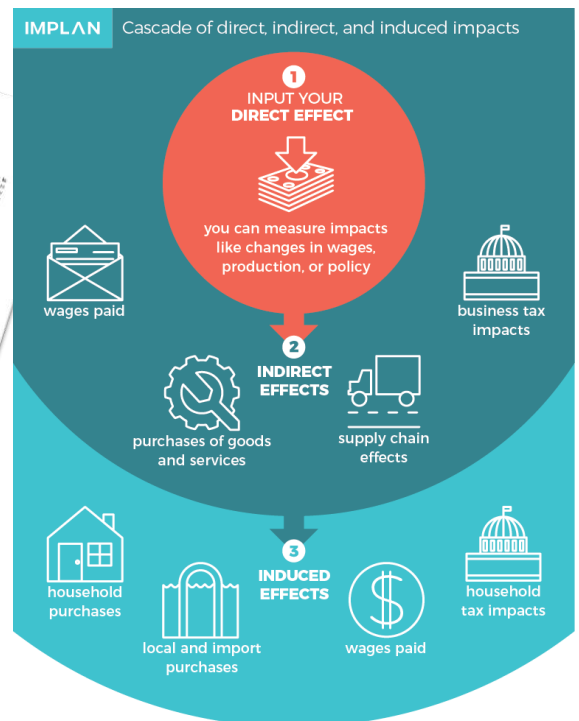
aturday in South Bend. Some nearby business owners they the recently renovation has

75

sb SOUTH BEND REGIONAL CHAMBER

\$40M City Investment

Category	2019	2020	2021	2022
Household Purchases	1,100,000	1,200,000	1,300,000	1,400,000
Local and Import Purchases	2,000,000	2,200,000	2,400,000	2,600,000
Wages Paid	3,000,000	3,300,000	3,600,000	3,900,000
Business Tax Impacts	4,000,000	4,400,000	4,800,000	5,200,000
Supply Chain Effects	5,000,000	5,500,000	6,000,000	6,500,000
Purchases of Goods and Services	6,000,000	6,600,000	7,200,000	7,800,000
Indirect Effects	7,000,000	7,700,000	8,400,000	9,100,000
Induced Effects	8,000,000	8,800,000	9,600,000	10,400,000
Total	37,100,000	40,200,000	43,300,000	46,400,000



