

AUGUST 2020

MONTHLY REPORT



ARTS & ENTERTAINMENT

Working with promoters on booking/rescheduling ticketed events to 2021.

Navigating events for this year and next with agents, partners, and promoters.

Developing new event ideas.

Communication with potential sponsors.

Updates to website and social media platforms.

Busy with refunds, phone calls, emails, and social media responses to our patrons, partners, promoters, and agents.



SPORTS AND WELLNESS

Chesterfield Valley Athletic Complex

August was another disappointing month as the CVAC was unable to host user groups due to Covid. Ascension Soccer cancelled their annual soccer tournament and practices and CBSA delayed the start of their season until at least September. We are in communication with the St. Louis County Health Department and are in discussions to have a plan approved to open for practice rentals in September.

Yoga in the Park

Session 2 for Yoga in the Park continued through August. Every Saturday morning at 9 a.m. the group meets at Central Park for 50 minutes of socially distant, outdoor yoga. This is led by Offbeat Yoga.

Looking Forward

As fall approaches we are working on ways to engage with residents while staying in compliance with public health orders. We are confident we will get the CVAC open for some kind of usage, even if limited. Though we are limited in 2020, we have started looking forward to 2021. Tournament weekends are already being reserved, including a week long national softball showcase. CBSA is excited to get started and is making plans for offering additional tournaments. We are reaching out to other organizations in regards to partnerships, along with continuing to stay in contact with our current users.



RECREATION

CONCESSIONS

No activity so did not open month of August.

OLDER ADULTS

Started scheduling programs and advertising for September and October.

We are working with the Chesterfield Senior Resource Team on some networking events. September 1 and September 24. Great way to meet potential sponsors for various programs and events. Through this we were able to get a free membership for Help Me Susan which is a website geared towards seniors to find things they are looking for as well as for businesses to network.

Senior Programs are being held outside under pavilion as follows:

Drive Thru Dinner Kit - September 17

Drive Thru Senior Sampler (Trunk or Treat style) – October 8

Talk In The Park:

In Home Care – September 22 and Using Technology to Ease Pandemic Struggles – October 20

OMG- I'm Turning 65- October 6 and October 8

Environmental Series:

Gardening for the Birds – September 29 and Journey of Transformation – October 13

ADMINISTRATION

Pavilion Rentals – 8 rentals in August.

DOG PARK

We have 311 Resident Members and 11 Non-Resident Members of the dog park.

CCE

We scheduled the recycling event for November 7. Paper and E-Cycle only at Central Park.

YOUTH

Moving forward with the Youth Archery class on October 3. We have 6 signed up so far. Anticipate the class being full – with 12.

Started promoting and advertising the Candy Cane Hunt on December 5.

CAPRA

Working on SCORP standards and Risk Management Plan as we get ready for the 2022 Capra Re-accreditation.

MARKETING

RECURRING MONTHLY RESPONSIBILITIES

SIGNAGE/BANNERS/SIGNS/BROCHURES

- Update bulletin boards

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

- Hiring on social media (if applicable)
- Photography and video footage of parks, events, etc. as needed
- 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



AUGUST SPECIFIC - MONTHLY RESPONSIBILITIES

PAID ADVERTISING

- STL Kids Out and About ad

SPECIALIZED EVENT MARKETING & PROMOTION

- Weekly Census conference call
- Created Fall/Winter Citizen layout
- Edited Fall/Winter Citizen
- Logan Park sign mock-up
- Fall MPRA Magazine submissions
- Flyers, FB Events, and all social media photos created for:

- Drive Thru Senior Sampler
- Environmental Speaker Series
- Candy Cane Hunt
- OMG I'm turning 65
- Talk in the Park

- Updated Yoga flyer and events
- Updated Youth Archery flyer and events
- Website news items:
 - Eberwein Trail closing
 - Monarch Levee Trail closing
- Work on Communications Policy

CHESTERFIELD Citizen
A QUARTERLY PUBLICATION OF THE CITY OF CHESTERFIELD
CHESTERFIELD.MO.US | 636.537.4000 | FALL/WINTER 2020

Ward 3 gets brand new Logan Park

Logan University has partnered with the City of Chesterfield Parks, Recreation & Arts to lease land for a city park on Logan's campus along Schoettler Road. This is the first and only park in Ward 3. A 4-acre parcel of land near the south campus entrance, provided by Logan, will be developed and maintained by Chesterfield Parks, Recreation & Arts. The park, which will be called Logan Park, will include a small, ADA-accessible playground with rubberized surface and multiple structures, native educational garden, and small pavilion with restroom facilities. On-site parking will also be available.

