INDY PARKS & Recreation
be different

Programming Partners Call Out

NEXT PRACTICE PARTNERS
be different

What we are doing

- Looking for program providers to provide offerings that serve underserved and unmet community needs.

- Utilizing Comprehensive Master Plan Update programming data to identify core programs and gaps in services.

Why we are doing it

To increase parks programming equitably and further activate parks / maximize facility utilization.

- •Prioritize activation of community spaces
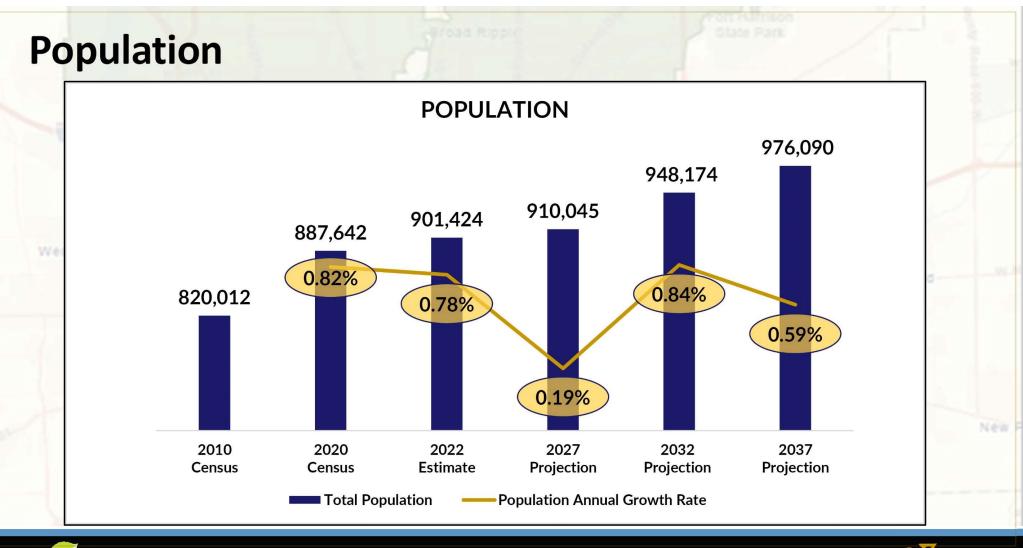- •Partner with other service providers in the community
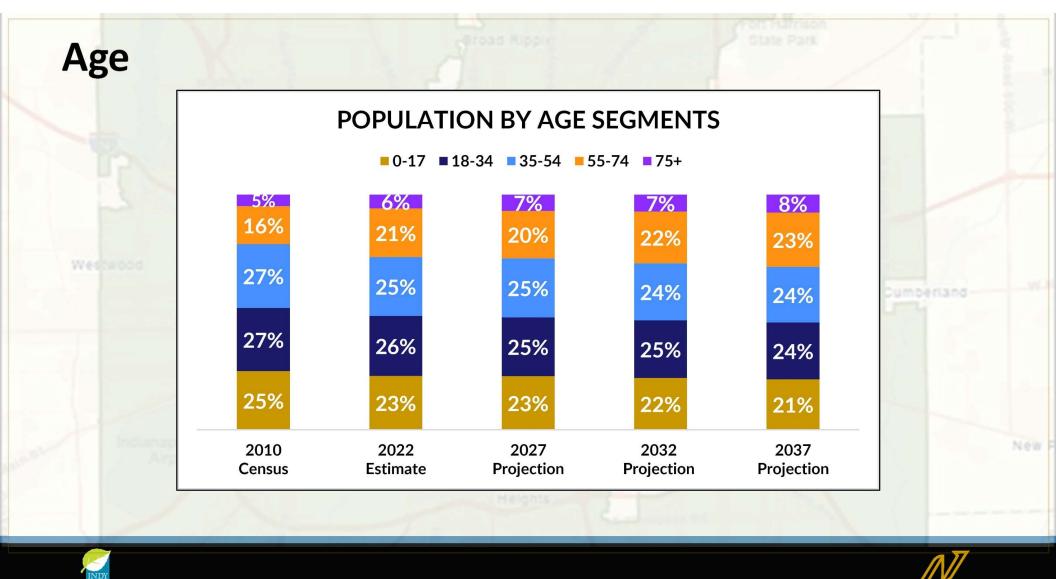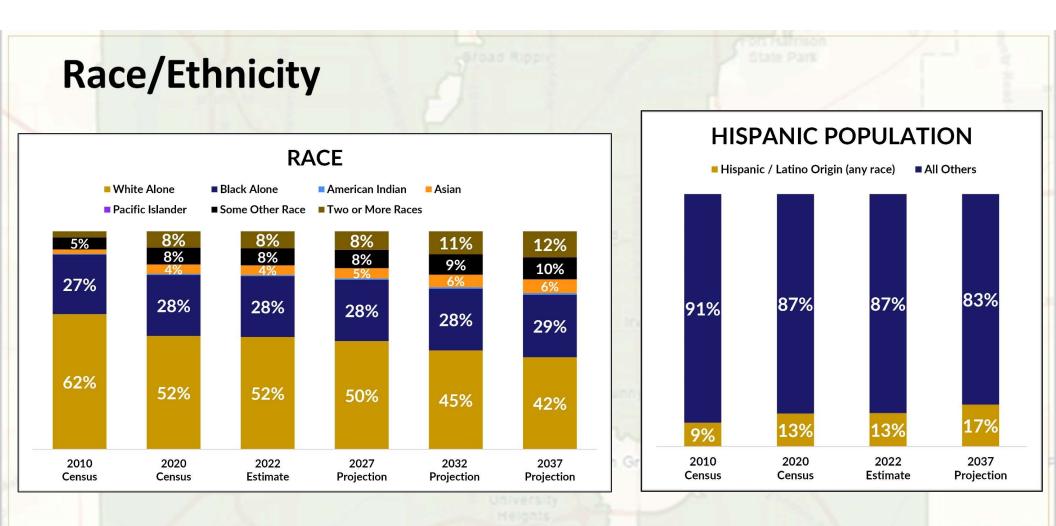
Demographics & Trends

