

APRIL 2020

MONTHLY REPORT



ARTS & ENTERTAINMENT

This is a difficult time in the Arts & Entertainment industry and a lot of unknowns still remain. I have been on the phone with many of my peers locally and around the country trying to gain a greater understanding of how to navigate through this pandemic for entertainment venues. In a lot of cases, the artists are taking the decisions out of our hands by canceling their tours for the 2020 season. If social distancing is required, we're unsure how viable our events will be, however we are doing our best to be prepared. We have 10 ticketed concerts that have yet to be announced and not sure of their status, however we are doing our best to work with the bands/agents and find alternate dates, if need be, even if that means 2021. All of our partners, NPB(security), Keystone(ticket-takers/bar staff), Regency(cleaning crew), and our food vendors have been kept up to date and prepared to help us with all of our needs.

Cancelled - Lung Cancer Walk, NAMI Walk, Lupus Walk, iHeart Radio Wine Event

Cancelled – Dark Star Orchestra ticketed concert and refunded all tickets.

Tentatively rescheduled – Chase Rice/Lauren Alaina, Rock out for Hunger.

Cancelled – Tupelo Honey, the first concert of the Sounds of Summer.

Cancelled – Chesterfield Jazz Fest.

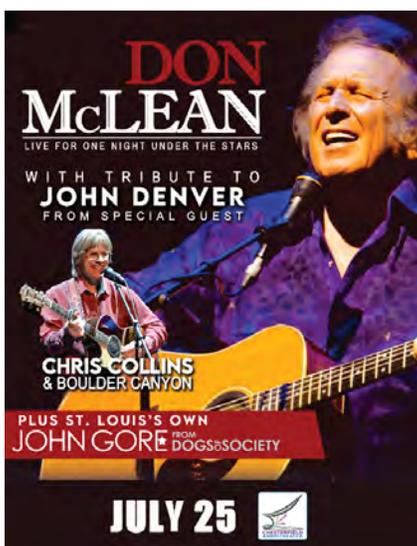
Cancelled – Movies under the Stars.

Postponed – Don McLean ticket sales.

Booked a new 2-day festival by an outside promoter, which will be called Chesterfield Music and Arts Festival. The event will consist of an Art show, music, food, etc. on Labor Day Weekend.

Placed calendar holds for potential concerts in the fall.

Busy with lots of phone calls, emails, and researching facility policies/procedures for possible reopening.



SPORTS AND WELLNESS

April was not busy in regards to usage and programs, however there was plenty still going on. Tournament users are still reserving fields, maintenance did a lot of work making the CVAC look good for when we do re-open, and some new programs were started. While this is a disappointing time for many, we are working hard to be ready for when we do open up!

CVAC

The CVAC is looking great thanks to our hard working staff. The fields are in great shape, the turf project on F quad was close to being complete, and the A fields are coming along nicely. While users are not currently allowed to play, we have continued to work with groups including CBSA, SLYSA, and many tournament groups in adding to our schedule. We look forward to hopefully be operating at full speed when we get going.



Virtual Yoga

Virtual Yoga is a new program offered on our Facebook page every Saturday morning at 9am. We have partnered with Offbeat Yoga to provide videos every morning going through a routine that will let them stretch and breath the stress away. This program will go through June, at that time we hopefully can offer in person Yoga at Central Park with our Yoga in the Park program.

Virtual Summer Run Challenge

Even though we can't host our annual Stars and Stripes 5K/10K we are still able to get out and run! The Virtual Summer Run Challenge is from June 1-July 31. Registrants register for the distance they are going to run, then complete the run on a street, park, or on a treadmill, then post their time. All participants receive a medal and shirt. This program is in partnership with Big River Running.

Tournaments

While every plan is tentative at this time, we have continued to work to keep the CVAC busy for when we are able to open. Reaching out to tournament providers and CBSA is important during a time like this, and we are excited for the opportunity to provide a safe and fun environment for kids to play sports. Youth leagues and national tournaments are currently on the schedule for June, July and early August, with more to come we hope. While we anticipate a little hesitation initially from parents, we do expect people to come back and play.

Summer Camp and Youth Soccer

In April summer camp and youth soccer registrations came to a standstill as people were waiting on decisions from camp providers.