76





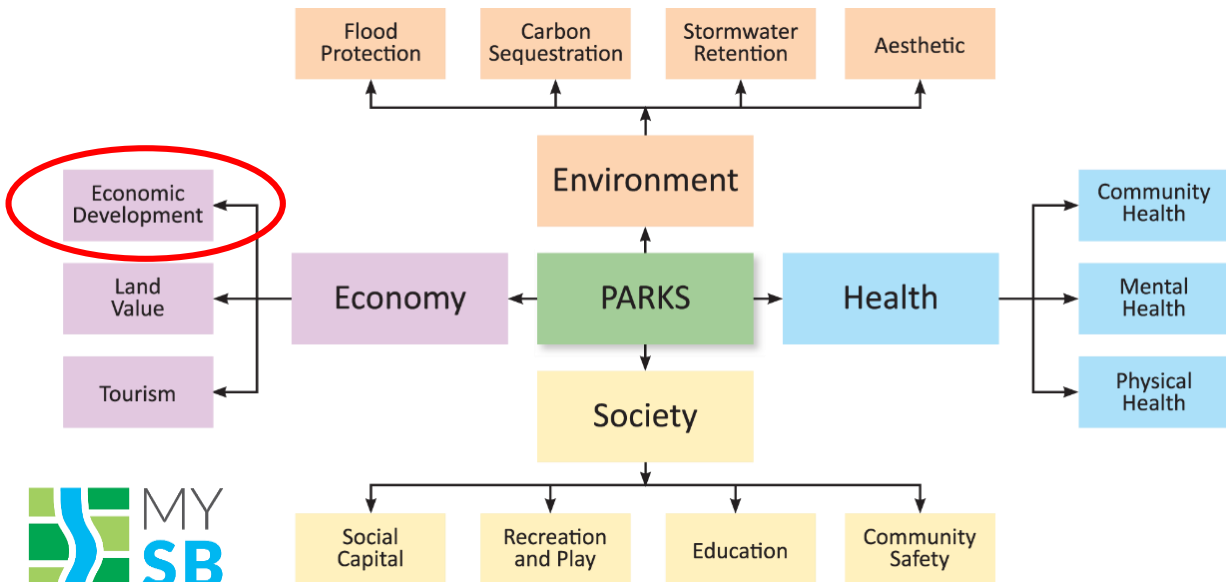
\$40M City Investment

Impact	Employment	Labor Income	Economic Value Generated
Direct Effects	837.46	\$56,690,306	\$63,062,755
Indirect Effects	118.49	\$7,325,860	\$20,362,273
Induced Effects	272.14	\$13,795,651	\$37,558,199
Total	1,228.10	\$76,311,817	\$120,983,228



77

WHY PARKS & TRAILS?



78

TABLE 1. SUMMARY OF ESTIMATED ECONOMIC BENEFITS PROVIDED BY METROPARKS TOLEDO (2018)³

Benefit category	Total
Enhanced property value	\$40,800,000
Total additional property value	\$1,130,000
Additional annual property tax	\$5,500,000
Stormwater infiltration	\$1,460,000
Air pollution removal	\$59,500,000
Tourism	\$27,500,000
Recreational use	\$12,500,000
Health care cost savings	\$28,000,000
Economic development*	\$18,000,000
Annual spending on sports, recreation, and exercise equipment by residents	
Annual sales generated by sporting-goods stores	

Metroparks provides stormwater infiltration valued at **\$5.50 million annually** and reduces pollution control costs by **\$1.46 million a year**

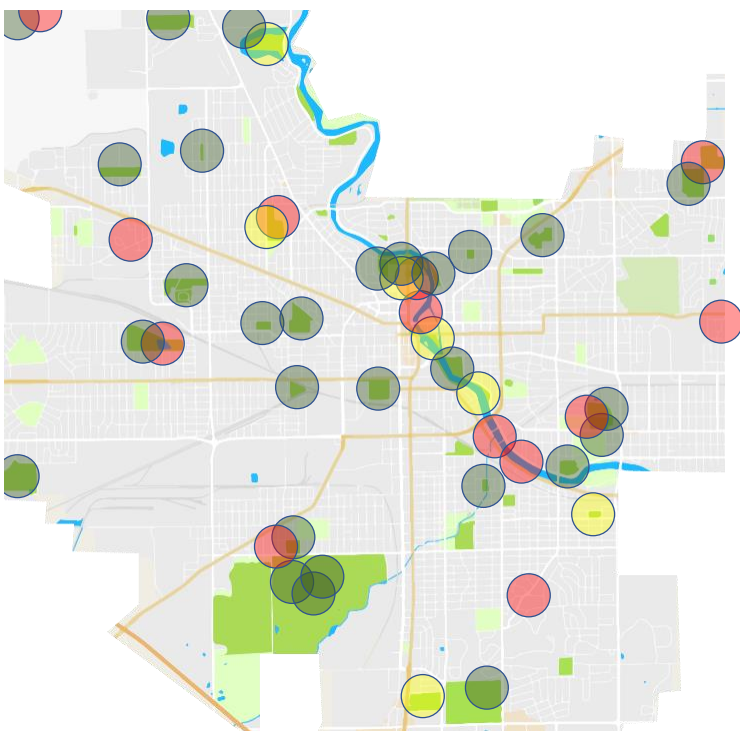
Parks and trails raise the value of nearby homes by **\$40.8 million** and increase property tax revenues by **\$1.13 million per year**

The Lucas County recreation economy supports **22 sporting-goods stores**, **80 jobs** and **\$18.0 million in sales each year**

Metroparks generates **\$59.5 million annually** in direct visitor spending

Physical activity in parks reduces health care costs. The average adult saves: **\$1,230/year**. Adults over 64: **\$2,470/year**

Residents receive a **\$27.5 million per year benefit** for recreational use of Metroparks



MAJOR CAPITAL PROJECTS

- Completed Past 3 Years
- Currently In Progress
- Planned & Proposed



By the Numbers...