The park will be built in phases, pending funding. Chesterfield Parks, Recreation & Arts is currently seeking grant money from the St. Louis County Municipal Park Grant Commission to cover a portion of the cost. Thomas McCarthy, CPRP, Director of Parks, Recreation & Arts for Chesterfield, says he would like to start construction in mid-2021, if funding is approved through the Municipal Parks Grant Commission, with the goal of having some amenities open by the end of 2021.

"Developing a park in Ward 3 of Chesterfield is something that was in our new Parks & Recreation Master Plan, which was just completed in 2019, and has been much desired by the residents of our city," McCarthy said. "The fact that Logan stepped up to the plate to help the community fulfill this dream is extremely exciting, and we are thrilled to work with them. Logan University President Clay McDonald, DC, MBA, JD said this kind of partnership embodies the institution's values of teamwork and commitment to positive community relationships. "We look forward to sharing this amenity with our students and employees and being part of such a wonderful, supportive community."

For updates on Logan Park, follow @ChesterfieldParks on Facebook, Twitter and Instagram or sign up for bi-weekly emails at <https://www.chesterfield.mo.us/newsletters.html>.

Safety Town
Chesterfield PD introduces first-ever virtual Safety Town

Due to the Covid-19 pandemic, the Chesterfield Police Department made the difficult decision to cancel this year's classroom version of Safety Town. Instead, they are offering a brand-new Safety Town Virtual Learning Program.

Safety Town is one of the department's most popular programs. It is a nationally recognized preschool safety program which teaches 4-6 year olds about a wide variety of safety issues, including police/911, fire safety, animal safety, crossing the street, bicycle safety, car safety, pool/water safety, school bus safety, playground safety, poisons and stranger danger.

Safety Town Virtual Learning can be found on the Chesterfield Police Department's website at: [chesterfield.mo.us/safety-town-virtual-learning.html](https://www.chesterfield.mo.us/safety-town-virtual-learning.html). On that page you will find links for each of the safety topics.

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PARKS MAINTENANCE

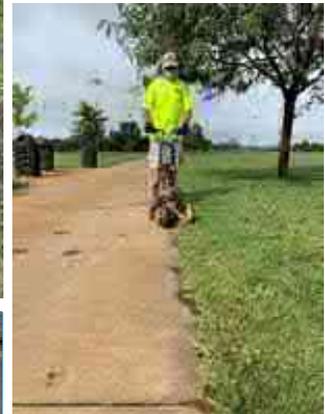
AUGUST PROJECT LIST

Park Maintenance has been busy maintaining the grounds for the month of August continuing to operate in the new normal. Staff has operated out of different areas. All Maintenance Workers are back, but we have three open Facility Attendant positions. Parks continue to be very busy with patrons.

Wetland Trails Maintenance



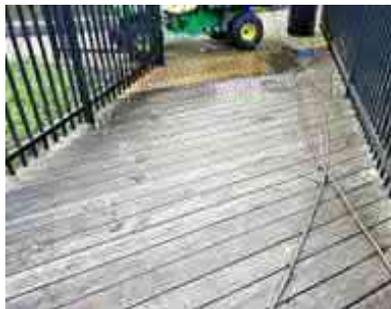
CVAC Maintenance



Parks Maintenance and Administration Building



Central Park Maintenance



Rights of Ways Maintenance



PARKS MAINTENANCE

AUGUST PROJECT LIST

Eberwein Maintenance



River's Edge Maintenance



Logan Park Maintenance



Police Shooting Range Maintenance



City Hall Maintenance



PHOTO OF THE MONTH



The sun still shines through the fog!