Population

POPULATION

- Total Population
- Population Annual Growth Rate

Age

POPULATION BY AGE SEGMENTS

■ 0-17 ■ 18-34 ■ 35-54 ■ 55-74 ■ 75+

	2010 Census	2022 Estimate	2027 Projection	2032 Projection	2037 Projection
75+	5%	6%	7%	7%	8%
55-74	16%	21%	20%	22%	23%
35-54	27%	25%	25%	24%	24%
18-34	27%	26%	25%	25%	24%
0-17	25%	23%	23%	22%	21%

Race/Ethnicity

RACE

Legend:
- White Alone
- Black Alone
- American Indian
- Asian
- Pacific Islander
- Some Other Race
- Two or More Races

	2010 Census	2020 Census	2022 Estimate	2027 Projection	2032 Projection	2037 Projection
Two or More Races	5%	8%	8%	8%	11%	12%
Some Other Race		8%	8%	8%	9%	10%
Asian		4%	4%	5%	6%	6%
Black Alone	27%	28%	28%	28%	28%	29%
White Alone	62%	52%	52%	50%	45%	42%

HISPANIC POPULATION

Legend:
- Hispanic / Latino Origin (any race)
- All Others

	2010 Census	2020 Census	2022 Estimate	2037 Projection
All Others	91%	87%	87%	83%
Hispanic / Latino Origin (any race)	9%	13%	13%	17%

