



2014...A Closer look!

RADNOR TOWNSHIP RECREATION & COMMUNITY PROGRAMMING



*Board of Commissioners
Meeting
February 23, 2015
Tammy Cohen, Director*

DEPARTMENT COMMUNITY EVENTS

3 NEW Events in 2014

- Great American Backyard Campout
- Zumbathon
- Highest Ollie Contest at Radnor Skatepark

Changes in 2014

- Daddy Daughter Dance at Radnor Hotel
- Wheels of Wayne expanded footprint
- Concert at Veterans Park (instead of Movie Night)

6 NEW Events in 2013

- Mystery Dinner Theatre
- Shred for the Park at Radnor Skate Park
- Wheels of Wayne Car & Motorcycle Show
- Truck Zoo & Community Celebration
- Willows Concert & Fireworks Celebration
- Santa's Delivery

7 NEW Events in 2012

- Daddy-Daughter Valentine's Dance
- Shakespeare Theatre in the Park
- Night at the Ball Park & Fireworks Finale
- Radnor Family Movie Night
- Wayne Senior Center Open House/Active Aging Celebration
- Fall Harvest & Great Pumpkin Patch Halloween Event
- Trick or Treat at the Radnor Township Building

Events 2011 & Prior

- Spring Eggstravaganza & Community Event
- Chester Valley Sportsman Association Youth Trout Derby
- Arbor Day Celebration
- Radnor Summer Concert Series 2013 (2 Concerts)
- Penn Medicine Radnor Run
- Holiday at the Willows & Fireworks Finale

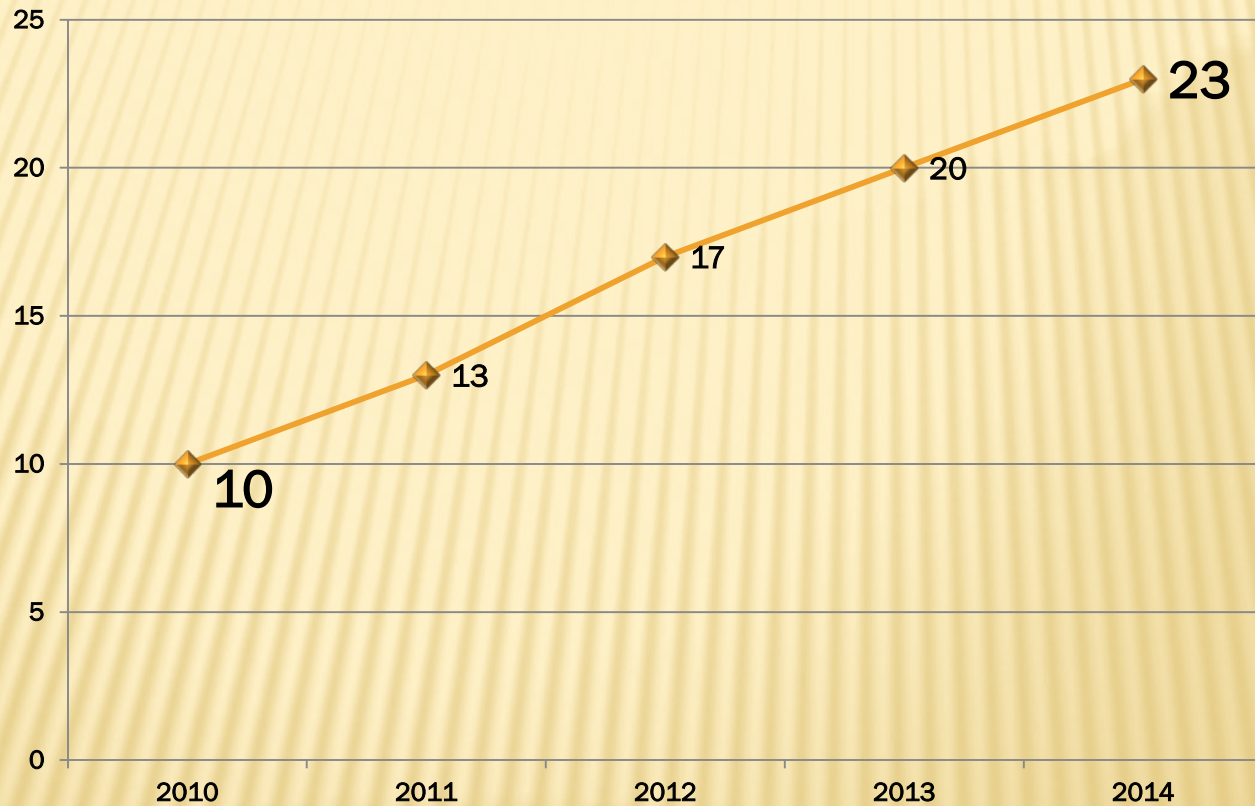
PA RECREATION & PARKS SOCIETY RECOGNITION!

