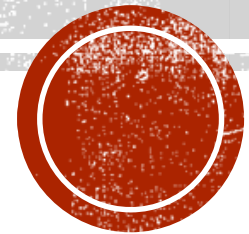


GAHANNA PARKS & RECREATION

**2017 Community Recreation
& Ohio Herb Center Center**



Answer This In
The Most
Creative Way
Possible...

What Do You Do?



CREATE LIFE MEMORIES



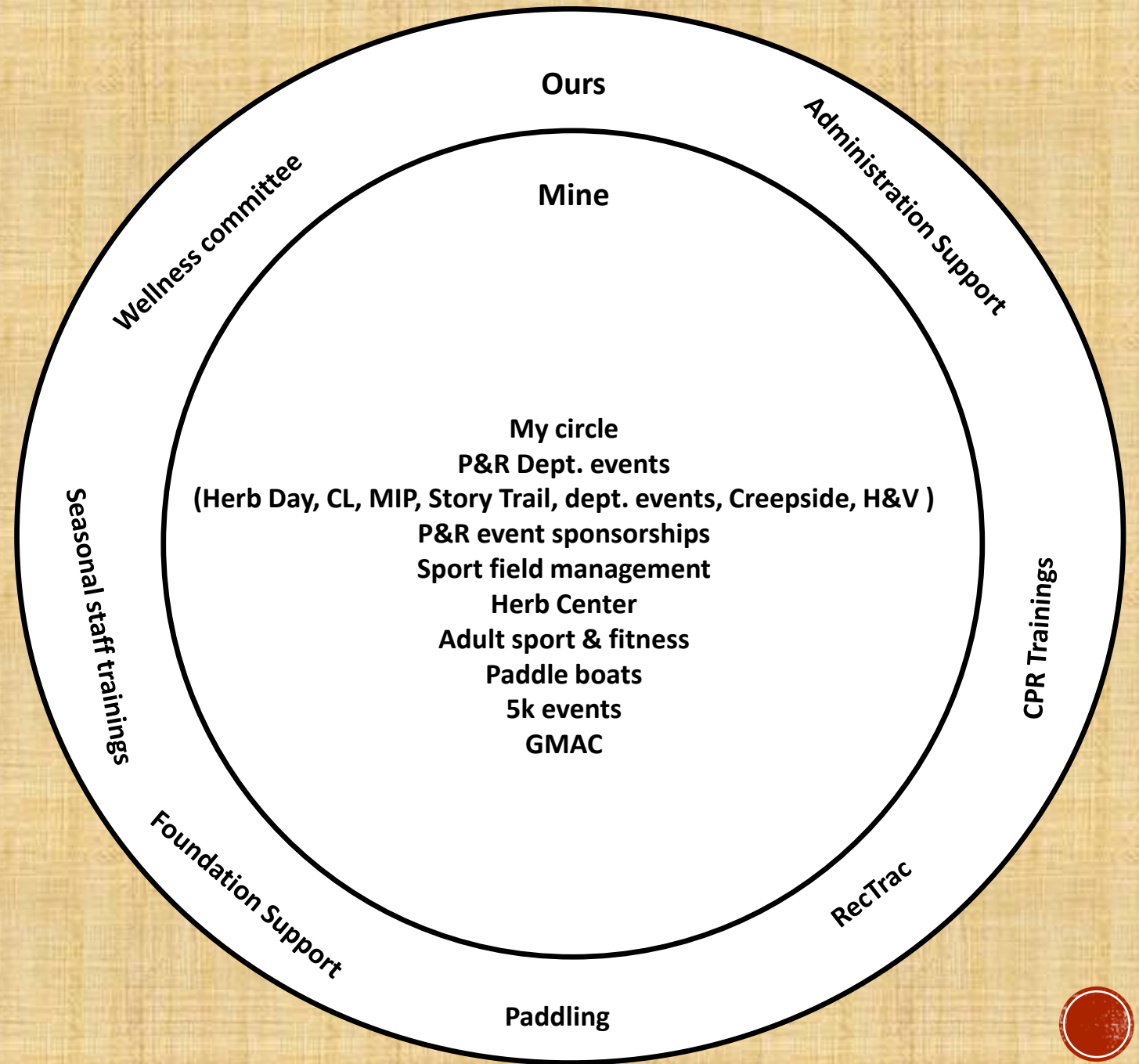
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COMMUNITY RECREATION SUPERVISOR RESPONSIBILITIES