Income

COMPARATIVE INCOME

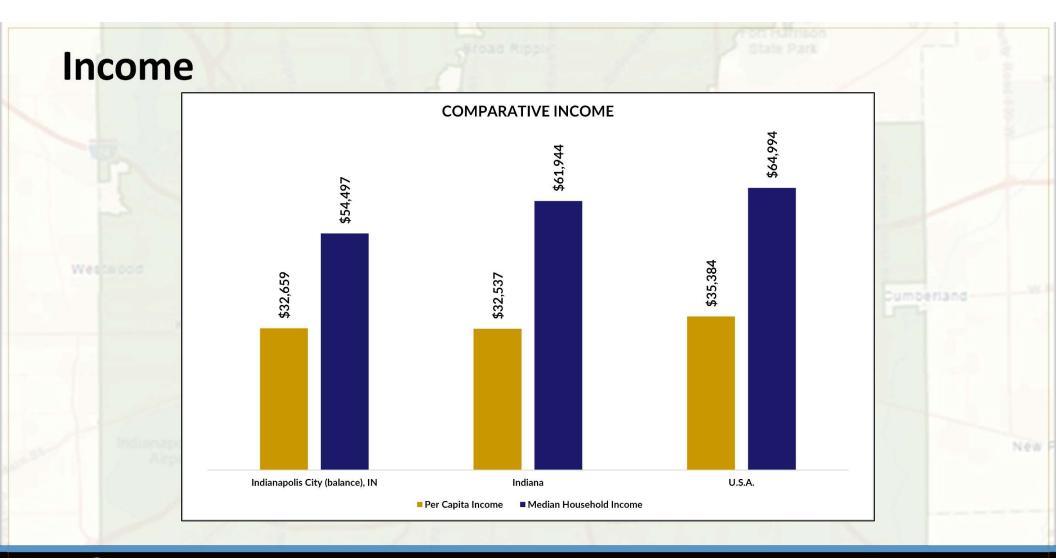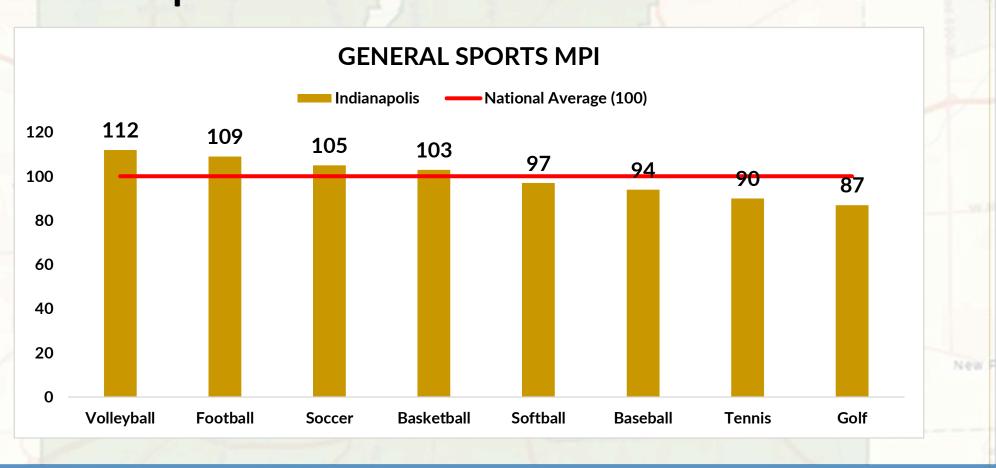|	Indianapolis City (balance), IN	Indiana	U.S.A.
Per Capita Income	$32,659	$32,537	$35,384
Median Household Income	$54,497	$61,944	$64,994

