

Programming End of Year Report 2024

Mindy Murdock, Director of Recreation Services

Participation and Attendance Summaries:

- 2024 Overview
 - 408 programs (412 programs in 2023)
 - 34,230 contacts (3.2% increase from 2023 of 33,167)
 - Contacts include all program, nature center attendance, outreach, and event numbers.
- Zionsville Nature Center
 - Walk-in attendance totaled 15,525 (1.5% increase from 2023 of 15,291)
 - Averaged over 1,250 visitors per month.
 - Nature Center impromptu programs attendance totaled 5774 (2023 of 6,832)
 - This number is not added to overall program or contact numbers.
 - Impromptu programs are additional opportunities for walk-in visitors to interact with staff and educational animals.
- Programming
 - 321 public programs were offered to the community (336 were offered in 2023)
 - 87 private group programs offered (14.5% increase of 76 in 2023)
 - 5,879 people participated in a nature-based program through the Zionsville Nature Center (2023 of 5,509)
- 11,645 people participated in a park special event or outreach (3.8% increase from 2023 of 11,218)
- 1,181 participants in recreation programming

Program and Event Highlights:

- Zionsville Puzzle Swap saw 1,100 puzzles swapped (305 puzzles 2022, 656 puzzles 2023)
- Creekstomper season was March 30 – November 2, 2024
 - 8,117 participants (7,534 participants in 2023)
 - Since 2020 Park and PLAY has made more than 29,667 contacts in the community
- Trailhopper joined outreach in October 2024 with **Discover Your Backyard**
- Summer Camps
 - 18 summer camps offered
 - 360 attendees
- 340 attended Greenfest
- 2,500 attended Total Eclipse in the Park
- 175 attended Trailfest's first ever Town Showdown - Whitestown won the gold bike wheel
- 1,013 attended Party in the Park
- Over 160 pounds of trash were removed from Eagle Creek during the 2024 Creek Week Creek cleanups
- Hosted first ever Zionsville Women's Pickleball League fall 2024
- 100 Hours Outside had 248 registrants. 56 reached their 100 hours goal. Over 10,700 hours were submitted.
- 226 attended BeLocal Sponsored Family Concert at Mulberry Fields
- 94 attended the Eras Trail Tour
- 678 attended Trick or Trees
- 724 participants for Fright Nights at Maplelawn Farmstead - ticket sales reached \$6,670
- 306 participants for Smashin Pumpkins
- 2,753 participated in a Winterfest special event (Christmas in the Park, Maker's Market or Noon Year's Eve)

Program Fees, Grants and Sponsorship Summary:

- 2024 Program Fees totaled \$52,187 (\$52,123 in 2023)
 - Nature Center program fees totaled \$30,467 (\$31,720 in 2023)
 - Recreation program fees totaled \$21,720 (6.5% increase from 2023 \$20,403)
 - 24,900 in camp fees (\$23,718 in 2023)
- Grants and Sponsorships totaled \$20,425 (39.5% increase from 2023 of \$14,643)
 - Received a \$5,000 MIBOR Grant for Winterfest igloos

- Receive a \$2400 Optimist Club for Junior Indiana Master Naturalist
- Received a \$300 Indiana Native Plant Society grant for a native educational garden at Heritage Trail Park

Trainings and Professional Development:

- Project WET/WILD Facilitator Training – Mindy Murdock
- Environmental Education Association of Indiana Board of Directors – Mindy Murdock
- Indiana Children and Nature Network Steering Committee (ICAN) – Mindy Murdock and Siera Stuart
- Environmental Education Association of Indiana Joe Wright Recognition of Excellence Award – Rachel Felling
- Naturalists Molly Shrock and Siera Stuart attended the IPRA Camp Summit
- Megan Ray attended an event planner education retreat sponsored by Discover Boone County.
- IPRA Early Play Summit – Mindy Murdock and Siera Stuart
- 2024 Environmental Education Association of Indiana (EEAI) conference chair – Mindy Murdock

Conference and Workshop Presentations

- Empowering Tomorrow's Leaders: The Impact of Counselor-in-Training Programs – Molly Shrock presented at the IPRA 2024 Camp Summit
- Kids Make a Difference: Learning Through Service – Rachel Felling presented EEA 2024 Conference
- Nature's Network: Engaging Your Community Through Social Media – Siera Stuart presented EEA 2024 Conference

Yearly Reports:

- Submitted a 2024 annual report to National Wildlife Federation for Mayor's Monarch Challenge maintaining our Leadership Circle status
- Submitted a 2024 annual report to National Wildlife Federation to maintain Certified Community Habitat status
- Submitted a 2024 annual report to US Fish & Wildlife Service - Migratory Bird Permit Office.
- Submitted a 2024 annual report and renewed Special Purpose Salvage permit from IDNR.
- Submitted a 2024 annual report and renewed Special Purpose Education permit from IDNR.