THE
**FALL HARVEST
& GREAT PUMPKIN PATCH**
EVENT!



GROWTH IN COMMUNITY EVENTS OFFERED

Number of Events Offered By Year



2015 COMMUNITY EVENT SCHEDULE

Daddy-Daughter Valentine's Dance - Friday, February 6, 2015 at the Radnor Hotel

Spring Eggstravaganza - Sunday, March 22, 2015 at Villanova University Football Stadium

Wheels of Wayne Car & Motorcycle Show - Sunday, April 19, 2015 on North Wayne Avenue, Wayne

Arbor Day Celebration - Tuesday, April 21, 2015 at Friends of Radnor Trails Park

Bike Rodeo – Sunday, May 3 at Wayne Art Center Parking Lot

Radnor Trail 10 Year Celebration – Date to be Determined

Chester Valley Sportsman's Association Youth Trout Derby - Dates to be Determined

Shred for the Park at Radnor Skate Park - Sunday, May 17, 2015 at Radnor Skate Park

Radnor's Great American Backyard Campout - Saturday, June 27, 2015 at the Willows Park

Radnor Summer Concert Series 2015 (3 Concerts) –

Back to Rock – Wednesday, July 8 at Veterans Park

Concert TBD – Wednesday, July 29 at Clem Macrone park

Melissa Martin & the Mighty Rhythm Kings – Wednesday, August 5 at Bo Connor Park

Shakespeare Theatre in the Park - Tuesday, July 14, 2015 at the Willows Mansion front lawn

Night at the Ball Park & Fireworks Finale - Wednesday, July 22, 2015 at Encke Park

Truck Zoo & Community Celebration - Sunday, September 20, 2015 Radnor Memorial Library Parking Lots

Wayne Senior Center Open House/Active Aging Celebration - Thursday, September 24, 2015 at Wayne Senior Center