Trends Overview

- Market Potential Index (MPI) measures the probable demand for a product or service
- The national average is 100; therefore, numbers below 100 would represent lower than average participation rates, and numbers above 100 would represent higher than average participation rates
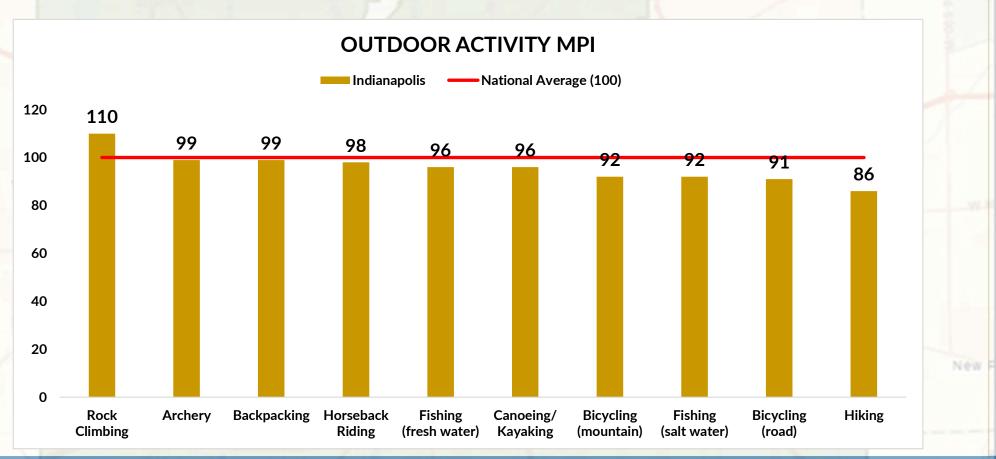- Data sourced from Environmental Systems Research Institute (ESRI)

General Sports

GENERAL SPORTS MPI

Indianapolis — National Average (100)

Volleyball	Football	Soccer	Basketball	Softball	Baseball	Tennis	Golf
112	109	105	103	97	94	90	87

Fitness

FITNESS MPI

Indianapolis — National Average (100)

Activity	MPI
Zumba	106
Yoga	99
Jogging/Running	98
Aerobics	96
Weight Lifting	94
Walking for Exercise	94
Pilates	93
Swimming	91

Outdoor Activity

OUTDOOR ACTIVITY MPI

Indicator: ■ Indianapolis   ━━ National Average (100)

Activity	MPI
Rock Climbing	110
Archery	99
Backpacking	99
Horseback Riding	98
Fishing (fresh water)	96
Canoeing/Kayaking	96
Bicycling (mountain)	92
Fishing (salt water)	92
Bicycling (road)	91
Hiking	86

2,000+
PARTICIPANTS

#IndyParksForAll

Welcome to the Comprehensive Master Plan Update

PLANINDYPARKS.COM

1,208
ONLINE SURVEYS

561
YOUTH SURVEYS

27
EXTERNAL KEY LEADER & STAKEHOLDER INTERVIEWS

14
INTERNAL KEY LEADER & FOCUS GROUP INTERVIEWS

12
PUBLIC INPUT MEETINGS

5
YOUTH MEETINGS AT SCHOOLS

3
MULTI-LINGUAL FOCUS GROUPS

Online Survey

- 1,769 total responses
  - *Community Wide Survey – 1,208*
  - *Youth Survey – 561*
- Provides further insight into community expectations
- Available in English and Spanish

SurveyMonkey®

Program Participation

Most Needed Programs

COMMUNITY WIDE SURVEY	YOUTH SURVEY
1. Adult Fitness and Wellness (68%)	1. Outdoor Adventure (64%)
2. Nature Education (61%)	2. Youth Sports (61%)
3. Outdoor Adventure (58%)	3. Special Events (56%)
4. Multicultural Events and Celebrations (53%)	4. After School Programs (48%)
5. Special Events (50%)	5. Summer Camps (47%)

More than

1 in 4

respondents **DO NOT USE** Indy

Parks programs more often due to

Program not Being Offered

Visioning

Major Goals

1. Build a staff culture based on inclusion and accountability
2. Increase funding and staffing
3. Parks and facilities are well maintained and attractive
4. Programs and services address community needs & desires
5. Position parks as community hubs
6. Tell the story of why Indy Parks matter

Mission

**Enriching experiences for
ALL**

Vision

Healthier lives, inspiring experiences, and vibrant communities

Values

- **Inclusion**
- **Collaboration**
- **Stewardship**
- **Fun**

Program Assessment

Core Program Areas

Active Adults 62+	Adaptive & Inclusion	Adult Sports	Arts, Concerts, & Movies
Aquatics	Day Camps	Enrichment	Environmental Education
Health & Wellness	Outdoor Adventure	Special Events	Youth Sports

Core Program Areas

Active Adults 62+

- **Description**: Fitness, wellness, enrichment, arts, and sports programs specifically targeted for active adults over the age of 62 years old.
- **Goals**: Provide fitness, leisure, and social activities to senior adults to encourage an active lifestyle, promote physical and mental well-being, and discourage isolation. Provide low-impact programs at low or no cost.

