



# OCTOBER 2019

MONTHLY REPORT

# OLDER ADULTS

## Jefferson Barracks Trip

It was a beautiful day for the tour of Jefferson Barracks. We started off the tour looking through the Laborers Houses, the Stable and of course the gift shop. We then toured the Powder Magazine Museum, the Old Ordnance Room Museum, and the Civil War Museum. All of the museums were very interesting and full of history. As we drove through the Cemetery property, our step-on guide pointed out the various buildings and explained the history of the Jefferson Barracks. Lunch was at Tucker's South, with the final destination at Ted Drews.

## Golden Lunch Bunch

The Golden Lunch Bunch met at Spiro's on October 16 for lunch. We had 24 seniors that had a great time, with no complaints about the food or the service! I had one lady come in by herself and I knew I hadn't seen her before so I welcomed her and told her I would seat her with a table of friendly women. So I took her to a table that had two ladies I knew. At the end of the lunch I went to the table to check on her and she said I was right the two women were very welcoming and they were all sharing their contact information with each other – in fact, two of the ladies learned that they lived in the same condo complex. I guess that is what is making this program successful, they are seated at tables of four to ten people and they are able to talk with each other in a relaxed atmosphere. Some bring friends, some come alone, and all seem to be welcoming and enjoy getting to know each other.

## LOAP

LOAP Halloween Party was on October 21. Oh My Gosh Josh from Circus Kaput juggled with KNIVES! Quite a performance was enjoyed by the seniors before enjoying lunch and playing bingo.

## Halloween Bingo

Halloween Bingo was sponsored by the Chesterfield Villas and Delmar Gardens of Chesterfield. Bingo was called and great prizes were won by the lucky players! There was a costume contest and this lady was the winner of the contest! After bingo was called, everyone enjoyed pizza, soft drinks and cookies.

## Senior Shuffle

For our October Senior Shuffle, we toured Delmar Gardens Garden Villas. We had a great tour of this facility and then were treated to an outstanding meal prepared specifically for us by the Chef. There was a lucky winner of a gift basket provided by Garden Villas.



# OLDER ADULTS

Ageing Mastery Program continues on Tuesdays. This 10-week program presented by Oasis teaches our Seniors on a new topic each week. October classes were Community Engagement, Sleep, Healthy Eating & Hydration, and Advanced Planning. Specialists in each of the areas lead open discussions on each of the topics.

Topgolf has been well received each month by happy linksters!

We finished off the outdoor Pickleball season with 36 seniors learning to play with Callahan Pickleball Academy's expert instruction. One of the instructors attended our clinics last year, and now has become an instructor for Callahan Pickleball Academy! She's been a great inspiration to others on the court.



Tai Chi continues on Mondays and Thursdays.

Men's Roundtable continues on the 1st and 3rd Monday of the month.

Gateway Metal Detecting Club taught our group how to find metal treasures. With the Club's help, many coins, metal tab tops and various other objects were found on our outdoor fields.

Medicare-Learn to Speak the Language attracted a large group for two separate seminars. Senior Insurance Concepts help attendees learn the specifics of Medicare in a relaxed and open setting. We have been holding these seminars for several years during October and November and they continue to be well attended.

Our Chesterfield Cycling Club did not ride due to weather on October 7, but we ventured to Route 66 State Park on October 21 and followed the trails and roads into Eureka to view their Scarecrow Competitors along the way. A little dampness on the roads, didn't stop this group from riding through what was once know as Times Beach! (a few many be glowing at night, however).

St. Louis Genealogical Society presented Starting The Hunt For Your Ancestors in Council Chambers. The Society provided many options to help in the search for everyone's family tree.

### St. Louis Softball Showcase

The annual Softball Showcase events were hosted at CVAC October 18-20 and 25-27.

The first weekend was a little smaller with 81 teams, the second weekend was the biggest to date with 165 teams, 156 of them being from out of state. The first weekend ran smoothly and without any complications, the second weekend was more complicated with Saturday as a complete rainout and 7 out of 16 fields playing partially on Sunday. While the rain played havoc on this tournament again the overall feeling from the tournament and teams was positive and they came away very happy with the CVAC field crew.