COMMUNITY RECREATION

- **2017 Goals & Objectives**

- Develop detailed working plan, including budget, setting objectives, short term & long term goals for each Department event
- Engage the Gahanna community & region to visit Olde Gahanna and Creekside Park
- Generate revenue for events to be self-supporting through sponsorships, vendor fees and donations
- Highlight & bring awareness to Gahanna's outdoor spaces
- Develop partnerships with local organizations to develop volunteers, highlight non-profits and to develop the community concept



XXX G XXX
OHIO HERB
EDUCATION CENTER
CITY OF GAHANNA
110 MILL STREET

GIFT SHOP



HERB CENTER LONG TERM GOALS

- **Provide high quality herbal education to students through lectures and hands-on experiences from a variety of perspectives.**
- **Illustrate the connection between plants and people using the parks as resources.**
- **Foster relationships and continue to network with other like-minded organizations such as Master Gardeners, Naturalists, Herbalists and Garden Clubs.**
- **Provide customizable experiences for groups to increase tourism for Gahanna.**
- **Increase the number of rentals of the Herb Center allowing people to create their own experiential event.**



2017 HIGHLIGHTS

- **55** Total classes: **410** total attendance (196 residents/214 non-residents)
 - **41 Classes** taught by **Herb Center Staff**
- **11** parlor **Rentals**
 - 1 rehearsal dinner, 2 weddings, 3 baby showers, 5 bridal showers
- **13 Outreach Events: 995** Total Attendance
 - Highlights include: Dispatch Home & Garden Show, Franklin County Master Gardeners & Gahanna Jefferson Elementary Community Fair Day
- Increased **Facebook** followers by **200**
- Working alongside **Mayor's Office & Parks Department**, helped establish Pollinator City status. Completed BEE CITY USA and Mayors Monarch Pledge applications.
- Initiated finding funding through the **OHIO History** to partially pay for new slate roof.