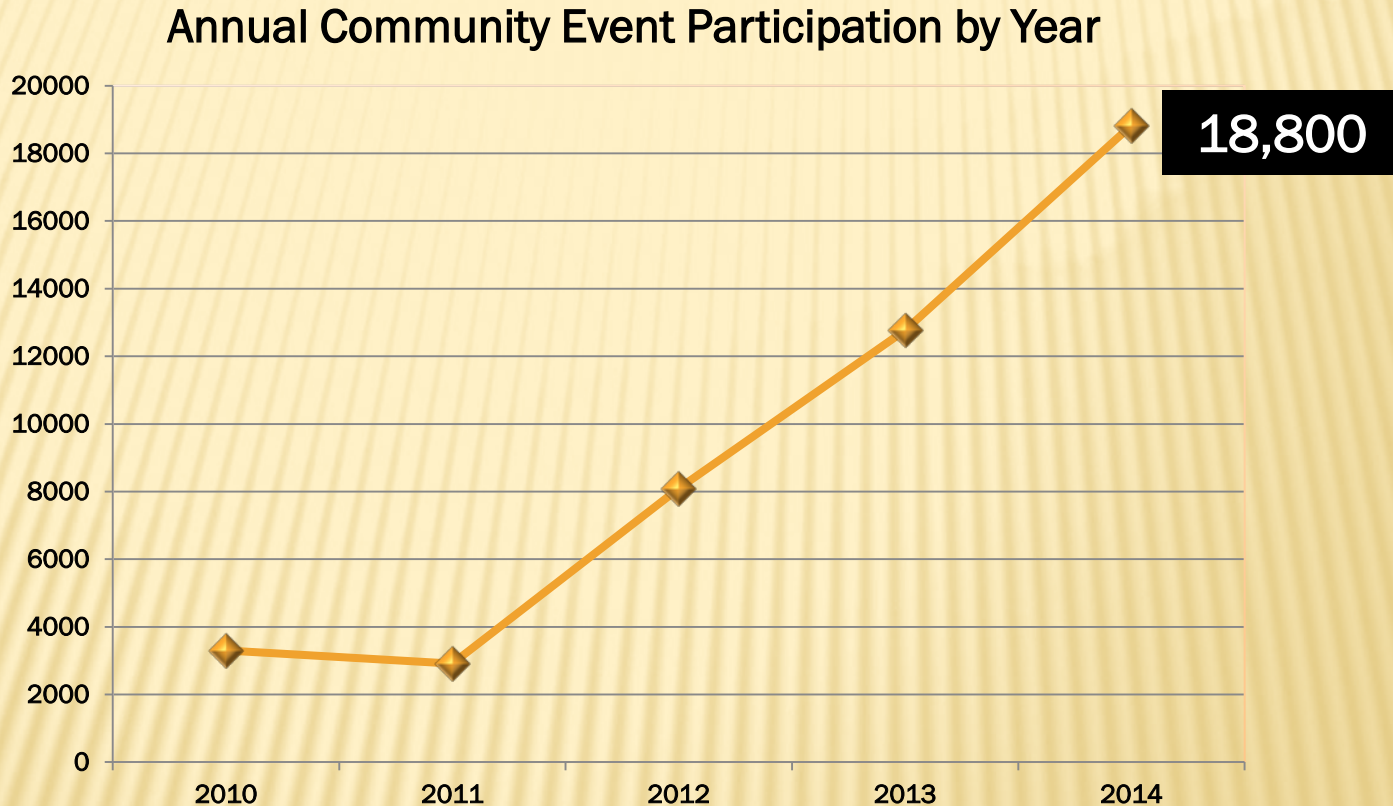
Fall Harvest & Great Pumpkin Patch Halloween Event - Sunday, October 4, 2015 at the Willows Park

Penn Medicine Radnor Run - Sunday, October 25, 2015 at the Radnor Township Building

Trick or Treat at the Radnor Township Building - Friday, October 30, 2015 at the Radnor Township Building