### GMB Tourney

Greater Midwest Baseball hosted two tournaments in October, with the second weekend expanding to 12 fields. Both of these weekends were pleasant surprises and we hope to continue to help GMB grow these into larger tournaments.

### Ascension

Ascension continued to play out their schedule in October. Ascension completed league play in October and will wrap up the season with the city county playoffs in early November.



### YMCA Soccer

YMCA utilized the fields this fall for their soccer and flag football leagues. Both leagues finished on October 20.

### Adult Men's Soccer

Adult Men's Soccer played through October on Sunday mornings.





**Mio Guzman**  
28 reviews · 3 photos  
★★★★☆ 2 weeks ago  
Nice softball fields

 Like



**Sheri DiVirgilio**  
★★★★★ 2 weeks ago



**Christopher Redman**  
Local Guide · 41 reviews  
★★★★☆ 3 weeks ago



**Joseph Peyton**  
7 reviews  
★★★★★ 3 weeks ago

via Google

### Miracle Field

The Catch 22 Miracle League finished up their 2019 season the last week of October and utilized the Miracle Field on Mondays, Wednesdays, and Saturdays. This is a relationship we have been building on and we look forward to working with them again in 2020.

The Special School District of St. Louis County came out October 2 and 9 for their Special Olympics Intramural Competition. St. Louis Arc also came out on October 4 for a community softball event.

### Chesterfield Youth Soccer League

The league finished its first fall season on October 19th. The league did not have any rainouts or make up games. The kids were given medals their last game of the season. The fall season had 127 participants. We were able to have a total of 13 teams.



### CVAC REVENUE

October 2018 - \$353,297.13

October 2019 - \$328,866

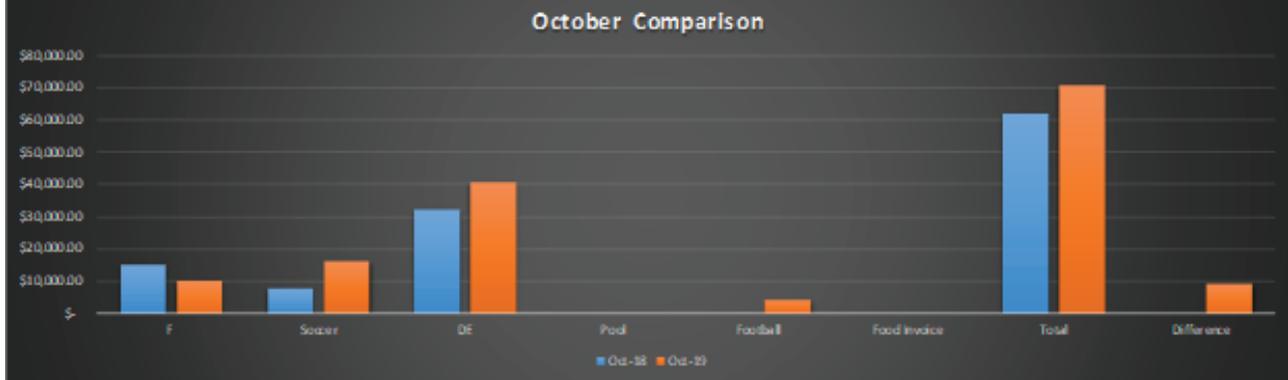
Revenue numbers are low due to rainouts, however we anticipate a spike with season ending invoices going out in November.





# CONCESSIONS

Month	F	Soccer	DE	Pool	Football	Food Invoice	Total	Difference
Oct 18	\$ 15,206.00	\$ 7,571.50	\$ 31,997.00	\$ -	\$ -	\$ -	\$ 61,821.25	
Oct 19	\$ 10,152.50	\$ 16,083.75	\$ 40,643.00	\$ -	\$ 4,038.25	\$ -	\$ 70,917.50	\$ 9,096.25