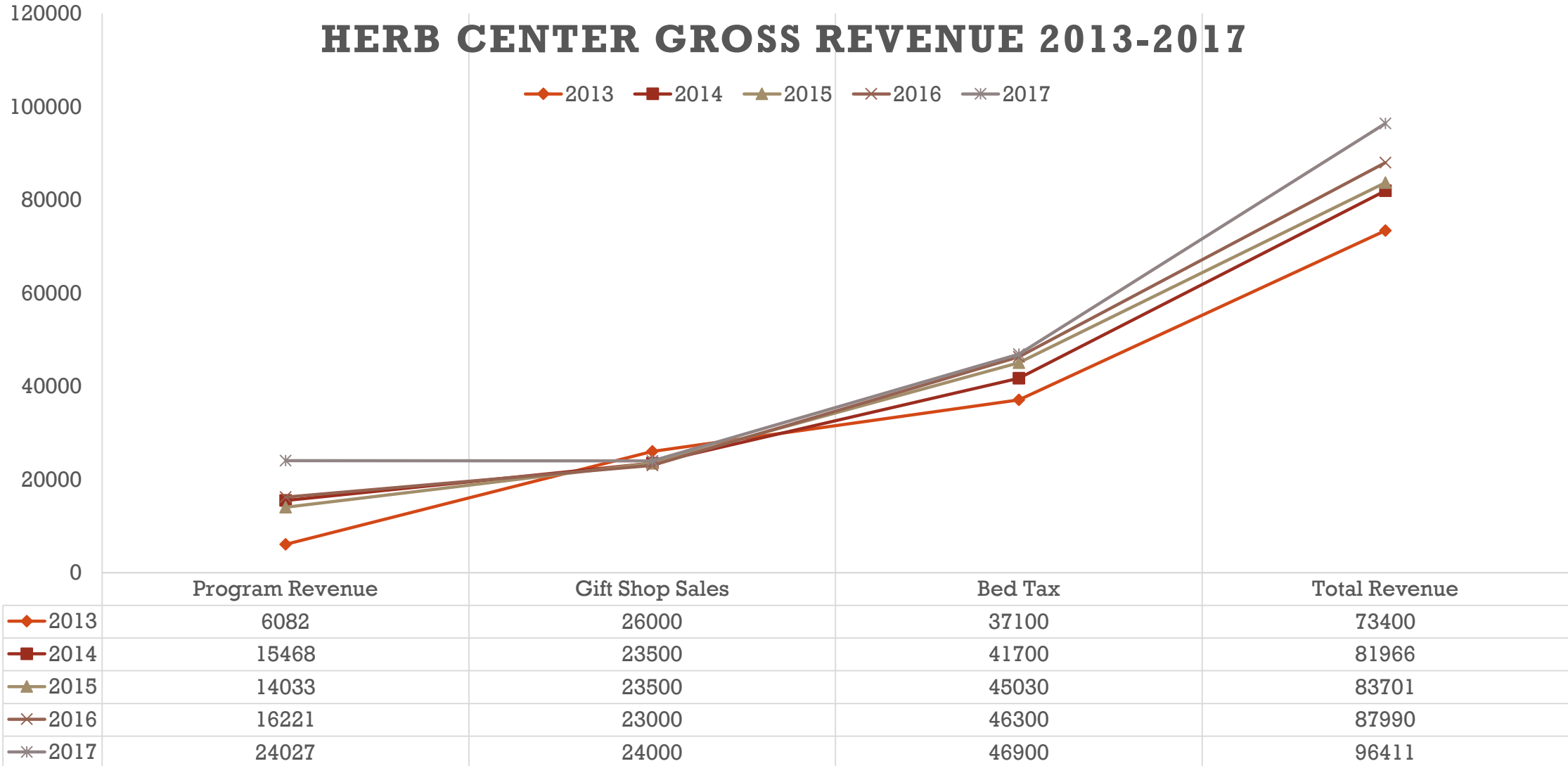
MISSION BASED SERVICES

- Herb Walks in Woodside Green, Friendship Park and Creekside
- Beekeeping classes to meet the demand for supporting pollinators
- Comprehensive classes on using herbs safely (aromatherapy and medicinal applications)
- Free plant swaps for community residents to share resources
- Craft classes to introduce creative ways to use herbs
- Outreach talks to local garden clubs, schools, summer camp and Senior Center to increase the skills and knowledge of herbs