Santa's Delivery Night - Saturday, December 12, 2015

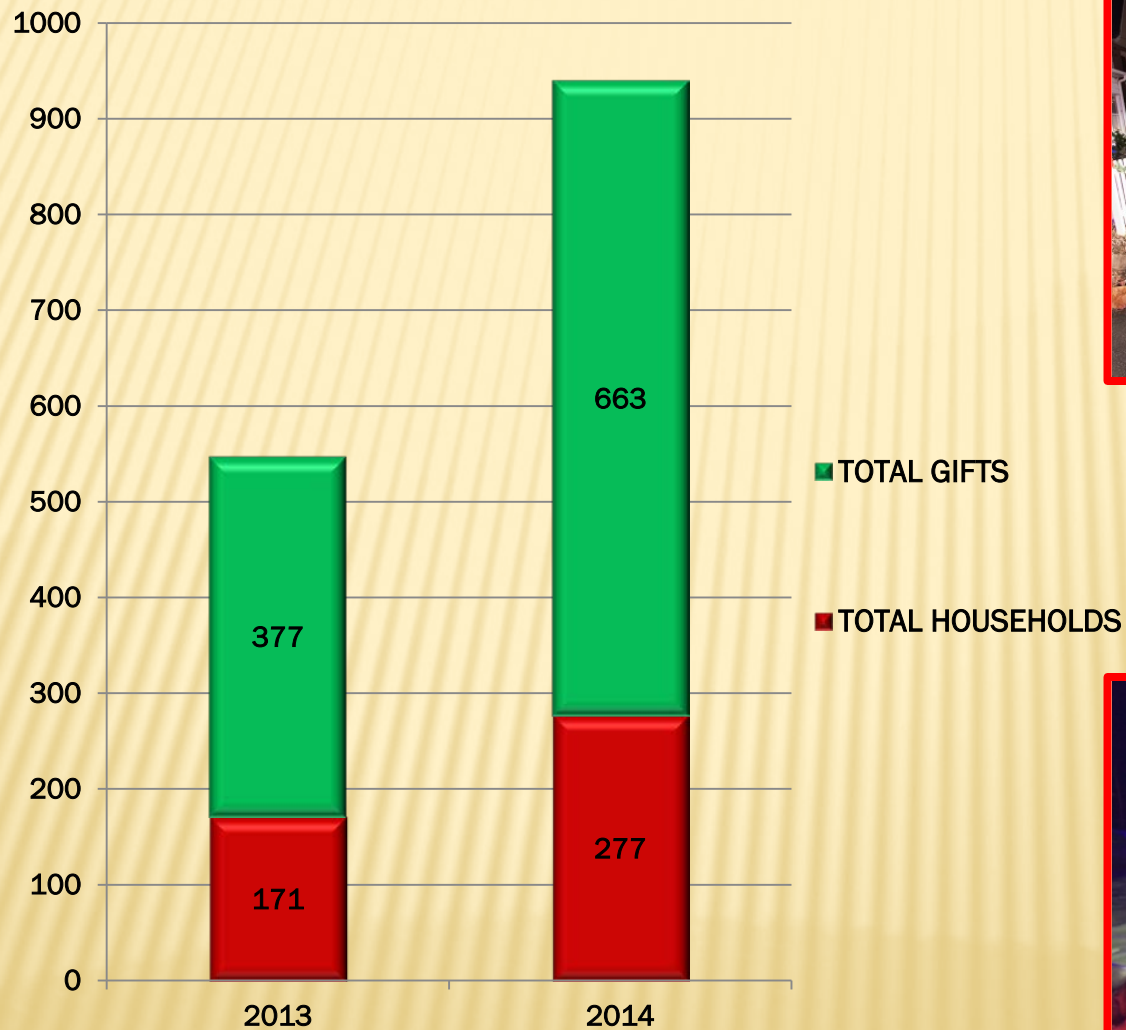
GROWTH IN COMMUNITY EVENT PARTICIPATION



Participation has grown 48% from 2013!

Participation has grown by 471% since 2010!

SANTA'S DELIVERY PARTICIPATION!