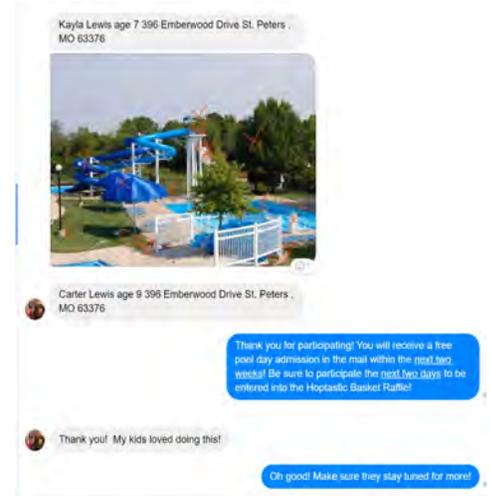
CONCESSIONS

- 1) Assisted with pool cleaning and prep work.
- 2) Assisted with maintenance at Central Park.
- 3) Researched Food and Health Code regulations due to Covid – 19.
- 4) Updating staff about the season.
- 5) Developing a new cleaning procedure and hygiene procedure.
- 6) Researching and thinking of new and additional programs for the fall.
- 7) Researching and requesting bids for mask, gloves and thermometers.
- 8) Finalizing staffing needs dependent on what level and when we open.
- 9) Checking on Concession stand freezers, refrigerators, walk in coolers and monitoring temperatures for the ones that have food in them. Have moved items to the freezer that can be frozen.
- 10) Finalizing preventative maintenance checks with appropriate companies.
- 11) Discussing with vendors on availability of food, when we will hopefully open and the monthly update for the season.
- 12) Researching local cities to see how they are handling the COVID -19 pandemic.
- 13) Constant check on servsafe website to see if any changes have been made to cleaning and sanitizing protocols.
- 14) Cancelled All Star Sewage for June 12th and will reschedule at a later date.
- 15) Condensed menu options that we will be ordering once we do open.
- 16) Developed new staffing needs per stands.

AQUATICS AND RECREATION

Recreation

- Virtual Easter Egg Hunt
 - a. Total numbers of families that participated - 82 Families
 - b. Total number of families all 3 days – 29 Families
- Webinars and Zoom Calls attended
- Planned programming while social distancing
- 3 MPRA Aquatic Section Meetings
- Lifeguard Authority Facebook
- Lifeguard Authority SGE Medical Director Staff
- NRPA Aquatic Virtual Programming and In-service
- NRPA Growth and Leadership
- Midwest Aquatics Meeting
- SLAP meeting
- IAPPA- CEO from EA talking about the future of Aquatics and Lifeguarding



Aquatics

- Re-pressure tested the Endless River
- Lap Pool grates gaps fixed
- Lap Pool Dive Shoots replaced
- Lap and lazy river painted - warranty work
- Endless River power washed
- Leisure pool cleaned out, power washed, and patching complete
- Splash pad flooring has been completely removed
- ADA Audits completed on CFAC
- April Lifeguard Training was cancelled
- Completed ADA Audits for Central Park and Veterans Honor Park
- Guidelines were set up for pool opening with COVID-19
- Reviewing new and updated Lifeguard Training guidelines in response to COVID-19

OLDER ADULTS

Older Adult e-blasts were sent out bi-weekly to 981 recipients. There were also 22 letters mailed to residents without access to the internet.

MARKETING

RECURRING MONTHLY RESPONSIBILITIES

SIGNAGE/BANNERS/SIGNS/BROCHURES

- 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



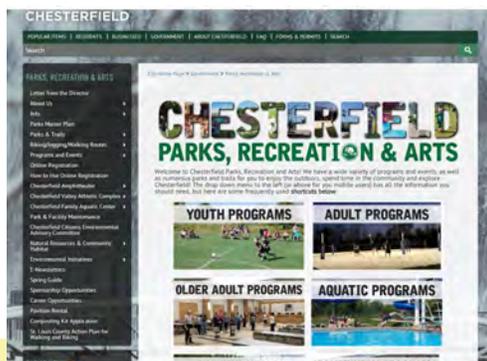
APRIL SPECIFIC - MONTHLY RESPONSIBILITIES

PAID ADVERTISING

- STL Kids Out and About

SPECIALIZED EVENT MARKETING & PROMOTION

- Weekly Census conference call
- Daily Virtual Recreation Challenge on Parks facebook
- Ran Virtual Egg Hunt
- Food Drive marketing
- Prepped for Summer Citizen Issue



MARCH PROJECT LIST

Park Maintenance has been busy maintaining the grounds for the month of April despite the new normal. Staff has operated out of different areas; and seven staff have continued to be furloughed.

Fertilizing, mowing and general spring prep have been the norm. We have continued to keep all restrooms, playgrounds and CVAC closed to the public. Parks continue to be very busy with patrons.

The install of turf on the F quad infields at CVAC has made substantial progress.

With the help of PW, the Entertainment plaza at the Amphitheater has been completed.

- CVAC Maintenance
- Rights of Ways Maintenance
- Central Park Maintenance
- Garden Prep
- Rivers Edge Maintenance
- City Hall Maintenance

