



MARCH 2019

MONTHLY REPORT

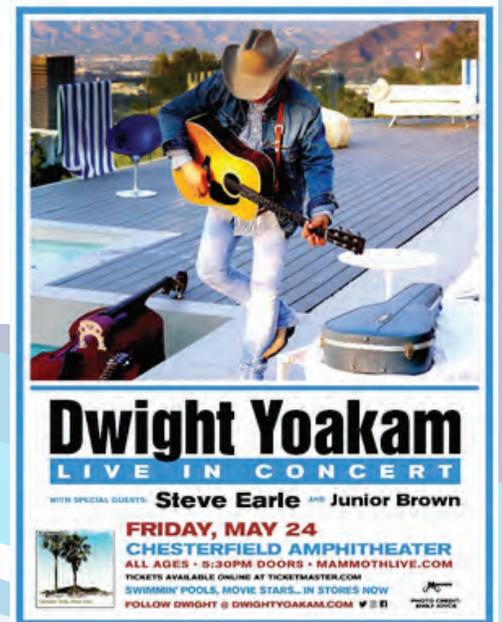
ARTS & ENTERTAINMENT

The Chesterfield Amphitheater's Sounds of Summer Concert Series was nominated for STL Mag's A-List under the category Free Music. Voting is open from March 18th – April 19th. Winners will be announced in April, featured in the July issue, and honored at the A-List party this summer. Announcements were made on our Facebook and Instagram, as well as our website. We will continue to post reminders for our followers.

On March 7th, we held an Artist's Reception in celebration of Laura Lloyd's installation at Chesterfield City Hall. In addition, we de-installed Laura Lloyd's pieces on March 28th in preparation for the next installation, featuring Justin King, Jessie Cargas, and Gabriela Toujàs.

We announced Dwight Yoakam (5/24/19) at Chesterfield Amphitheater on March 19th. Our followers were immediately excited and we sold 508 tickets in the first two hours. Tickets went on sale to the public March 22nd at 10 a.m.

We announced Muddfest 2019 (7/19/19) at Chesterfield Amphitheater March 18th, brought to us by Callis Entertainment after much anticipation from followers. Tickets went on sale to the public March 22nd.



We hosted our first event at Central Park Pavillion March 23rd, Taste of Indian Culture with Holi. The event was a tremendous success – there were many people in attendance having a great time throwing color, enjoying the food, and dancing to music. This event was covered in the St. Louis Post-Dispatch.



ARTS & ENTERTAINMENT

We were featured in an article written in the St. Louis Post-Dispatch about art in unlikely places on March 28th. Dana Degnan was interviewed for this article and spoke of the City Hall exhibit and the Sculpture on the Move! program through Creative Communities Alliance.

Chesterfield City Hall

Every three months, new art exhibitions provide visitors to Chesterfield City Hall something to think about besides taxes.

In April, work by three artists replaces the current work by Laura Lloyd. "All feature bright colors, which I was looking for for spring," says Dana Degnan, arts and entertainment specialist for the city.

She usually seeks two two-dimensional artists (paintings, etc.) and one 3D (sculptures and the like). Next month the city features Gabriela Toujás, Jessie Cargas and Justin King.

Chesterfield wants to give the artists plenty of exposure, Degnan says. "When you walk in, you see art right away."

Sometimes, a visitor will contact the artist and become a buyer. The city accepts applications from interested artists on its website. It also participates in the Creative Communities Alliance, which provides art on loan. Chesterfield has borrowed sculptures in several parks, including 11 in its Central Park. The artist usually receives \$500 a year for the work.

Every year, the alliance holds a "draft," and participating communities pick their favorite sculpture when their name is pulled. Fourteen Missouri communities are listed as members. **By Jane Henderson**

Where 690 Chesterfield Parkway, Chesterfield • **More info** 636-537-4000; chesterfield.mo.us

We announced a new festival moving to Central Park from Tower Grove Park, called Gateway Wine & Spirits Fest, put on by iHeartMedia. This event will include many selections of wine and spirits, as well as food trucks, and restaurant booths!



