

CHESTERFIELD PARKS, RECREATION & ARTS



2022 MARCH MONTHLY REPORT



ARTS AND ENTERTAINMENT

Art:

During the week of March 21, the January-March Art Exhibit at City Hall was uninstalled. On March 21, the uninstallation of Matt Hirschfield's exhibit took place and then the uninstallation of Ben Kelley's exhibit took place on March 24.

The City of Chesterfield participated in the "Sculpture on the Move" program sponsored by the Creative Communities Alliance again this year. The Parks, Recreation, and Arts Citizens Advisory Committee narrowed down over 150 sculptures to finalize their "Top 10". The City of Chesterfield was able to secure the committee's number one choice – "Popsicles" by Craig Gray. This sculpture was then approved by council and is set to arrive during the last week of April or first week of May.

"Popsicles" is a sculpture that stands 96" x 60" and is made from steel, stucco, and masonry. Hauled from Key West, Florida "Popsicles" is inspired by the delightful summertime treat and portrays three interlocked, brightly-colored popsicles melting into the ground. The location of "Popsicles" will be decided by the Parks, Recreation, and Arts Committee and approved by council sometime in April or May.



ARTS AND ENTERTAINMENT

Entertainment:

On Monday, March 7, the Chesterfield Country Fair was announced and immediately reposted on The Chesterfield Amphitheater's social media pages in order to expand the outreach and maximize consumer engagement. The Chesterfield Country Fair will take place on the Fairgrounds at the Chesterfield Amphitheater on May 19, 20, and 21. The event will include performances from country superstars Zach Bryan, Jon Pardi, and Chris Young as well various St. Louis food vendors, carnival games, carnival rides, and a Honky Tonk Tent with free mechanical bull rides.

The original concert scheduled for May 21 at the Chesterfield Amphitheater was the Nitty Gritty Dirt Band. The Nitty Gritty Dirt Band has now been added to the Country Fair's Saturday lineup. Original ticketholders for this show were emailed a list of options including transferring their ticket to a Country Fair ticket or receiving a full refund.

On Wednesday, March 9 pre-sale tickets went on sale for the Chesterfield Country Fair allowing dedicated fans early access to a pre-set number of tickets using the code "COUNTRY". On Friday, March 11, tickets went on sale to the general public.

Ticket sales continue to increase and as of March 30, The Chesterfield Country Fair Facebook page has 928 followers and 819 likes while the Chesterfield Country Fair Instagram has 111 followers.

On March 17, the Arts & Entertainment team went on the set of KMOV News 4 Great Day in downtown St. Louis. Jason Baucom went on camera to talk all things Country Fair alongside High-Pointe Drive-In owner, Mike Johnson. The segment can be found below by scanning the QR code.



SPORTS AND WELLNESS

CVAC opened fully in the month of March. Since then, CVAC has hosted Chesterfield Baseball and Softball Association (CBSA) league practices and games, 2 Greater Midwest Baseball (GMB) baseball tournaments, a Perfect Game softball tournament, a Game 7 baseball tournament, SLYSA games, Marquette practices, Missouri Baptist volleyball practices and games, and miscellaneous practices for baseball, softball, soccer, and sand volleyball. April will also be a busy month with 6 tournaments scheduled, in addition to league games and practice.

Baseball/Softball - CBSA

We are excited to continue our partnership with CBSA at CVAC! They began practices in the beginning of March and league games began March 13. CBSA will be hosting a tournament the first weekend of April.

Baseball/Softball - Tournament

CVAC hosted four baseball/softball tournaments in March; GMB hosted two baseball tournaments, March 5-6 and March 12-13, Perfect Game hosted a softball tournament March 18-20 and Game 7 hosted a baseball tournament March 26-27. CVAC had a total of 312.75 field hours used for tournaments in March which was possible because of the turf infields on F quad. Perfect Game's tournament had inclement weather, but was able to play on F quad all weekend. They were originally scheduled to play on D quad as well, but were not able to until Sunday due to the fields being too wet.



SPORTS AND WELLNESS

Soccer

SLYSA

March was a big kick-start to the St. Louis Youth Soccer Association (SLYSA) spring season! SLYSA games are Tuesdays, Wednesdays, and Thursday nights, and will continue through May! We are grateful for this partnership with SLYSA to host their games at CVAC.



Miscellaneous Users:

Wildwood and Chesterfield YMCA is practicing at CVAC now on Mondays and Fridays for their youth soccer program! We love being able to partner with local communities trying to grow their youth programs! We have many users that come regularly for their practices and games, and continue to hope to grow our Soccer Rentals!



Spring Youth Soccer League:

Registration deadline was March 5, with practices starting March 21 and games starting March 26. We have 28 coaches and a total of 30 teams.

The numbers are the following:

- 3/4 age group: 108
- 5/6 age group: 122
- 7/8 age group: 50
- 9/10 age group: 21
- 11/12 age group: 1

For a total of 302 participants!



Lacrosse

Marquette Lacrosse is continuing to practice at CVAC this spring, and we look forward to hosting their games this Spring!