October	Transactions	Customers	Net	Avg/cust.	Management	Worker	Report Totals
CVAC							
DE	6,233	6,233	\$ 40,643.00	\$ 6.52			
F	1,960	1,960	\$ 10,152.50	\$ 5.18			
Soccer	2,628	2,628	\$ 16,083.75	\$ 6.12			
Football	690	690	\$ 4,038.25	\$ 5.85			
Food Invoice							
# of shifts					74	76	150
Hours Worked					392.20	399.30	791.50
Wage					\$ 4,667.86	\$ 3,604.76	\$ 8,272.62
% Wage					56.43	43.57	
% wage/net sales					6.58	5.08	11.67
<b>Total</b>	<b>11,511</b>	<b>11,511</b>	<b>\$ 70,917.50</b>	<b>\$ 6.16</b>			
CP							
Pool	0	0	\$ -	\$ -			
<b>Gross Revenue</b>	<b>11,511</b>	<b>11,511</b>	<b>\$ 70,917.50</b>	<b>\$ 6.16</b>			

YTD total	Transactions	Customers	Net	Avg/cust.	Management	Worker	Report Totals
CVAC							
DE	50,059	50,059	\$ 348,968.50	\$ 6.97			
F	25,227	25,227	\$ 151,452.25	\$ 6.00			
Soccer	20,298	20,298	\$ 140,786.75	\$ 6.94			
Football	1,489	1,489	\$ 9,076.50	\$ 6.10			
Food Invoice							
# of shifts					825	1,143	1,968
Hours Worked					5,562.90	6,720.00	12,282.90
Wage					\$ 49,857.59	\$ 51,392.79	\$ 101,250.38
% Wage					49.24	50.76	
% wage/net sales					7.67	7.9	15.58
<b>Total</b>	<b>97,073</b>	<b>97,073</b>	<b>\$ 650,284.00</b>	<b>\$ 6.77</b>			
CP							
Pool	9,679	9,679	\$ 55,013.50	\$ 5.68			
<b>Gross Revenue</b>	<b>106,752</b>	<b>106,752</b>	<b>\$ 705,297.50</b>	<b>\$ 6.61</b>			

The revenue for the month of October is up by \$9,096.25 compared to last October. Even with all of the rainouts during the second exposure tournament (1.5 days) and the additional missed opportunities with the GMB tournaments, we are only behind by \$5,029.25 for the year. With this deficit in hand, we are hoping to make that number up with SLYSA and Ascension soccer games, that will be playing until November 23.

# ARTS & ENTERTAINMENT

10-1 - The Chesterfield Police Department hosted National Night Out on Veterans Place Dr. The event went on without a hitch, though participation was less than expected.

10-1 - The newest art exhibit went up at Chesterfield at City Hall. The exhibit features a husband and wife team, Carol and Donald Horstman. This exhibit consists of all abstract 2D and 3D art. Carol and Donald will close out the exhibit for this year.



Donald Horstman



Carol Horstman

On 10/5 the first Walk to End Distracted Driving took place at Central Park Pavilion. The event was very well planned, especially being its first year.

10/5 - Country Music Awards New Artist of the Year Nominee Cody Johnson with support from Riley Green and The Steel Woods sold out the Chesterfield Amphitheater! 3,210 people purchased tickets and gathered to enjoy a beautiful night with awesome music. We made the decision to have security perform "pre-checks" from 4-6 pm in order to help attendees get into the venue faster, which worked very well. We also placed bar and food vendors outside the gate in the plaza area, which our attendees loved and took full advantage of. This crowd was so excited to see Cody and the bartenders made several comments that this was the most polite and nicest crowd we had ever had at the amphitheater.



THE BLENDER

## Cody Johnson sells out Chesterfield Amphitheater

By Kevin C. Johnson St. Louis Post-Dispatch Oct 4, 2019



# ARTS & ENTERTAINMENT

On 10/5 our part-timer, Brad Morley, worked his last concert with us. Brad was a huge help to us this summer and we hope he has a successful last semester at Mizzou! Thank you Brad!



10/6 was KSHE "Klassic" Car Show. This event was very well thought out with only a few minor hitches here and there. But, we were able to work with the station and create solutions. Attendance, registered classic cars, and walk-up registered cars were much more than expected, but everyone had a good time.