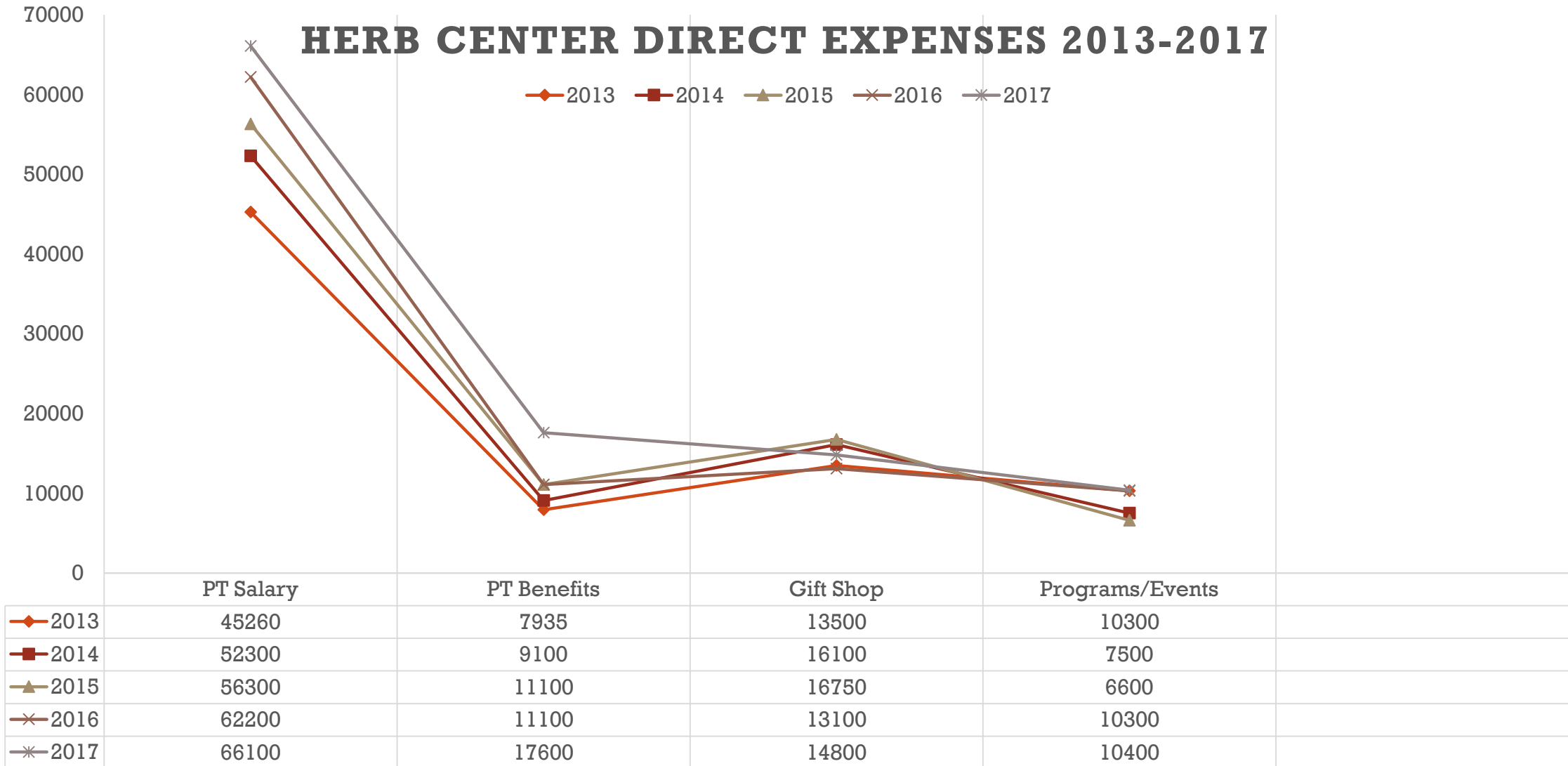


5 YEAR FINANCIALS

HERB CENTER GROSS REVENUE 2013-2017



5 YEAR FINANCIALS



2018 HERB CENTER INITIATIVES

- Continue upward growth of “mission” based programs and services
 - Increase these programs by 10%
- Grow Herb Day revenue and participation by 10%
- Increase other revenue streams by 20%
 - Rentals, walk-in experiences, partnerships
- Maintain 2017 staffing expenses
- Explore alternative uses to property
 - Using outdoor space for other events
 - Review gift shop operations seeking improved efficiencies



GAHANNA EVENTS



Herb Day & Herbal Affair Highlights

- \$2,500 sponsorships
- \$12,074 Herb Sales (Record)
- \$21,662 Gross Revenue (includes Herb Sales, Herbal Affair, Sponsors, Vendor Fees)
- \$8,473 Net Profit (all expenses including staffing)
- Estimated 2,000 in attendance
- 50 vendors
- *An Herbal Affair*
 - Food contributed by Barrel & Boar, Pigskin Brewery & Somedays Bistro
 - 72 people in attendance
 - 2018 event being reformatted to “Herbs in the Alley”