Core Program Areas

Adaptive & Inclusion

- **Description:** Fitness, wellness, enrichment, arts, and sports programs adapted to ensure that individuals with different abilities have equal access to programs and recreational activities.
- **Goals:** Provide proper staff training program support, and accommodations to maximize participation opportunities for youth and adults with disabilities. Encourage independence and confidence. Teach life skills.

Core Program Areas

Adult Sports

- **Description:** Competitive and recreational sports programs for adults 18 and older.
- **Goals:** Encourage an active lifestyle by providing space for competitive and social playing opportunities for adults in a variety of sports. Provide both traditional and non-traditional sport opportunities.

Core Program Areas

Arts, Concerts, & Movies

- **Description:** Art programs and classes in various mediums including performing arts, painting, sculpture, printmaking, drawing, and photography.
- **Goals:** Establish a sustainable concert series in a variety of genres. Offer arts for all ages in a range of mediums. Provide entertainment through movies, performing arts and outreach.

Core Program Areas

Aquatics

- **Description:** Fitness, recreation, competitive, and leisure activities taking place in a body of water.
- **Goals:** Provide quality year-round aquatic programming including swim lessons, aerobics, swim team and other recreational activities. Promote and encourage swimming and water safety as a key life skill.

Core Program Areas

Day Camts

- **Description:** Structured activities for preschoolers, school aged kids, and teens providing a variety of organized recreation, art, environmental education, enrichment, and science activities.
- **Goals:** Provide safe and fun summer experiences for youth. Provide a variety of activities to encourage participants to try new things. Encourage appreciation of the natural environment.

Core Program Areas

Enrichment

- **Description:** Programs, classes, and activities with an educational value-added component designed to support or enhance life skills and academic success.
- **Goals:** Provide programs that teach and enhance life skills and academic success.

Core Program Areas

Environmental Education

- **Description:** Programs and classes that aim to teach those of all ages more about their environment, develop environmental stewardship, and learn how to appreciate the natural world around them
- **Goals:** Provide a wide range of programs that inspire an appreciation of natural environments. Increase public awareness in environmental stewardship. Improve access to programs.

Core Program Areas

Health & Wellness

- **Description:** Classes and programs focusing on strengthening participants' physical, emotional, spiritual, and social health.
- **Goals:** Provide a wide range of programs and activities to promote a healthier lifestyle. Work with health care partners to offer more programs with a focus on emotional and social well-being.

Core Program Areas

Outdoor Adventure

- **Description:** Outdoor activities, usually encouraging physical challenge. Outdoor activities may take place on land, in water, and in the air, some may be winter focused.
- **Goals**: Promote health and wellness through outdoor physical activity. Identify partnership opportunities to increase offerings.

Core Program Areas

Special Events

- **Description:** One time or short-term recreation, leisure, social or cultural events celebrating a specific occasion.
- **Goals:** Provide park space to host community organized special events. Increase cultural events. Plan events to highlight parks' value. Use partnerships to offer more diverse events.

Core Program Areas

Youth Sports

- **Description:** Competitive and recreational sports programs for youth ages 17 and under.
- **Goals:** Encourage active lifestyles by providing compettive and social athletics opportunities. Provide traditional and non-traditional sports opportunities. Teach good sportsmanship, teamwork, and cooperation.

Sessions | Timeline | Application | Survey

PROGRAMMING PARTNER CALL OUT

Indy Parks is seeking applications for community programming partners to collaborate on diverse programming across the city. We encourage interested parties to propose programs and activities they would like to partner to provide at city parks.

