

CHESTERFIELD PARKS, RECREATION & ARTS



2022 JUNE MONTHLY REPORT



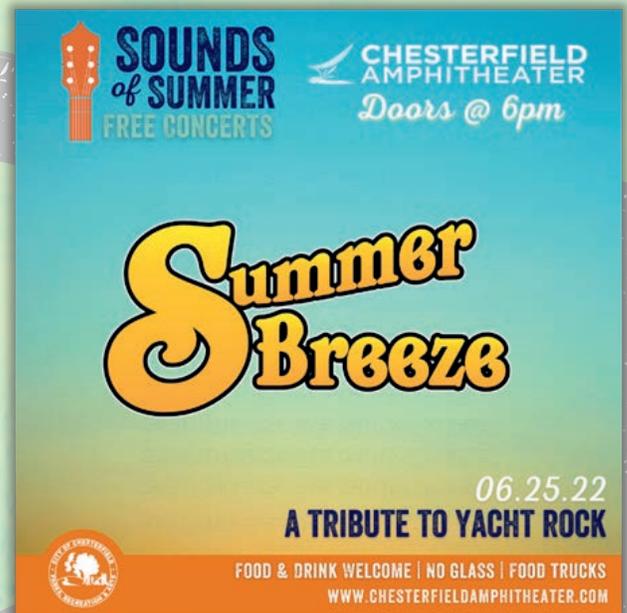
ARTS AND ENTERTAINMENT

Entertainment:

On June 1st the Chesterfield Amphitheater's season officially began with the Chesterfield Premium Jazz Series featuring Dave Weckl, Tom Kennedy, Bob Francescini, Stu Mindeman, Bach to the Future, and Ptah Williams. It was the perfect evening for over 300 guests to enjoy live jazz music from talented musicians.

The Sounds of Summer Concert Series began on June 18th with Queens Blvd. and the Hamilton Band. The event was a success as over 2,000 guests packed #TheChAmp to hear their favorite rock 'n roll hits and celebrate the highly anticipated return of the Sounds of Summer Concert Series.

The second Sounds of Summer concert took place on June 25th and featured artists Summer Breeze and Gus Page. The show timeline was moved up 15 minutes to ensure the show was over and guests were gone before the storms hit later in the night.



ARTS AND ENTERTAINMENT

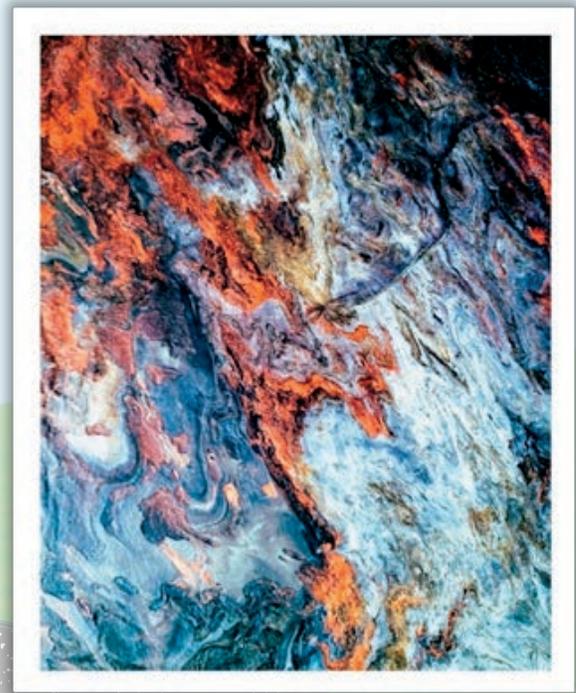
Arts:

June was the final month of the April-June art exhibit at City Hall. This exhibit featured artwork from Sukanya Mani and students from Barat Academy under Ms. Angela Lamb. The deinstallation of this exhibit is scheduled for July 7th.