HERB DAY & AN HERBAL AFFAIR

May 12 & 13, 2017



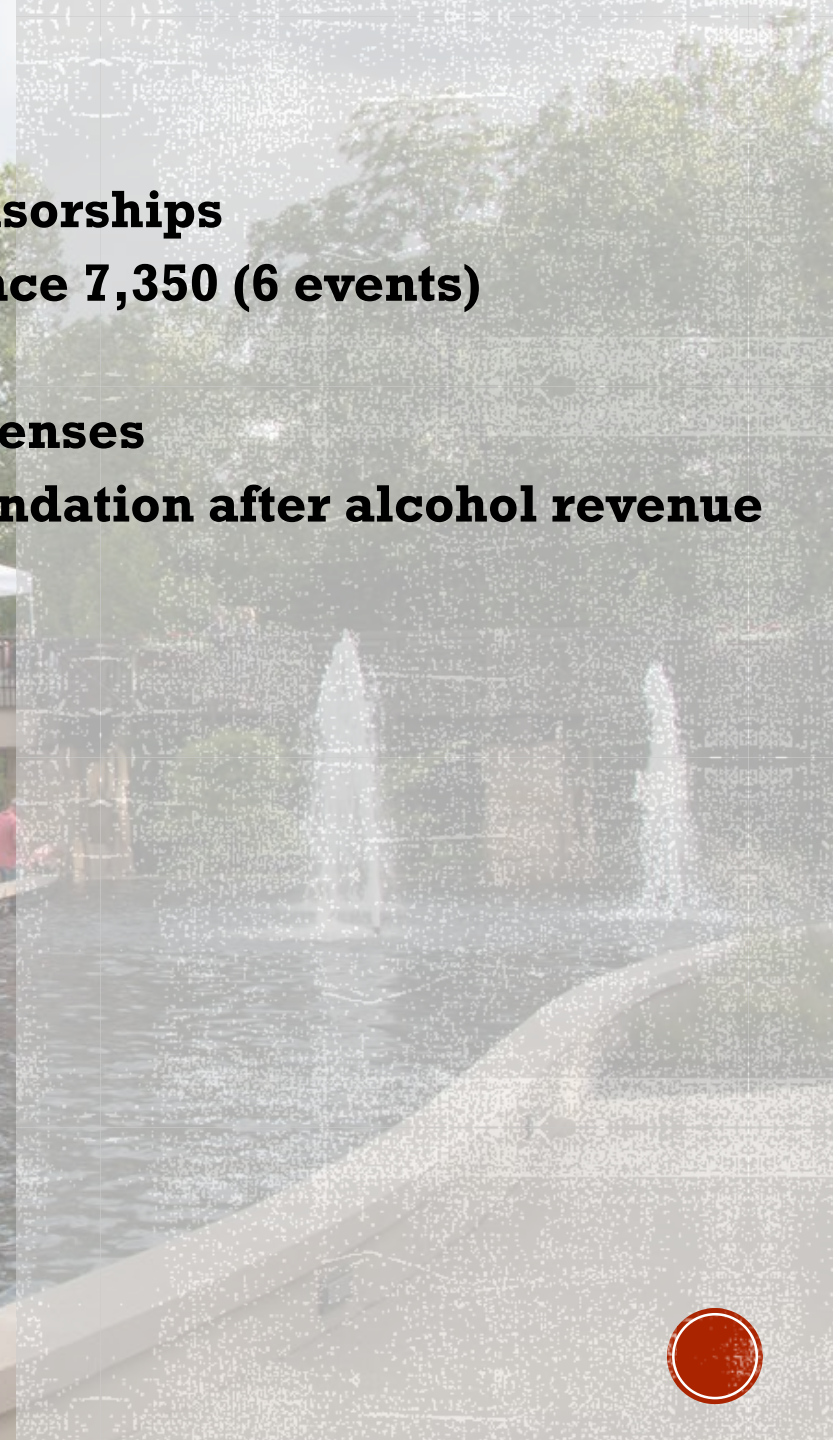
CREEKSIDE LIVE

2nd & 4th

Friday's June-August

Event highlights

- **\$31,500 committed sponsorships**
- **Estimated 2017 attendance 7,350 (6 events)**
- **12 events sponsors**
- **\$22,000 direct event expenses**
- **Net revenue back to Foundation after alcohol revenue and other expenses**



Event Highlights

- Est. 5,000 ppl in attendance at the Lion's Club Parade
- Est. 4,000 ppl in attendance at the Creekside Family Day
- Est. 11,000 ppl in attendance at the Golf Course viewing area
- \$20,000 in sponsorships

KEMBA Financial committed for 2018 for 3rd year

INDEPENDENCE DAY CELEBRATION

July 4, 2017



CREEPSIDE

- Saturday
- October 21, 2017
- 11:00am-3:00pm

Event Highlights

- Approximately 12,000 in attendance
- Gross Revenue \$10,500 (up \$3,000 from 2016)
- \$4,000 in sponsorships
- 73 volunteers
- 40 FT & PT Recreation staff
- 75 vendors



2017 EVENTS

Department Events

Partner Events

5k's

- **71 Non-city Events throughout 2017**
- **32 City organized events 2017**
- **Estimated attendance over 100,000 people**
- **Partner events include: Blues & Jazz Fest, Holiday Lights, Corvette Car show, Paws in Plaza**
- **2 Baseball tournaments through GJLS**
- **3 Soccer tournaments (GSA & NIKE Cup)**





OTHER SERVICES

- RecTrac Software Management
- Organize paddling programs
- Supervise adult recreation
- Paddle boats
- GMAC scheduling
- Coordinate partnerships
- Sport league management



ATHLETIC FIELD & FACILITY MANAGEMENT

2017 Highlights

- **\$79,000 in rentals and user fees**
- **New use policy, emphasizes on Gahanna Recreation play & Gahanna area participants.**
- **Through agreements all users to contribute towards maintenance costs through user fees or hourly rentals.**
- **Boys youth lacrosse began using fields in Spring 2017.**
- **Gahanna Baseball League agreed to per player fees.**
- **Changes to 2017 soccer field use:**
 - **GSA only sponsors COE**
 - **McCorkle park is now used as training site for GSA teams**
 - **All other field uses on a rental basis**

NEW IN 2018 W/ COMMUNITY REC

- **Woodside Green Nature Play Area**
- **Introduce new paddle boat fleet in 2018**
- **Complete Herb Center Facility renovations**
- **New Events and Programs (supported by GPRF)**
 - **Revamped Herb Day Friday night event**
 - **Cinco De Mayo Glow Run**
 - **GMAC Block Parties**
 - **Muddy Miler**
 - **New outdoor experiences (full moon kayak/canoe float)**
 - **Free recreation programs at Creekside**