1 Boomer
2.5 New Miles of Trails
18 New Playgrounds
22 New Restrooms
42 Improved Properties
88 ADA Enhancements
140+ Programs / Events
40,000+ New Plantings
100's Thousands Visitors
\$19M+ Private Dollars
\$40M City Investment
\$120M+ Economic Impact
(...and counting)

2020 / 2021

Governor Kernan Trail
Pinhook Park
Potawatomi Zoo
Randolph Park Courts
Howard Park
Muessel Grove Restroom
City Cemetery
O'Brien Center
LaSalle Park
Seitz Park
West Bank Trail
Athletic Courts
Walker Field Pavilion



81



www.MySBParksandTrails.com



82



Higher Earnings Early employment opportunities translate into higher earnings in adulthood.

Improved Graduation Rates Youth who work are more likely to graduate high school & attend college.

Financial Inclusion Youth having access to money, bank accounts, and financial management skills has dramatic impact on personal and family economic stability.

Stronger Communities Youth who work become contributors & promoters of their communities.

Decreased Youth Violence Youth who work are less likely to contribute to crime or acts of violence.

Taxpayers Save Help create productive citizens and reduce the burden of unengaged youth on society.



YOUTH JOBS | SB



Summer 2020 YTD

74 Youth Employed

45% Minority

Entrance Survey

2,217 Hours of Training

83

The Morris
PERFORMING ARTS CENTER



**Community Committee
Repairs & Maintenance
Experience Enhancements
Plaza Redevelopment
Equity in Arts
Celebration
Endowment**



84



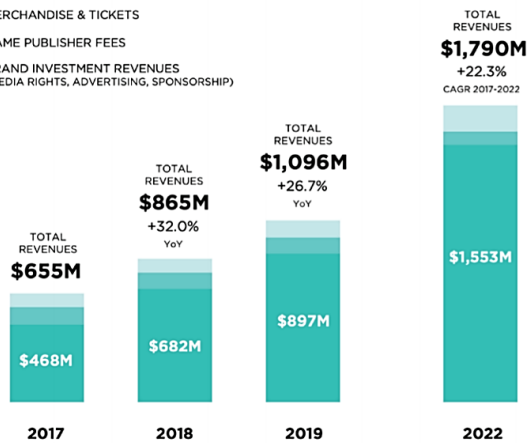
85



ESPORTS REVENUE GROWTH

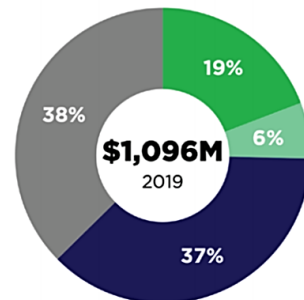
GLOBAL | FOR 2017, 2018, 2019, 2022

- MERCHANDISE & TICKETS
- GAME PUBLISHER FEES
- BRAND INVESTMENT REVENUES (MEDIA RIGHTS, ADVERTISING, SPONSORSHIP)



©Newzoo | 2019 Global Esports Market Report

North America will generate **\$409M** in 2019, or 37% of global esports revenues



● CHINA ● S.KOREA ● NAM ● REST OF WORLD

86



87

GOING ALL IN ON RECREATION FOR SOUTH BEND.

A plan to intentionally provide programming and spaces for ALL, expanding impact through collaboration



88

COMMUNITY PARTNERS

Current & Future Partners (& more...) to expand our reach & impact to their fullest potential.



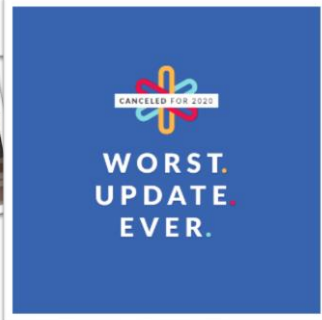
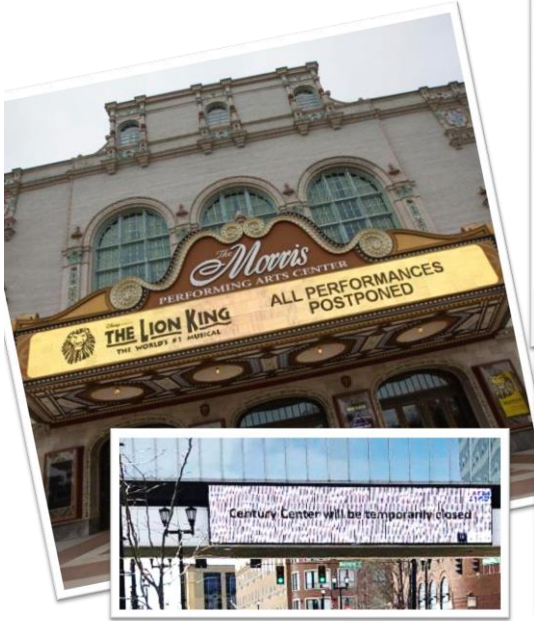
89