The July-September exhibit will be installed on July 7th and July 8th and feature work from artist Jessa Feltes and photographer Barbara Marshall.



Egyptian Lotus Water Lily
By: Barbara Marshall



Granite
By: Jessa Feltes

If you would like to view the current Art Exhibit Brochure, please visit <https://www.chesterfield.mo.us/art-exhibit-at-city-hall.html>

SPORTS AND WELLNESS

June was another successful month for CVAC! CVAC hosted 5 baseball/softball tournaments, 3 volleyball tournaments and an ultimate frisbee tournament. CBSA, SLYSA, Marquette and MO Bap also continued to host games and practices at the athletic complex.

Baseball/Softball - CBSA

CBSA played games through the entire month of June. Their season was originally scheduled to end in the middle of June, but due to all the rainouts this year they will be finishing up in the second week of July.



Baseball/Softball - Tournaments

CVAC hosted 5 baseball/softball tournaments in June; CBSA hosted a baseball tournament June 3-5, Perfect Game hosted a baseball tournament June 10-12 and June 17-19, St. Louis Softball Showcase hosted a softball tournament June 17-19 and GMB hosted a baseball tournament June 24-26. Archway Volleyball hosted 3 sand volleyball tournaments June 4, June 11-12 and June 19.

Ultimate Frisbee

St. Louis Ultimate Association also hosted an Ultimate Frisbee tournament June 18-19.

Overall, CVAC had a total of 1,509.25 hours used for tournaments in June.



SPORTS AND WELLNESS

Miracle Field:

In the month of June, the Miracle Field saw consistent usage by The Miracle League, Special Olympics, and MO Wiff. We also continued to host birthday parties for some of our patrons. There were a few days where some of our users canceled due to the high temperatures coupled with some of our users' special needs, however, usage by all groups will continue into the coming months.



Soccer/SLYSA:

SLYSA games continued through the first week of June, with games on Tuesdays, Wednesdays and Thursday nights. This is the end of the Spring Season for SLYSA, but this fall SLYSA will be back out at the complex! We are very grateful for SLYSA's partnership to utilize our soccer fields during both spring and fall seasons!

Miscellaneous Users:

In the month of June, we saw a decrease in the number of field request for practices as the spring season was coming to an end. This did lead however to an influx of request for the next 2 months as teams book their tryouts, camps, and practices in anticipation of the coming fall season.

We have also had multiple soccer users rent this month including; Greg Peer Adult Soccer Leagues, White Star, Ultimate Frisbee, Souvik Biswas, as well as other groups!

NFL – MOKAN Flag Football:

The flag football league is doing great at CVAC! They currently are in their summer League that goes all summer through September with them coming out Saturdays to CVAC! Each week kids come and learn the basics of flag football, and perform drills that help them improve!

SPORTS AND WELLNESS

Summer Camp:

At the beginning of the summer, we were struggling to get staffing for our camp. For week 1 and 2, we had help from other CVAC staff along with the Camp Supervisor and Camp Director – all filling in to help be camp counselors. We are very grateful to have such willing staff to help out! During week 2 we were able to hire more staff, and since then we have the full summer scheduled appropriately!! Camp has been going very well, the kids are having a blast, doing crafts, playing at the playground, going fishing, going on hikes throughout Central Park, taking trips to the library, going on Field Trips each week (Faust Park, Serengeti Steve Show, Bowlero, St. Louis Zoo, Bubble Bus), and mostly loving going to the Chesterfield Family Aquatic Center each day. We are very fortunate to be able to partner with the pool to allow us to come each day of camp! The kids love pool time! Numbers have been at 34 for week one, 57 week 2, 45 week 3, 49 week 4, and lastly 45 for week 5. We have made a profit and are keeping budget costs/expenses down as well! We are looking forward to the rest of the summer!



Volleyball:

Missouri Baptist Volleyball: Mo Bap hosts practices at weekdays at CVAC! We love partnering with local schools to host their games/practices.