10/19 - Walk to End Hydrocephalus took place at Central Park Pavilion. The organization deemed the event a success.

In addition, Eat and Treat hosted by 105.7 The Point and First Community Credit Union took place 10/19. This is the 3rd annual Eat and Treat hosted by The Point's morning show, The Rizzuto Show. Families and fans of the show gathered for some delicious food, fun activities, and awesome entertainment – including amateur wrestling, DJ-ing by Tony Patrico, and Moon Valjean's band, The Teenage Dirtbags! There was also a magician performing in the plaza outside the amphitheater all day, as well as many other vendors with activities for all ages. This event went incredibly well and The Point raised over \$18,000 to Kids Rock Cancer, a charity that helps children cope with cancer diagnosis through music therapy.





## AQUATICS/RECREATION

- Aquatic Center lines were blown out and winterized
- Leak in lap pool sup was repaired – waiting until early spring to test
- Loungers were put away
- Winter maintenance list was compiled and approved
- Paint loss noticed on lazy river and slides – currently being researched by the paint company
- Fortnerf Battle Royale Event preparations began



Lines being blown out



## EBERWEIN DOG PARK

We currently have 479 dog park members. December we will start selling the 2020 tags with the updated price of \$45 plus offering to non-residents (\$65) (max of 100).

# MARKETING

## OCTOBER SPECIFIC - MONTHLY RESPONSIBILITIES

### NEWSLETTER/GUIDE

- Uploaded the Newsletter and Guide on ISSUU and chesterfield.mo.us

### SIGNAGE/BANNERS/SIGNS/BROCHURES

- CVAC proposal
- Candy Cane Dash/Candy Cane Hunt Banners
- Older Adult Monthly mailer calendar
- Turkey Trot, Candy Cane Dash, Candy Cane Hunt, Fortnerf Battle Royale Posters
- Recycles Day signage

Active Older Adults

Email - OlderAdult@chesterfield.mo.us  
Call - 636.612.2000

NOVEMBER 2019

									1	2
										9 a.m. Recycles Day Chesterfield Mail
	3	4	5	6	7	8	9			
		9 a.m. Men's Roundtable 9:15 a.m. Tai Chi 10 a.m. Side Side								
	10	11	12	13	14	15	16			
		10 a.m. LDAP Meeting (Chesterfield lunch)	8:30 a.m. Topgolf For Seniors 10 a.m. Aging Mastery		10 a.m. Senior Shuffle 12 p.m. Dining Requirements					
	17	18	19	20	21	22	23			
		9 a.m. Men's Roundtable 9:15 a.m. Tai Chi	10 a.m.-12n Aging Mastery	11:30 a.m. Golden Lunch Bunch Game (Guns'N')	8:15 a.m. Tai Chi					
	24	25	26	27	28	29	30			
		10 a.m. LDAP Meeting 9:15 a.m. Tai Chi			8:30 a.m. Turkey Trot 5K/ Fun Run Happy Thanksgiving!					

### PAID ADVERTISING

- West Newsmagazine for 2019
- StlToday Digital for 2019
- Outfront Digital Billboard
- St. Louis Kids Out and About
- Chamber of Commerce billboard
- Charter Spectrum
- Senior Resource Guide



### SPECIALIZED EVENT MARKETING & PROMOTION

- City of Chesterfield Health and Wellness Fair Emcee
- Flyers for Tai Chi, Beware of your Medication, Candlelight Dinner, Fortnerf Battle Royale
- Marketing meeting with social media aides
- Video editing with CGI
- Senior Calendar with West Newsmagazine
- School Giveaway Packages
- Video for Turkey Trot
- Video for Candy Cane Dash



# MARKETING

## RECURRING MONTHLY RESPONSIBILITIES

### SIGNAGE/BANNERS/SIGNS/BROCHURES

- Flyers
- Bulletin boards

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

- City Jobs
- Photography and Video footage of parks, events, etc.
- CVAC events
- 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