First Week of March...



90

Last Five Months...



South Bend Venues Parks & Arts
March 16

In adherence with the newest CDC recommendations, VPA is taking the following actions to keep our residents safe and healthy but also active and engaged:

- The Morris Performing Arts Center & Century Center remain closed. Starting Tuesday, O'Brien Fitness Center, Martin Luther King Jr Center, Charles Black Center, Rum Village Nature Center, and Howard Park Event Center will all close until further notice. All activities at those locations will be closed with exception to public meetings. Erskine Golf Course will remain open as of now.

91

Last Five Months...



92

Last Five Months...



2-1-1
AVAILABLE 24 HOURS
COMPLETELY CONFIDENTIAL

Have the stress from the pandemic changed feelings of hopelessness? Are you having issues with substance abuse? Do you need someone to talk to? Call 211. The hotline can help connect you with services or healthcare related to COVID-19, as well as mental health assistance, employment help, tax assistance, housing assistance and more.

The stress of the pandemic can cause issues with sleep, health problems, domestic violence, or addiction. If you're substance abuse, if you're dealing with problems like that, the staffers at 211 can help connect you with the right providers to help.

EMPLOYERS HIRING LOCALLY
If you're out of work and looking for available jobs, you can find more than 100 employers hiring locally through the Jobs Progress initiative at www.jobsprogress.com.

Jobs Progress
Jobs Progress is a partnership including the City of South Bend, Goodwill of Mishawaka, and other regional organizations.
On the site, you can:
Filter jobs by location, industry, and requirements.
Sign up for email updates.
Submit information about current hiring needs.

FILING FOR UNEMPLOYMENT INSURANCE
If you've been laid off or furloughed, you can apply for unemployment insurance through the State of Indiana.
Apply online at www.unemployment.in.gov or call 1-800-891-6490.
If you are self-employed or a gig economy worker who wouldn't normally be eligible for unemployment, you should still apply. You may still qualify for the new Pandemic Unemployment Assistance (PUA) established by the federal CARES Act.

REGISTRO DE ENTRADA
Número 2 | 18 de Mayo de 2020

EMPRESAS QUE CONTRATAN LOCALMENTE
Si estás buscando y buscas empleo, puedes encontrar más de 100 empresas contratando localmente a través de la iniciativa Jobs Progress en www.jobsprogress.com.

Jobs Progress
Esta es una asociación que incluye a la Ciudad de South Bend, Goodwill y otras organizaciones regionales.
En el sitio, puedes:
Filtrar trabajos por ubicación, industria y requisitos.
Inscribirte para recibir actualizaciones por correo electrónico.
Enviar información sobre las necesidades de contratación actuales.

¿SEGURO DE DESEMPLEO?
Si estás despedido o suspendido, puedes solicitar seguro de desempleo a través del Estado de Indiana.
Aplica en línea en www.unemployment.in.gov o llama al 1-800-891-6490.
Si eres trabajador independiente o un trabajador de economía gig que normalmente no calificaría para el seguro de desempleo, todavía debes aplicar. Podrías calificar para el nuevo Seguro de Desempleo Pandémico (PUA) establecido por la Ley CARES federal.



93

Last Five Months...

SOUTH BEND SIDE BY SIDE
TOGETHER WHILE WE'RE APART

INDIANA SIDE BY SIDE
TOGETHER WHILE WE'RE APART



94

Last Five Months...



95

Last Five Months...



96