Archway Sports:

Archway Sports had three tournaments as well as hosting leagues with practices for their leagues.

Archway is our point of contact by many other Volleyball groups that come to CVAC Monday's through Friday's, including Rockwood/Parkway, Frassatti League, as well as other groups! We are thrilled to have our volleyball courts used this summer for many different organizations!

SPORTS AND WELLNESS

Adult Spring Softball:

After a number of early rainouts, we completed our Spring Softball session June 21st. While numbers have been down all across the area, we were happy to run a successful Men's and COED league. Coordination with the umpires went very well and we instituted for the first-time evaluations for the umpires to fill out on each team on game nights. This proved to be a helpful tool for us to keep track of how the participants were conducting themselves as we are not always able to be at the games to observe them ourselves, as well as to open another line of communication between us and the umpires. As always, our participants had a great time and we had no issues regarding team conduct.



Stars and Stripes 5K/10K and Fun Run:

Programming for the Fourth Annual Stars and Stripes Run has been going well! We are anticipating 250 runners/walkers for the 5K, 10K, and Kids Fun Run! The run will be Monday, July 4, with the 5K/10K starting at 8:30am and the Fun Run starting at 10am. We are very excited to put this run back on at CVAC with a fun course and new logo for this year!

Concessions:

With kids being done with high school in June, we were able to get more staffing this month. This allowed us to open more stands for CBSA during the week and to fully staff stands during tournaments throughout the weekends. Classic Red Hots continues to operate F stand Friday-Sunday which has helped offset some of our concession costs.

Complex Usage:

- CVAC Field Rental/Program Revenue 2022 YTD – \$280,124.51
- Total Complex hours 2022 YTD – 12,223.5
- Total Complex Revenue 2022 YTD - \$534,134.79 (Includes Field Rental, Programs and Concessions)
- CVAC Estimated Economic Impact through April - \$1,410,575.96

RECREATION - OLDER ADULTS

June 7 – Senior Panel Discussion – Senior Living Communities 101

Discussion was held on the topic for individuals who want or need to move to a senior living community. Individuals discovered the different types of senior living options and how to pick the best community for their current and future needs. Our attendance was 9 participants.

June 9 – Veteran Peer support group

Adam McBride with Veterans Community Project spoke about the project going on downtown with the Veterans tiny homes as well as support system available. 8 people were in attendance.

June 21- Staying Healthy Mentally

Renee Pyatt, MA, CMC from Care Choice Management lead our presentation. Our attendance was six participants.

June 27 – Stretch and Strengthening Exercise Class

Logan University sponsored a stretch and strength class to teach our seniors various exercise for mobility. We had 17 in attendance. Logan University is offering 2 more classes in July.

June 28 - Recipes from the Heart

16 seniors attended this seminar led by a St. Luke's Hospital Registered Dietician to introduce people how to navigate heart healthy nutrition. Blood screening were also offered as well as sampling of foods.



Bingos at the Community Center

The June 8th Bingo was sponsored by Aetna. We had an attendance of 65 seniors.

June 22nd Bingo was sponsored by Ted, Trust Senior Advisors and we had 101 older adults in attendance.



RECREATION - OLDER ADULTS

Golden Lunch Bunch

For the month of June, this group went to Joey B's for lunch. We had 16 in attendance. Everyone had a great lunch and enjoyed making new friends



Bridge

Cards can be heard shuffling while Bridge is being played! This bridge group meets on Tuesdays at the Community Center.



Pickleball Clinics

Pickleball Clinics were held on June 7, 16, 28 for day clinics and June 16 an evening clinic.

June - 4 classes advertised - 131 rsvp

2 classes canceled due to the heat.

72 people participated in the other 2 classes.