SPORTS AND WELLNESS

NFL Flag Football:

The MO-KAN NFL Flag Football Organization is renting out our fields some Saturdays, and we are thrilled to have some football back at our complex! They will have a 7-week season and currently have 18 teams registered!

Volleyball:

Missouri Baptist Volleyball Team has been practicing at CVAC during the day. They also hosted a day tournament as well! We love being able to host tournaments for local schools & colleges around the community!

Shamrock Run:

Our 5th Annual Shamrock Run took place on March 5, 2022 at the Chesterfield Valley Athletic Complex. The race consisted of a 5K or 10K race, as well as a Fun Run Race for kids! Runners had the option to run in person or virtually. The run was a great hit! With 249 participants we were able to make \$6,530 from registration fees! The community members said the run was fun and they were very grateful for us putting it on! The location seemed to be a hit as well! (Considering it is a flat course!) Overall it was a great run, and was very well-executed due to our incredible parks staff!



SPORTS AND WELLNESS

Adult Softball:

We are happy to announce that our COED and Men's Adult Softball leagues both had enough registrations to continue this spring. While most are returning teams, we did get a couple new teams and the coordination with USA Softball has been going very well.

Concessions:

With tournaments being scheduled on weekends and CBSA's league play starting, the concession stands have officially opened for the season! While staffing shortages have still been a problem, we have found ways to open the stands with the limited staff we have. Some solutions include putting only one person in a stand, cutting back inventory and getting workers from a temporary agency when needed. As the school season gets closer to finishing, we expect to see more applications for concession workers.

Complex Usage:

CVAC Field Rental/Program Revenue 2022 YTD - \$98,385.27

Total Complex hours 2022 YTD - 1,564

Total Complex Revenue 2022 YTD - \$106,513.02 (Includes Field Rental, Programs and Concessions)

CVAC Estimated Economic Impact through March - \$393,902



RECREATION - OLDER ADULTS

LOAP:

At the March 14 meeting, we had the Waterloo German Band perform. They played great tunes that brought a little German music mixed in with some Irish tunes.



For the March 28 meeting, the Queens of Swing performed swing music that was popular from the 1930's through the end of World War II. The seniors seemed to really enjoy this group.



Coffee and Connections:

With the opening of the Community Center, we are offering a time for the seniors to come in and have coffee and just visit with other seniors. It is a way to for them to catch up with old friends and make new friends. The three weeks that this was held we had a total of ten people participate.

Bingo:

On March 9, bingo was sponsored by Team Ted. This was our first bingo in the new Chesterfield Community Center! The 95 seniors that attended that day loved the new location.



On March 23, Bingo was sponsored by Mid-America Law, with 95 seniors in attendance.

Golden Lunch Bunch

The kick-off for this program was at one of the senior's favorites – Annie Gunn's Restaurant. There were 14 seniors that enjoyed conversation and lunch together.



RECREATION - OLDER ADULTS

Chesterfield Community Center:

The Chesterfield Community Center opened its doors on March 1. Hours of operation are Monday through Friday 8 a.m. - 12:30 p.m. We have had a great response to the Community Center. People are excited about being able to participate in the programs and events now and in the future.

Don Wegan got us in contact with getting carpet inside the space to soften it up and it truly made the space look gorgeous. All of staff worked really hard getting it ready!



Dog Park:

Dog park registration is currently open. We currently have a total of 191 residents and 27 non-residents.

Senior Panel Discussion:

March 1 the topic was "Living to be 100". It was a great discussion topic and we had 34 people in attendance. This was the first program at the Chesterfield Community Center.



RECREATION PROGRAMS

Chesterfield Family Aquatic Center:

Sarah Langston attended and passed the Ellis Lifeguard Instructor Trainer Program.

All pool programs and passes went live in February and are currently taking registrations

- Pool Passes Sold: 226 (81 new passes and 142 renewals)
- Swim Team Registrations: 45
- Dive Team Registrations: 9
- Swim Lesson Registrations: 45
- Dive Clinic Registrations: 4
- Dive In Movie Registrations: 31 (Sandlot 8, Arthur Christmas 10, and Lego Movie 13)

Pool Winter maintenance is under way with Capri Pools, they have finished several valve replacements on the river propulsion drives, completed the concrete work around the river coping/pool deck and have started the concrete work on the river sump frames. They have also completed the gasket replacements for the green arches.

All seasonal positions are live and we currently have applications for the following:

- Lifeguards: (22)
- Head Guards: (5)
- Pool Managers: (2)
- Aquatic Aid: (15)
- Aquatic Aid Manager: still looking
- Recreation Intern: (6)



Summer Camp:

Summer Day Camp registration is going well! We are capping registration for some weeks due to having staffing shortages for counselors.

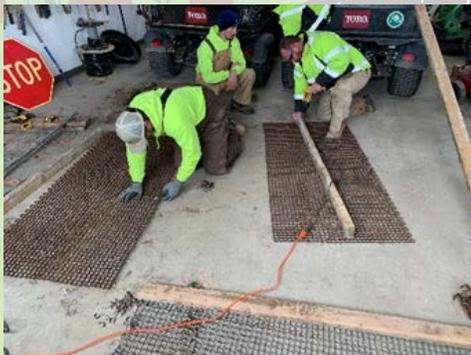
But we look forward to the summer and hosting camp!