We have been working with several non-profit organizations to put on their annual walks. Many of these have conducted their walks at Central Park in previous years, such as Lung Cancer Connections Run. Walk. Breathe; NAMI Walk, Walk to End Lupus Now, MDA Walk, and the Walk to End Hydrocephalus. We have also been working with a few new organizations, such as AAA's Walk to End Distracted Driving and Walk & Roll to Cure FSH.



March was a busy kickoff month at the CVAC with two baseball tournaments, CBSA practices starting, beach volleyball practice, the inaugural youth soccer league, and lacrosse games/practice. It wasn't all positive as our Shamrock 5K/10K and Lil Leprechaun Run was rained out. This was very disappointing as our registered participants rose to over 520 runners despite the poor forecast. Most people came away understanding and excited about our next new run, the Stars and Stripes 5K/10K and Fun Run!

Complex Usage

Total Complex Hours 2018	826.25 hours
Total CVAC Revenue YTD 2018	\$158,094.72
Total Complex Hours 2019 YTD	901.5 hours
Total CVAC Revenue YTD 2019	\$52,864.70

*2019 Revenue does not include CBSA down payment of \$100,000, this is expected to be paid in April, it was paid early in March in 2018.

Chesterfield Youth Soccer

This month was the registration deadline for the Youth Soccer League on March 3rd. We continued to take late registrations through March 15th with the final number of participants being 102 kids. The break down of kids was the following:

- Age 3-4: 31 resident/ 17 non-resident= 48
- Age 5-6: 18 resident/ 13 non-resident= 31
- Age 7-8 boys: 2 resident/3 non-resident= 5
- Age 7-8 girls: 2 resident/4 non-resident= 6
- Age 9-10 boys/girls: 0
- Age 11-12 boys: 5 resident/1 non-resident= 6
- Age 11-12 Girls: 1 resident/ 5 non-resident= 6

The league played its first weekend games on March 23rd on B1 and B9. The second week of the league was rain out and re-scheduled for April 14th in the afternoon.





CVAC Tournaments

This March we scheduled 3 baseball tournaments despite the typical rainy and cold weather. To our excitement two of these tournaments were able to play. On March 16-17 we hosted the GMB St. Patrick's Day tournament and on March 23-24 we hosted a Game 7 Baseball tournament. Both tournaments were well attended and we were excited to get some game action in so early!

Sand Volleyball

The CVAC is the home facility for the Missouri Baptist University Women's Sand Volleyball team. We played host to two home matches in March, one on March 19 and one on March 26. This was exciting to see as a new addition to the CVAC, with Monday's adult league starting in April and a number of tournaments already scheduled for the summer it looks like we will be busy with volleyball this year!



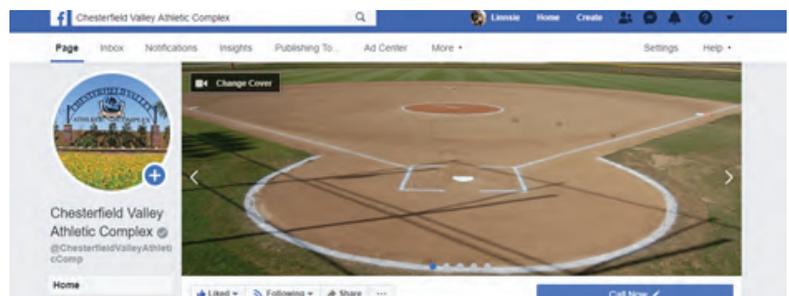
Adult Softball

Registration for Adult Softball closed on March 20. This year we have 8 teams for the coed league on Monday nights and 9 teams for the men's league on Tuesday nights. Coed is an 8 week league that has teams play one game a night and the men's league is a 6 week double header league. Coed registrations brought in \$3,270 and men's brought in \$4,995 for a total of \$8,265. The league will start on April 1 and 2.