RECREATION PROGRAMS

Chesterfield Family Aquatic Center:

All pool programs:

- Birthday Parties: 38 Scheduled
- Swim Stroke Clinic: 15
- Dive Clinic Registrations: 18 registrations
- Swim Lesson Registrations: 76
- Dive In Movie Registrations: 92 (Sandlot 41, Arthur Christmas 21, and Lego Movie 30)
- Swim Team Registrations: 112 (96 CROCS, 16 Mini CROCS)
- Dive Team Registrations: 16 (NEW RECORD)
- Y-Kiki Divers Programs:
 - Padi Seal Team: 6
 - Discover Scuba: 9
 - Discover Snorkeling: 0



Positions are still available for Lifeguard Staff!
We taught 3 lifeguard classes in June.

Lifeguards passed first unannounced Ellis and Associates Lifeguarding Audit! Lifeguards Evyn Humphrey and Thomas Dupree received the prestigious rating of Exceeds on their visual and skills-based audit. Six other guards received the Meets rating this time around.

1054 Pool passes sold
(\$50,615 revenue)

- Employee Passes: 102
- Adult/Child Pass: 13
- Adult Couple Pass: 11
- Senior Couple Pass: 6
- Adult Season Pass: 22
- Child Season Pass: 5
- Family Season Pass: 723
- River Walk Season Pass: 28
- River Walk Punch Pass: 139

3460 total visits between all passes!



Thomas Dupree



Evyn Humphrey

RECREATION PROGRAMS

Chesterfield Family Aquatic Center:

CFAC Daily Admissions Sales

Visitor Type	Attendance	Sales
Adult Resident	1790	\$12,476
Adult Non- Resident	1955	\$17595
Child Resident	2669	\$16002
Child Non-Resident	1458	\$13122
Senior Resident	304	\$1752
Senior Non-Resident	68	\$604
Total:	8,244	\$61,551

CFAC Drop in Program Attendance

Program	Attendance	Sales
River Walking Resident	239	\$956
River Walking Non-Resident	131	\$655
Tot-Time Resident	108	\$432
Tot-Time Non-Resident	81	\$405
Total:	559	\$2448

Total Concessions Revenue: \$21,169.75

Total Sales at Complex: \$90,937.25

TRY/Tri-athlon

115 people participated in the Youth Triathlon and Kids Try-athlon



Fall youth soccer – Registrations are looking great for the fall program. The season will start early September.

The numbers are the following for registrations through June:

- 3/4 - 17 registrations
- 5/6 - 23 registrations
- 7/8 - 12 registrations
- 9/10 - 6 registrations
- 11/12 - 1 registration



RECREATION PROGRAMS

Chesterfield Family Aquatic Center:

Feedback from Patrons:

“This pool is great. The staff are always so nice. The few times that there has been a scare with a swimmer, I witnessed the lifeguards work together quickly and cohesively, like a symphony with a plan in advance. Very impressive.” – Non-resident square feedback

“The lifeguards were so diligent about focusing on their areas and looking out for the safety of the people. It was obvious they took their jobs seriously. As a resident, I feel fortunate to see that in our pools.”
– Marianne Scheerer

Pavilion rentals:

East pavilion was booked 7 of the 8 weekend days (1 day for city events)

East pavilion was booked 14 of the 22 weekday days (6 days for city events)

East pavilion was booked overall 21 of 30 days

West pavilion was booked 8 of the 8 weekend days (1 day for city events)

West pavilion was booked 22 of the 22 weekday days (all for city events)

West pavilion was booked overall 30 of 30 days

Dog Park

315 Dog tags have been sold through the month of June.



PARKS MAINTAINANCE

CVAC Maintenance

- Sodded areas on B9
- Put up and took down the temp fence for tournament
- Fertilized and sprayed fungicide on all fields
- Aerified soccer fields, dragged cores and then blew them off the fields
- Repaired irrigation lines and heads
- Trimmed and did weed removal in beds on the west end
- Filled tree gators and finished mulching trees and back fill in with dirt
- Put seed and soil in spots in the outfield where kids dig holes
- Sprayed fence lines, curbs, and landscape beds
- Replaced damaged home plates