We have fun field trips lined up for each week that is sure to entice the children! We also are having the last week of summer camp be a sports focused week and it will be hosted at CVAC!

PARKS MAINTAINANCE

CVAC Maintenance

- Completed concrete work in the main yard
- Painted soccer fields and foul lines
- Moved old goals to new area by F quad
- Grinded stumps from the trees we cut down and filled with soil and seed
- Put out pre-emergent on baseball fields
- Mowed baseball for the first time
- Moved brick around in the yard
- Moved sheds around in the yard and reinforced the door on the sheds
- Mulched beds and tree rings
- Plowed snow
- Scarified and open all infields
- Graded all infields
- Mulched flower beds
- Leveled home plates
- Made new drag mats for the John Deere groomers
- Top dressed warning tracks with granite sand
- Started spraying weeds in warning tracks and fence lines
- Graded warning tracks
- Removed old irrigation box tower at the D&E pump house
- Cleaned out and organized baseball storage bin
- Moved storage containers in the maintenance yard
- Straightened signs at CVAC
- Cleaned and organized the equipment under the awning in the yard
- Power washed concession stand areas to remove graffiti and chalk



PARKS MAINTAINANCE

Logan Park Maintenance

- Spread rock for access and bathroom delivery
- Started removing trees for parking lot location
- Picked up loose trash
- Marked spots for new tree replacement
- Seeded bare areas



Rights-of-Way Maintenance

- Contractor finished cutting back the burning bushes on Swingley Ridge
- Mulched burning bush bed on Swingley Ridge
- Mulched Olive medians
- Trimmed trees on Woods Mill medians
- Fixed irrigation leak on Ladue median
- Planted replacement shrubs on the Woods Mill medians
- Put down pre-emergent on all areas
- Sprayed weeds in landscape beds
- Installed irrigation backflows
- Picked up trash on all city-maintained areas
- Started irrigation medians
- Mulched Kehrs Mill
- Completed irrigation repair on the Parkway
- Applied fertilizer and pre-emergent on the Parkway
- Purchased plant material for replacement on the Parkway
- Planted trees on the Parkway



PARKS MAINTENANCE

River's Edge Maintenance

- Repaired trail
- Dug out for retaining wall

Eberwein Maintenance

- Completed Community garden fence repairs
- Repaired garden boxes
- Added gravel to walkways in community garden
- Fenced off dog park
- Seeded and sodded dog park
- Put down grow blankets in dog park
- Started irrigation and drinking fountains

Dierberg Park Maintenance

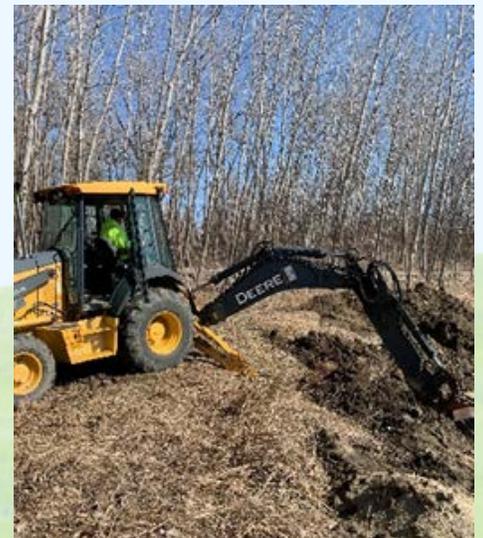
- Installed irrigation box
- Straightened landscape blocks
- Cleaned fountain
- Applied fertilizer and pre-emergent

City Hall Maintenance

- Started up irrigation
- Completed irrigation repair
- Applied fertilizer and pre-emergent

Parkway Community Garden Maintenance

- Repaired boards on beds
- Cleaned walkways
- Repaired irrigation



PARKS MAINTENANCE

Central Park Maintenance

- Installed bluebird houses
- Conducted backflow inspections
- Over-seeded the new property
- Spread pre-emergent on all turfed areas
- Power washed the playground equipment
- Removed pergola
- Leveled pavers
- Completed honeysuckle removal
- Started pad for the container project
- Power washed all bridges/decks/walks
- Cleaned Spire
- Trimmed back vegetation



Community Center

- Installed baby changing stations in bathrooms
- Prepared for grand opening
- Finished moving in donated furniture



Levee Trail Maintenance

- Fixed and supported gravestones that fell in the trail cemetery
- Removed rebar from levee trail
- Installed yield signs on the levee trail



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
We have reached 5,799 people in the past month.
Page Followers: 5,736

@CityofChesterfield
1,216 Post Engagement
Page Followers: 5,657



Twitter

@chesterfieldprk
1,472 followers

@ChesterfieldCH
2,367 followers



Instagram

@chesterfieldparks
1,176 followers
229 accounts reached

PHOTOS OF THE MONTH