CVAC Facebook Page

Recently we have taken over the Chesterfield Valley Athletic Complex page on Facebook. As of March 31st, the page has 488 likes and 493 followers. The month of March, we had 16 people check in to our location and we posted 6 times on the page. Our most interactive post was the complex map which had 12 likes, 1 comment and 2 shares.





Summer Camp

Enrollment for summer camp has steadily been coming in. Week 1 has 9 spots available out of the 50 kids maximum. Emails were sent out to participants informing them of the limited spots available. We recently purchased 5 Monster Murals for summer camp. Each week campers will color the murals. We are working on getting hourly schedules made up for each week. We met with Babler State Park on March 15th to discuss and plan out field trip scheduled for May 31st. We have successfully hired our Camp Director, Hannah Hood. We have offered camp counselor positions to 4 others who are currently working on paper-work.



CPRP

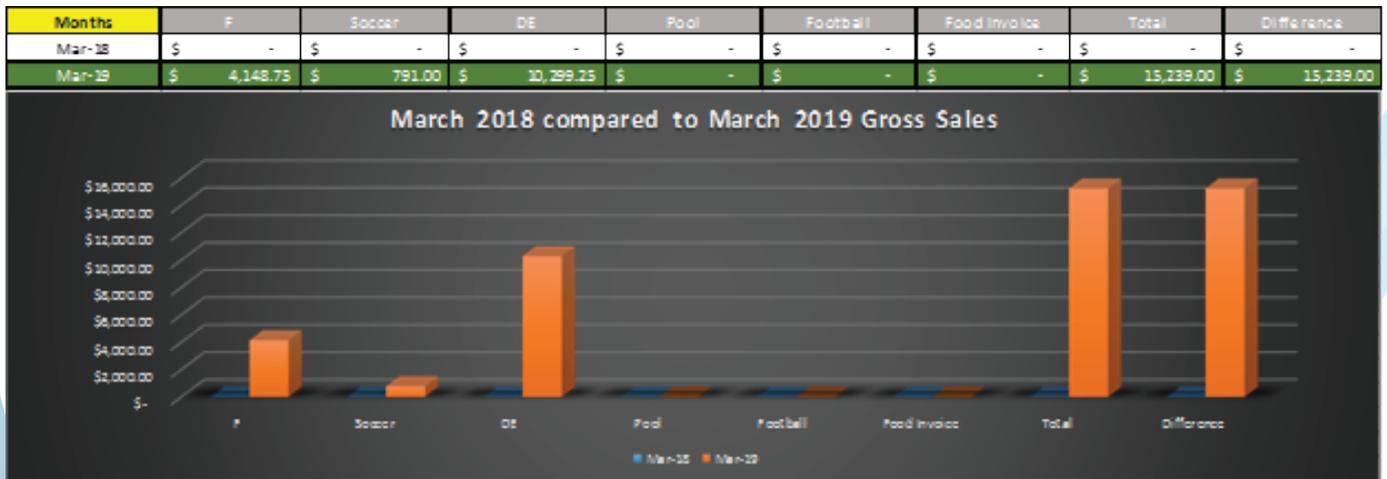
Linnsie Gebert passed her CPRP on March 2nd!

Get Active Spotlight of the Month

The Get Active Spotlight of the Month highlights an individual each month that exemplifies the Get Active standards of good sportsmanship, hard work, and leadership both on and off the field. This month Eleanor was chosen as the Spotlight of the Month. Eleanor recently was supposed to participate in the Shamrock 5K/10K Kids Fun Run held by the Chesterfield Parks, Recreation & Arts Department which was cancelled due to weather. Eleanor was so excited about receiving a medal in the run that she prepared for the race by running laps in her basement. Eleanor is a very active child and takes circus classes three times a week. Instead of running the Shamrock Fun Run Eleanor decided to run the loop around Stacy Park to receive her medal.