PARKS MAINTAINANCE

Logan Park Maintenance

- Watered new trees
- Hauled in rock and sand for bathroom
- Worked with Public Restroom Company for prep of bathroom
- Completed traffic control on Schoettler Road for bathroom and crane delivery
- Bathroom was delivered and installed
- Playground received the survey staked
- Removed and chipped three trees from playground location
- Stained fence
- Removed Graffiti from cones and storage container



Rights-of-Way Maintenance

- Completed irrigation test and repair
- Pulled and sprayed weeds in beds
- Mowed Wilson, Old Clarkson, Conway
- Sprayed weeds on all areas
- Trimmed sumac on Olive medians
- Trimmed sumac, barberries and forsythia shrubs on Swingley
- Met with Certified Backflows for backflow union installation
- Removed a split pear tree branch from storm damage on Clarkson 40



PARKS MAINTENANCE

River's Edge Maintenance

- Completed storm clean up

Eberwein Maintenance

- Power washed water features in dog park

Dierberg Park Maintenance

- Completed fountain maintenance
- Completed irrigation test and repairs
- Pulled weeds in annual beds

City Hall Maintenance

- Completed irrigation test and repair
- Completed storm clean up
- Removed holly trees (landscape project)
- Pulled cat tails and brush for lake clean up
- Completed set up and take down for employee appreciation lunch

Parkway Community Garden Maintenance

- Completed irrigation test and repairs

Shooting Range Maintenance

- Cleaned up around targets



PARKS MAINTENANCE

Central Park Maintenance

- Planted annuals
- Trimmed trees
- Completed irrigation repairs
- Installed fencing along Veterans Drive
- Installed container platform
- Completed lighting repairs
- Trimmed trees and overgrowth along Riparian, Lake, and CP trails



Levee Trail Maintenance

- Removed graffiti from bridge pylons under Boone bridge
- Mowed wetland trail
- Sprayed weeds on wetland trail
- Sprayed weeds at Boones crossing and Boone Bridge and trail rest areas



Railroad Park Maintenance

- Installed baskets and tee pads for disc golf course
- Trimmed trees



MARKETING PROJECTS

Marketing & Promotion

(Signage, Banners, Signs, Brochures, Flyers, Calendars, etc.)

- Update bulletin boards
- Create marketing materials for programs and events
- Create signage for City needs
- Hiring via social media
- Photography/video footage of parks, events, as needed
- Maintain online event calendars

Email & Mail

- Prepare and send:
 - Get Active/Friends of the Park E-Newsletter (2)
 - Friends of the Park subscriptions and mailers (1)
 - Older Adult News & Events eblast (2) and mailers (100)
 - Youth Recreation eblast (2)
- Adding new registrations to Friends of the Park/Youth Rec
- Running/VHP list
- Eberwein Dog Park Event Updates to Members

Website Maintenance

- City of Chesterfield website updates, images, text, and calendar
- Veterans Honor Park website updates, images, text, and calendar
- Maintain Google Business site for Parks, CVAC, and CFAC

Social Media (City & Parks)

- Posts to Facebook, Twitter and Instagram, as well as events, messenger
- Instagram for Parks, CFAC, and CVAC
- Twitter for City of Chesterfield, Parks
- Facebook for City of Chesterfield, Parks, CVAC, CFAC, Central Park, Eberwein Park, Central Park, River's Edge Park, Veterans Honor Park

SOCIAL MEDIA ANALYTICS



Facebook

@ChesterfieldParks
22% are from Chesterfield!
Page Followers: 5,831

@CityofChesterfield
Post reach is up to 10,084!
Page Followers: 5,751



Twitter

@chesterfieldprk
1,474 followers

@ChesterfieldCH
2,389 followers



Instagram

@chesterfieldparks
1,219 followers
837 accounts reached,
up to 48% more
than last month!

PHOTOS OF THE MONTH