PARTNERSHIPS 2014

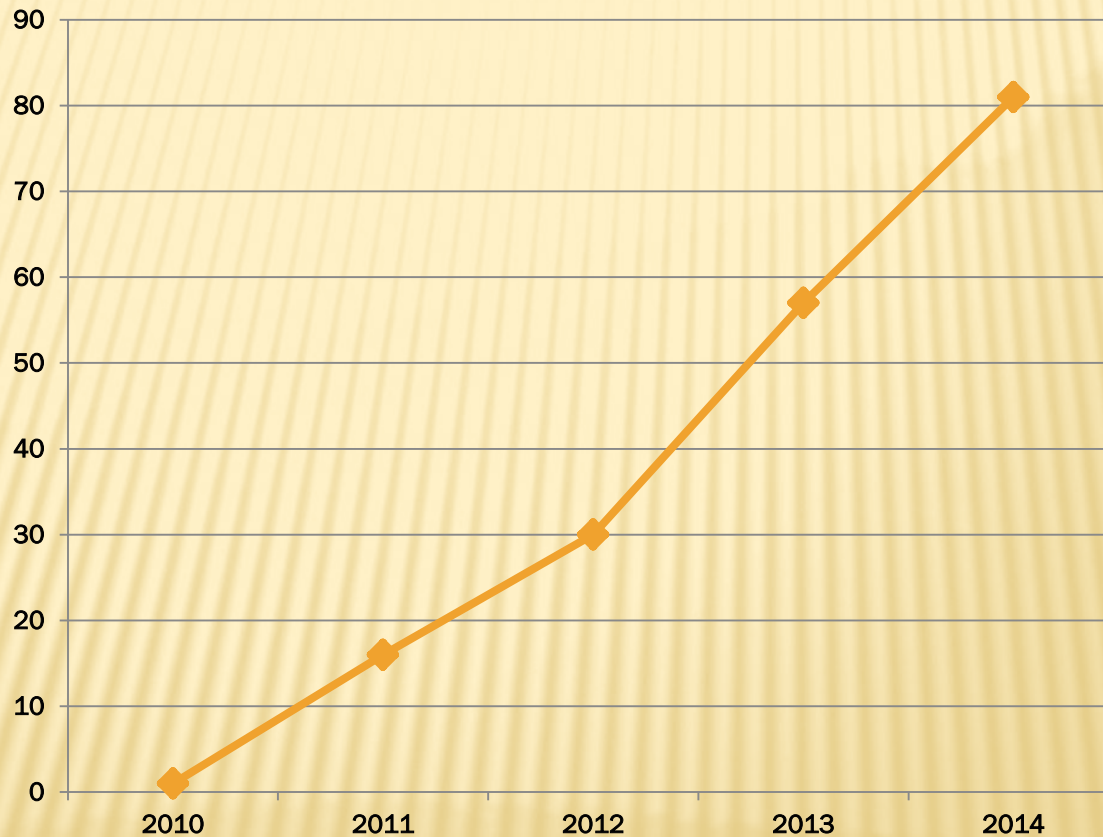
■ **14 Organizational Partners**

- Radnor Cub Scouts
- Radnor Girl Scouts
- Wayne Business Association
- Radnor Memorial Library
- Villanova University
- Radnor Conservancy
- Radnor Wayne Little League
- Wayne Art Center
- Wayne Senior Center
- Radnor Fire Company
- Bryn Mawr Fire Company
- Broomall Fire Company
- Gladwyne Fire Company
- American Lung Association