CONCESSIONS



March	Transactions	Customers	Net	Avg/cust.	Management	Worker	Report Totals
CVAC							
DE	1,670	1,670	\$ 10,299.25	\$ 6.17			
F	702	702	\$ 4,148.75	\$ 5.91			
Soccer	121	121	\$ 791.00	\$ 6.54			
Football							
Food Invoice							
# of shifts					16	34	50
Hours Worked					88	156.20	244.20
Wage					\$ 1,072.96	\$ 1,420.23	\$ 2,493.19
% Wage					43.04	56.96	
% wage/net sales					7.04	9.32	16.36
Total	2,493	2,493	\$ 15,239.00	\$ 6.11			
CP							
Pool	0	0	\$ -	\$ -			
total	0	0	\$ -	\$ -			
Gross Revenue	2,493	2,493	\$ 15,239.00	\$ 6.11			

During the month of March, we were able to get 2 out of the 4 baseball tournaments in and 1 week of league play in compared to last March where we were rained out the entire month. During this time, we grossed \$15,239.00 and averaged \$6.11 per customer. This was our best March since 2015, where we grossed a little over \$22,000 in sales and had 2,666 more customers during the 2015 season. We've had a great start to the season and we are looking to have an even better summer with the new items we have added to the menu and the amount of time we have concentrated on giving staff extra training, during the slower months of March and April.

AQUATICS

- Management Team Hired.
- Leisure Pool leak found. (Please see picture below)
- First Lifeguard Training was successful - 6 Trained lifeguards.
- 2 Recreation Interns Hired.
- Attending Chesterfield Police Highschool Ambassador meeting to talk about summer Job opportunities.
- Staffed Summer Hiring Table at Wildwood Community College
- Completed a partnership with Monarch Fire Department for O2 Tanks and First Aid Supplies.
- Introducing a New pool program "Splash Ball" – Water Polo played in the shallow end of the pool.
- Pre – Bid Meeting for Lazy River Painting was held.
- Working on all Aquatic Manuals.



WE'RE RECRUITING

JOIN OUR TEAM!

TRAINING PROVIDED

PART-TIME HEAD LIFEGUARDS	PART-TIME LIFEGUARDS	PART-TIME POOL MANAGERS
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HOW DO YOU APPLY?

APPLY IN PERSON AT CITY HALL
(690 CHESTERFIELD PARKWAY WEST) OR
ONLINE AT CHESTERFIELD.MO.US

636.812.9500
KSNIDER@CHESTERFIELD.MO.US

The poster is blue and yellow with a lightning bolt graphic. It includes the City of Chesterfield Recreation logo in the top left corner.

◇ OLDER ADULTS

On March 12th, LOAP took a trip to the Sheldon Concert Hall for their Coffee Concert. They were entertained by The Wee Heavies. Their music is influenced by the Celtic traditions, this cappella quartet presented an eclectic mix of songs from traditional to the modern. After the concert they enjoyed a chick dinner at Hodak's Restaurant. The final stop of the day was at the newly remodeled Soldiers' Memorial Military Museum.



At the LOAP meeting on March 11th, we had a bag pipe performer followed by the St Pat's luncheon.



At the March 25th meeting Elvis was in the building!

On March 12, An educational program was held at the Council Chambers – Assisted Living Communities – Insider Tips. A panel of Assisted living professionals were in attendance. We had 30 people in attendance for this program.

Oasis has been holding Tai Chi for the Month of March on Mondays and Wednesdays in the Council Chambers.

Men's Roundtable met March 4 & 18.



◇ CCE

For the Compost bins from the St Louis County Grant, we have had 336 requested, 236 paid for and 224 picked up. As we get more into spring, we should see the remainder of the bins spoken for.

◇ DOG PARK

We have 275 dog park tags so far for the 2019 season.

◇ COMMUNITY GARDEN

The Community Garden plot have all been filled for the 2019 season. 53 plots at the Eberwein Garden and 44 garden plots for the Parkway Garden.