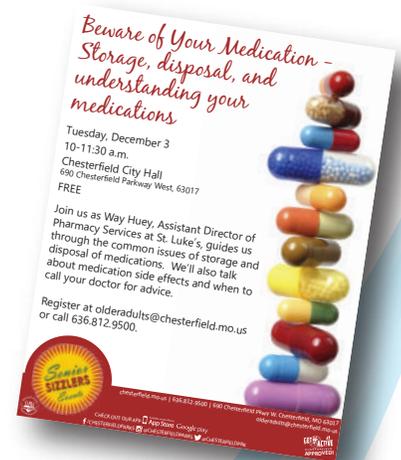
- City of Chesterfield website updates, images, text, and calendar
- Chesterfield Amphitheater website updates, events
- Parks App updates, images, text, and calendar
- Maintain Google Business site for Parks, CVAC, and CFAC
- Maintain Yelp Business site for Parks, CVAC, and CFAC

### SOCIAL MEDIA (CITY/PARKS/AMP)

- Daily posts to Facebook, Twitter and Instagram, as well as events, messenger
- Instagram for Parks, CFAC, and CVAC, Twitter for Parks, Facebook for Parks, CVAC, CFAC, Central Park, Eberwein Park, Central Park, River's Edge Park

### OTHER

- Monthly Parks Report



# OCTOBER PROJECT LIST

## Area 1

- Leveled off infields and added infield mix
- Did some sodding of some bad spots on soccer fields and in D quad
- Sprayed grass coming up in C2 infield
- Repaired irrigation leaks
- Added mound clay to the batter's boxes and pitching areas
- Trimmed up the trees in the main CVAC parking.
- Power washed all the bases
- Cleaned up inside the dugouts shoveled dirt back into the field
- Over seeded all soccer fields and out of play areas
- Top dressed all fields
- Repaired soccer goal boxes



## Area 2

### Central Park

- Power washed and cleanup from the Pedal event
- Removed dead trees and trimmed shrubs in front of the pool house
- Graded and added sod to the Awakening area
- Aerated and over seeded the turf areas
- Winterized irrigation and VHP fountain
- Power washed the Awakening sculpture



### Amphitheater

- Power washed walks and staircases
- Helped setup and cleanup for the Cody Johnson concert
- Removed and stored all bike racks/barricades
- Setup and cleanup for the health fair
- Applied sealer to walks, paver, and stage
- Aerated and over seeded the turf areas
- Winterized the irrigation
- Installed more irrigation head to the lower terraces



### Parkway Garden

- Winterized the water lines



### Training

- Winter Warmup: snow duty procedures and operations

### Parkway Medians

- Aerated and over seeded the turf
- Removed annuals
- Wrapped the deer prone trees with burlap





# OCTOBER PROJECT LIST

## Area 3

- Pumped out and raked the retention basins at CVAC
- Mowed the area behind Lowes
- Continued repairing the water feature inside the dog park
- Winterized and repaired irrigation on ROW and Eberwein
- Cut back the Liriope on Clarkson medians
- Cut down dead trees at Eberwein
- Removed damaged boards from community garden fence

## Area 4

### Dierberg Park

- Weekly mowing
- Blowing out irrigation
- Clean up of annual beds

### Event Grounds

- Hauling rock out

### Rivers Edge

- Clearing and chipping from flood damage
- Road repair

### ROW's

- Clean up from traffic damage
- Blowout irrigation systems
- Irrigation repair
- Equipment assembly

### Levee Trail North

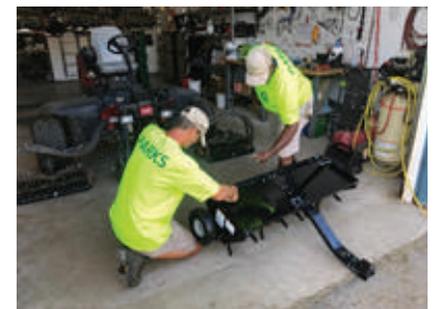
- Clean up graffiti

### City Hall

- Lake applications
- Shrub trimming
- Blow out irrigation system

### Shooting Range

- Reseed grass areas from flood waters



# PHOTO OF THE MONTH



**New safety surfacing installed around the Awakening**