■ **Business Partners/Presenting Sponsors**

SPONSORSHIPS...A CLOSER LOOK

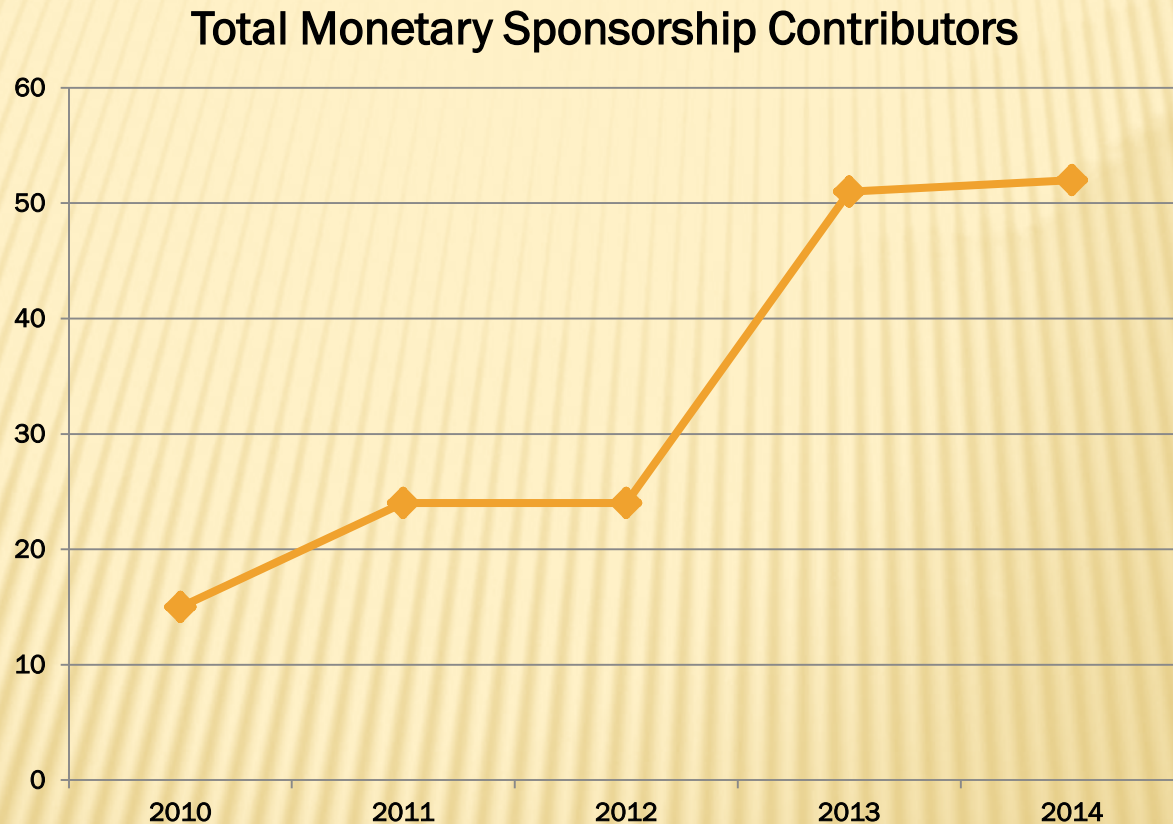
Total In-Kind Sponsorship Contributors



81 In-Kind and Service Sponsorship Contributors ...42% increase from 2013

**Each contributing entity is counted as one by event; not the total number of contributions by event.*

SPONSORSHIPS...A CLOSER LOOK

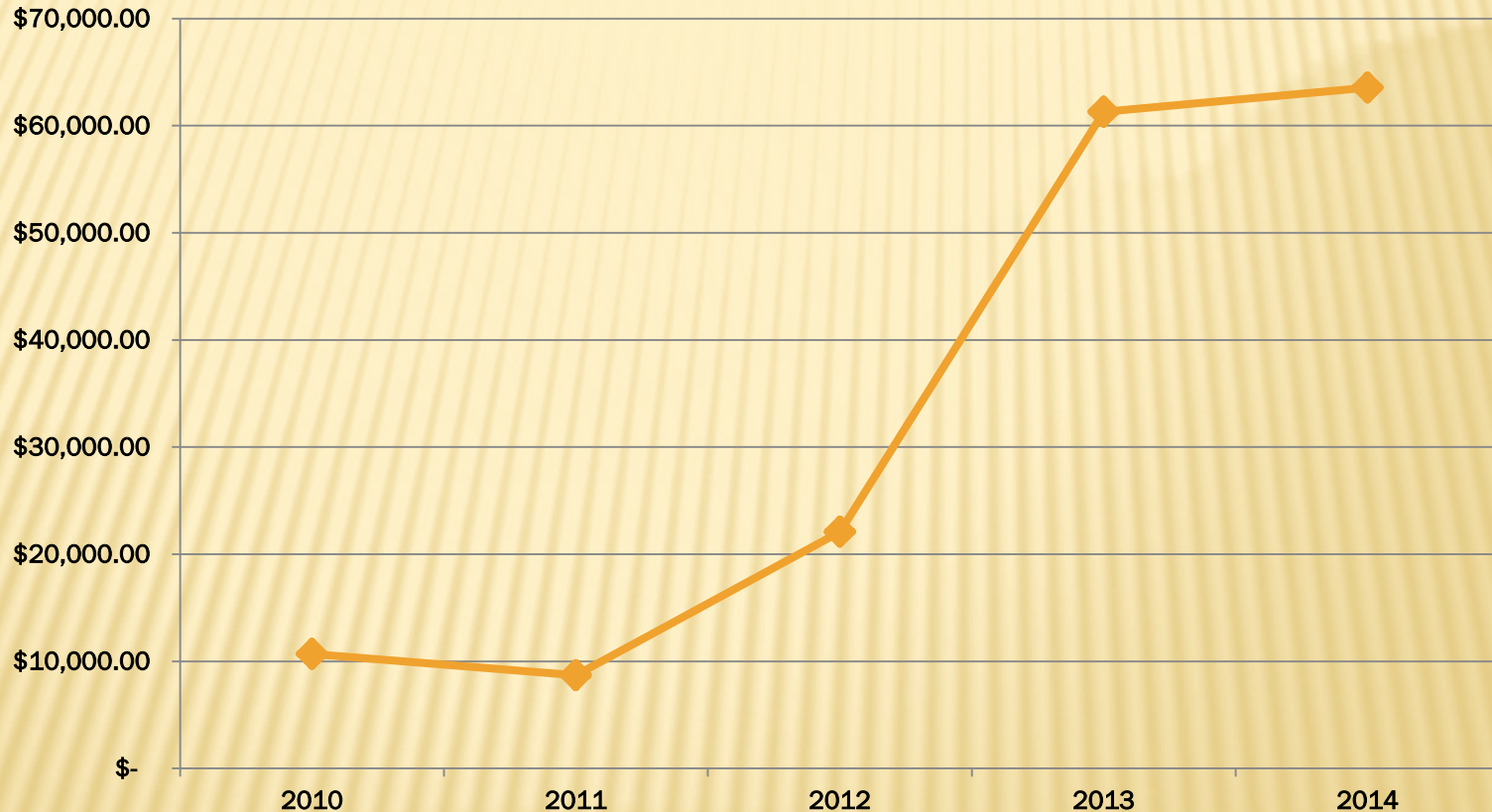


52 Monetary Sponsorship Contributors in 2014 totaling \$63,550

*Each contributing entity is counted as one by event.

SPONSORSHIPS...A CLOSER LOOK

Total Sponsorship Revenue/Monetary Contributions



Contributions have ranged from \$10K to \$63K by year.

**Revenues are assigned to the year that the program took place.*

SPONSORSHIPS...A CLOSER LOOK

- Organization/Business-Focused Approach
- What do sponsors get out of it?
 - *Advertising*
 - *Outreach*
 - *Visibility*
 - *Relationship Building*
- How is the sponsorship money spent?
 - *Cover the Event Direct Expenses (entertainment, supplies, etc.)*
 - *Defray Event Indirect Costs*

FOCUS ON PROGRAMMING 2014

2014 Overview:

- Maintained delivery of staple programming – Summer Camps, Youth Basketball
- 100 programs offered/100% coverage direct costs
- Over 3,500 participated in programming
- Continued to focus on quality vs. quantity