2024	Nature Center Walk-in Attendance	Nature Center Program Attendance	Recreation Program Attendance	Park and PLAY Outreach and Special Events	Total Attendance	ZNC Impromptu Program Attendance	Number of Public Programs	Number of Private Group Programs	Total Programs Provided	Comments
January	1539	179	0	189	1907	624	15	4	19	Zionsville Puzzle Swap
February	1193	518	139	0	1850	500	20	11	31	Valentine Luminary Walk
March	1567	497	76	9	2149	678	21	5	26	
April	1457	837	15	2840	5149	637	27	14	41	Greenfest
May	811	644	54	1338	2847	312	25	13	38	Party in the Park
June	1524	530	235	602	2891	527	46	2	48	Nature Play Days
July	1568	633	95	1289	3585	495	39	6	45	
August	1585	219	174	367	2345	531	27	1	28	
September	1063	392	110	540	2105	362	26	7	33	
October	1219	665	38	1412	3334	438	26	18	44	Trick or Trees, Fright Nights
November	1068	430	0	306	1804	361	20	3	23	
December	931	335	245	2753	4264	309	29	3	32	Winterfest
Totals	15525	5879	1181	11645	34230	5774	321	87	408	
% Change	1.5%	6.7%	2.8%	3.8%	3.2%	-15.5%	-4.5%	14.5%	-1.0%	
2023	15291	5509	1149	11218	33167	6832	336	76	412	
2022	14646	4774	3293	8705	31418	3865	354	52	406	
2021	8635	3944	4596		17175	1027	335	49	384	
Previous Years' Attendance										
2015	2016*	2017	2018	2019	2020**	2021	2022	2023		
9872	13592	10460	11389	11911	3765	17175	31418	33167		*Deed Days
% Difference	27.4%	-29.9%	8.2%	4.4%	-216.4%	78.1%	82.9%	5.3%		**COVID-19

Comments	Recreation Program Fees Collected	Nature Center Program Fees Collected	Total Program Fees Collected	Sponsorships Grants and Advertisements	Product Net Sales
Summer Camps	\$0.00	\$1,526.00	\$1,526.00	\$0.00	\$0.00
	\$266.00	\$398.00	\$664.00	\$9,450.00	\$0.00
	\$5,704.00	\$16,557.00	\$22,261.00	\$950.00	\$0.00
	\$1,202.00	\$1,700.00	\$2,902.00	\$1,475.00	\$0.00
	\$337.00	\$1,824.00	\$2,161.00	\$250.00	\$0.00
	\$52.00	\$1,130.00	\$1,182.00	\$350.00	\$0.00
MIBOR Grant	\$349.00	\$273.00	\$622.00	\$450.00	\$0.00
	\$2,402.00	\$1,262.00	\$3,664.00	\$5,600.00	\$0.00
	\$1,246.00	\$968.00	\$2,214.00	\$700.00	\$0.00
Fright Nights	\$8,332.00	\$3,701.00	\$12,033.00	\$650.00	\$0.00
	\$301.00	\$316.00	\$617.00	\$0.00	\$0.00
Winterfest	\$1,529.25	\$812.00	\$2,341.25	\$550.00	\$0.00
Totals	\$21,720.25	\$30,467.00	\$52,187.25	\$20,425.00	\$0.00
% Change	6.46%	-3.95%	0.12%	39.48%	-100.00%
2023	\$20,403.00	\$31,720.14	\$52,123.14	\$14,643.75	\$3,280.00
2022	\$18,999.50	\$16,609.46	\$35,608.96	\$23,983.75	\$686.00
2021	\$14,173.00	\$12,939.14	\$27,112.14	\$21,460.00	\$2,156.00