Indy Parks and Recreation provides parks, greenspaces, trails, and recreation opportunities for Marion County residents and visitors. The agency offers 214 parks, 11,608 acres of greenspace, 130 playgrounds, 155 sports fields, 153 miles of trails, 23 recreation and nature centers, 20 aquatic centers, 22 spray grounds, 13 golf courses, and four dog parks. Indy Parks also provides a range of sports, art, education, and recreation programs and more than 2,400 programs throughout the year.

We are looking for you to help activate more of our spaces to bring the community together to learn, have fun, stay active, and more.

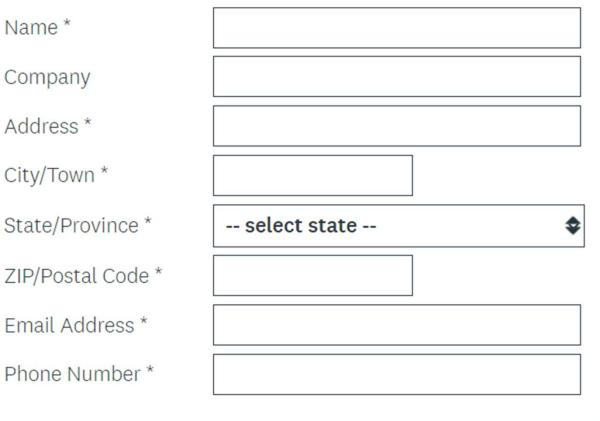**Applications are due by Friday, August 25.**

Contact Information

* 1. Contact Information

Name *

Company

Address *

City/Town *

State/Province *   -- select state --

ZIP/Postal Code *

Email Address *

Phone Number *

Website and Social Media Handles

2. Website and social media handles (if applicable)

Website

Facebook

Instagram

Twitter

YouTube

LinkedIn

TikTok

Which Core Program Area do you Serve?

3. Choose the specific Core Program Area(s) that your programs belong to (select all that apply).

Click HERE for more info on Core Program Areas.

- ☐ Active Adults 62+
- ☐ Adaptive & Inclusion
- ☐ Adult Sports
- ☐ Arts, Concerts, & Movies
- ☐ Aquatics
- ☐ Day Camps
- ☐ Enrichment
- ☐ Environmental Education
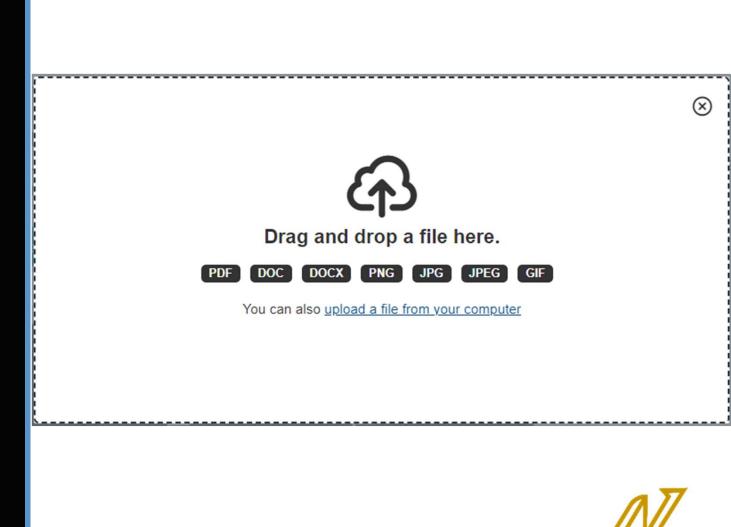- ☐ Health & Wellness
- ☐ Outdoor Adventure
- ☐ Special Events
- ☐ Youth Sports

Description of Program

* 4. Provide a brief description of your program

OPTIONAL: Attach one-page document describing program

Drag and drop a file here.