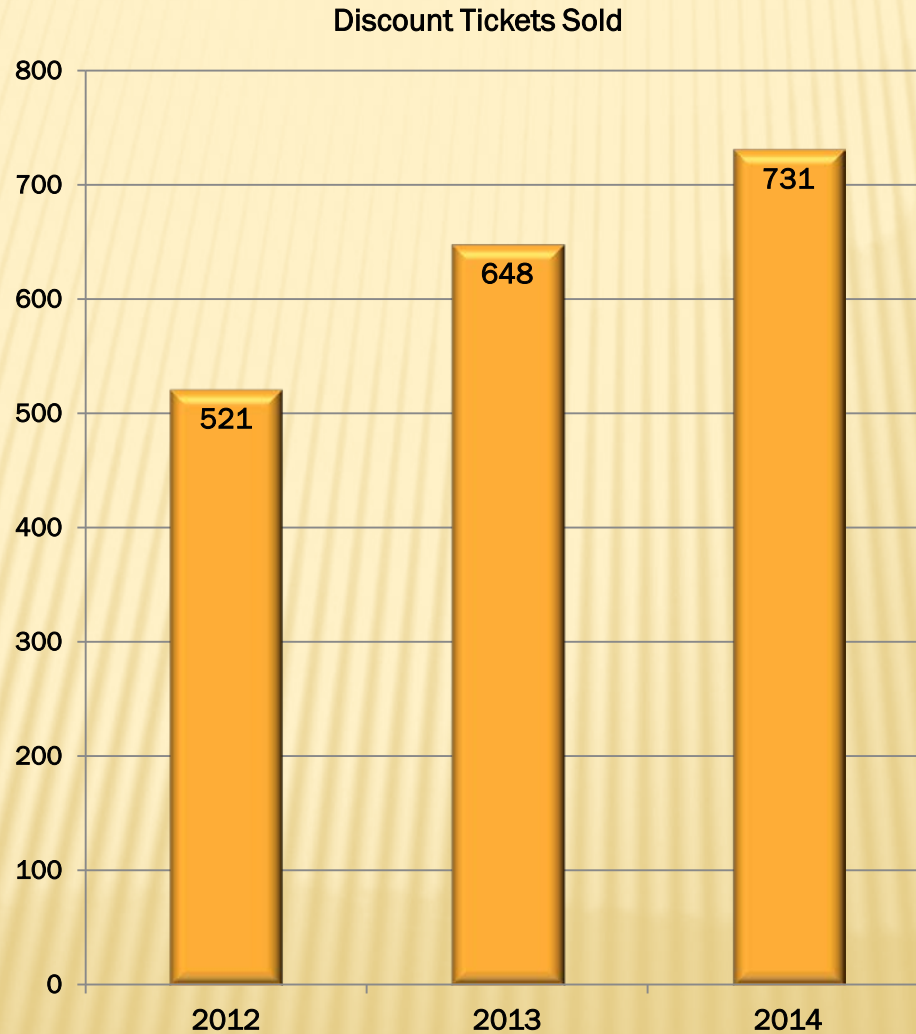
2014 Highlights

- Adult Sports Leagues at Memorial Park with Philadelphia Sport and Social Club – 130+
- Preschool soccer and tee ball programming growth in summer and fall seasons 150+
- 2 new summer specialty camps
- Coaches clinic for Radnor Youth Basketball
- Radnor Youth Basketball up 10% from 2013*
- Radnor Day Camp up 16% from 2013*
- Stabilized participation for summer camps from 2013 to 2014

Where are we headed in 2015?

- Increase off-peak utilization of Radnor Activity Center/Radnor Memorial/Park Locations
- Increase focus on programming partnerships and delivery collaborations - Radnor Youth Basketball Program, RTSD PTOs, Main Line School Night
- Convert all programming to cost-effective online registration/finance software integration

PA RECREATION & PARKS SOCIETY & REGAL CINEMA DISCOUNT TICKET PROGRAM PERFORMANCE



PARK & FACILITY IMPROVEMENTS & PROJECTS

- Encke Park Playground Enhancement Project
- Encke Park Ballfield Improvements
- Willows Mansion Partnership Development
- Clem Macrone Park Design & Construction Plan
- Evaluation of Cell Towers in Township Parks
- Veterans Park Planning
- North Wayne Park Improvements & Stormwater Basin Development
- Greenways & Open Space Network Plan
- Radnor Skatepark Improvements
- Ithan Valley Park Historical Recognition & Improvements - kiosk & steps
- Skunk Hollow Garden sign
- Ardrossan Park Property/Trails
- Park Comfort Stations
- Park Signage Improvements
- Public-Private Partnerships

ENCKE PARK PLAYGROUND ENHANCEMENT PROJECT



Key Features:

- Poured Surfacing
- ADA Compliant
- Green Playground Equipment Leader
- PVC-Free
- Recycled parts
- Playpod System
- Made in USA/PA



TOWNSHIP DEPARTMENTS & TEAMWORK

Intense Collaboration Amongst Township Departments



THANK YOU FOR YOUR SUPPORT!