MARKETING

NEWSLETTERS

- Chesterfield Spring Citizen Newsletter
- Chesterfield Spring Guide

SIGNAGE/BANNERS/SIGNS/BROCHURES

- Flyers
- Bulletin boards

ADVERTISING

- Outfront Media for 2019
- West Newsmagazine for 2019
- StlToday Digital for 2019
- Entercom
- Chamber of Commerce
- Metro Bus

- Explore STL
- Charter
- Kids Out and About
- CGI Communications

MARKETING & PROMOTION (FLYERS, CALENDARS, APP, ETC.)

- Meeting with CGI
- Chesterfield Business Expo
- Macy's business Expo
- Chesterfield night at the Ambush game
- Orientation with Explore St. Louis
- City Jobs
- Parks Master Plan
- Earth Day
- Summer Camp
- Chesterfield Amp events
- Senior Sizzler, Older Adult events, Senior Seminars
- Send all events to event calendars (Out and About, About STL, etc)

EMAIL/MAIL

- Get Active/Friends of the Park eblast (2)
- Friends of the Park subscriptions and mailers (1)
- Older Adult News & Events eblast (2) and mailers (100)
- Youth Recreation eblast (2)
- Adding registrations to Friends of the Park/Amphitheater/
Youth Rec/Running/VHP list

WEBSITES/APP

- City of Chesterfield website updates, images, text, and calendar
- Chesterfield Amphitheater website updates, events
- Parks App updates, images, text, and calendar

SOCIAL MEDIA (CITY/PARKS/AMP)

- Daily posts to Facebook, Twitter and Instagram, as well as events, messenger



MARCH PROJECT LIST

Area 1

- Added infield mix and laser leveled all ball fields
- Installed drainage on the third base side of E3
- Graded out the sand volleyball courts
- Added another level to the borders on the volleyball courts on the east side
- Mulched beds around CVAC
- Installed new ad signs to the back stops
- Edged infield lips in D quad
- Aerified the lips in D quad and rolled them



Area 2

- Prepped and painted maintenance area at Central Park
- Stump grinded remaining stumps in Central Park
- Cutback cattails around the lake in Central Park
- Exposed the leaking water lines at the pool
- Added rock to the Riparian trail
- Started up the water to all buildings in Central Park
- Power washed all walkways in Central Park
- Started up the Veterans Honor Park fountain
- Poured concrete in place of removed pavers on concourse entrance in Amphitheater
- Assembled the pergola in Amphitheater
- Parkway Garden
- Added garden mix to plots in Parkway Garden
- Tested all hoses/reels in Parkway Garden
- Fixed torn netting in Parkway Garden
- Raked mulch in walkways in Parkway Garden



MARCH PROJECT LIST

Area 3

- Repaired maintenance gate at Eberwein community garden
- Drain repair in retention areas at Eberwein
- Seeded/ aerated inside the dog park
- Put turf blankets down inside the dog park
- Put wildflower seed in natives areas at Eberwein
- Make repairs to picnic tables at Eberwein
- Added gabion around the trail at Eberwein
- Made trail repairs at Eberwein
- Added garden mix to Eberwein community garden beds



Area 4

- ROW's
 - Pre-emerge beds
 - Pre-emerge/fert. Turf
 - Seed Olive median
 - Spray 141 quads
- CITY HALL
 - Pre-emerge beds
 - Pre-emerge/fert turf
 - Clean up around fountain
 - Begin new bed around vault
- MAINT. BUILDING
 - Pre-emerge beds
 - Pre-emerge/fert. Turf
 - Redo parking lot beds
- DIERBERG PARK
 - Pre-emerge beds
 - Pre-emerge/fert. Turf
 - Clean fountain
- RIVERS EDGE
 - Monitor rising water
 - Storm clean up



Did You Know -

Crews spent over 1,000 hours on special projects in March!

PHOTO OF THE MONTH



No games today!