PDF DOC DOCX PNG JPG JPEG GIF

You can also upload a file from your computer

Desired Location of Program

6.
Which area of the City would you like to offer your program (select all that apply)?

- [ ] Decatur
- [ ] Center
- [ ] Franklin
- [ ] Lawrence
- [ ] Perry
- [ ] Pike
- [ ] Warren
- [ ] Washington
- [ ] Wayne

Estimated Number of Participants

7. What are estimated Min/Max number of participants for your program?

○ 0 to 10

○ 11-20

○ 21-50

○ 51-99

○ 100+

Ages Program Serve

8. What ages do your programs serve (select all that apply)?

- ☐ Preschool (ages 5 and under)
- ☐ Elementary (ages 6-12)
- ☐ Teens (ages 13-17)
- ☐ Adult (ages 18-61)
- ☐ Seniors (ages 62 and over)
- ☐ All ages programs

Frequency of Programs

9. Frequency of Activity/Class/Program

○ One-time program/event

○ Weekly (meets once a week for X weeks)

○ Monthly (meets once a month for X months)

○ Quarterly for one year

○ Other

[   ]

Inclusion Practices

10. Do you incorporate any inclusion practices into your programming? For example, inclusive or adaptive programming for people with disabilities.

○ No I don't curently, but I'm interested in learning more

○ Yes, please explain

[   ]

Space Accommodations

11. Do you require space to accomodate special needs and/or abilities?

Current or Previously Offered Program

12. Are you currently offering this program or have you offered this program before?

○ Yes

○ No

If yes, where?

[   ]

Duplicatable Program

13. Could your program be duplicated at multiple locations?

○ Yes

○ No
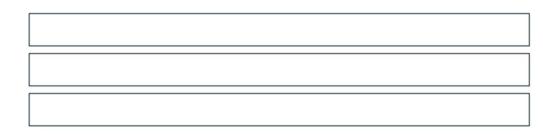
If yes, can you run it yourself or need external help?

[   ]

Current Staffing Levels

14. What are your current staffing levels?

Volunteer

Paid Staff

Other

Background Checks

15. Do you do any background checks with your staff, volunteers, or contractors who run your programs?

○ Yes

○ No

Charge for Program

16. Do you charge for your programs?

○ Yes

○ No

Program Funding

17. How is your program currently funded/sustained (grants/fees/donations/etc.)?

Allocation of Funding

18. By percentage how do you allocate that funding to run your program?

Administrative

Equipment

Marketing

Marterials / Supplies

Meals / Snacks

Personnel

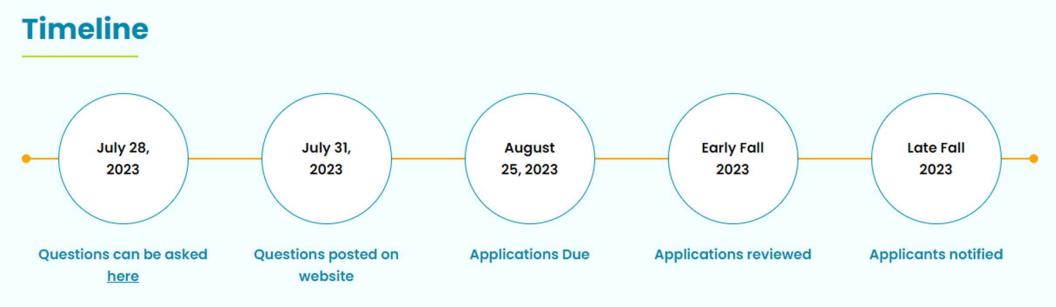Transportation

Training / Certification

Utililities/Rent

Other

Obstacles

19. What obstacles or challenges have you faced or do you anticipate facing when partnering with Indy Parks or the City?

Timeline

July 28, 2023

Questions can be asked
here

July 31, 2023

Questions posted on
website

August 25, 2023

Applications Due

Early Fall 2023

Applications reviewed

Late Fall 2023

Applicants notified

www.PlanIndyParks.com

Programming Partners Call Out