



# HOWARD PARK

## **LEGACY PROJECT**

A Second Vision for South Bend's First Park

# WHAT WE CAN DO TOGETHER.

In 2015, a plan to reimagine Howard Park began as a part of My South Bend Parks and Trails – a suite of park, trail and riverfront upgrades that will fundamentally change the landscape of our shared green spaces as identified by the extensive feedback from our residents.

With a planned operational opening in November 2019, we are reaching back to our residents for their support once again. Our mission is to engage the residents of South Bend as we collectively reinvent our signature park through the subsequent capital campaign.

More than a park, more than an ice rink, more than a community center ... the new Howard Park is a foundational step in reimagining the future of our city. Moving boldly forward requires dedication and partnership. This campaign seeks to engage the South Bend community.

Uniting the power of public generosity with the potential of our growing city, we can seize a unique opportunity to engage the community in the development of its own placemaking and innovation.

Your generous gift, in support of our community, will allow thousands of area residents to engage in our city for generations to come. Together, we can create a new, lasting legacy for South Bend.

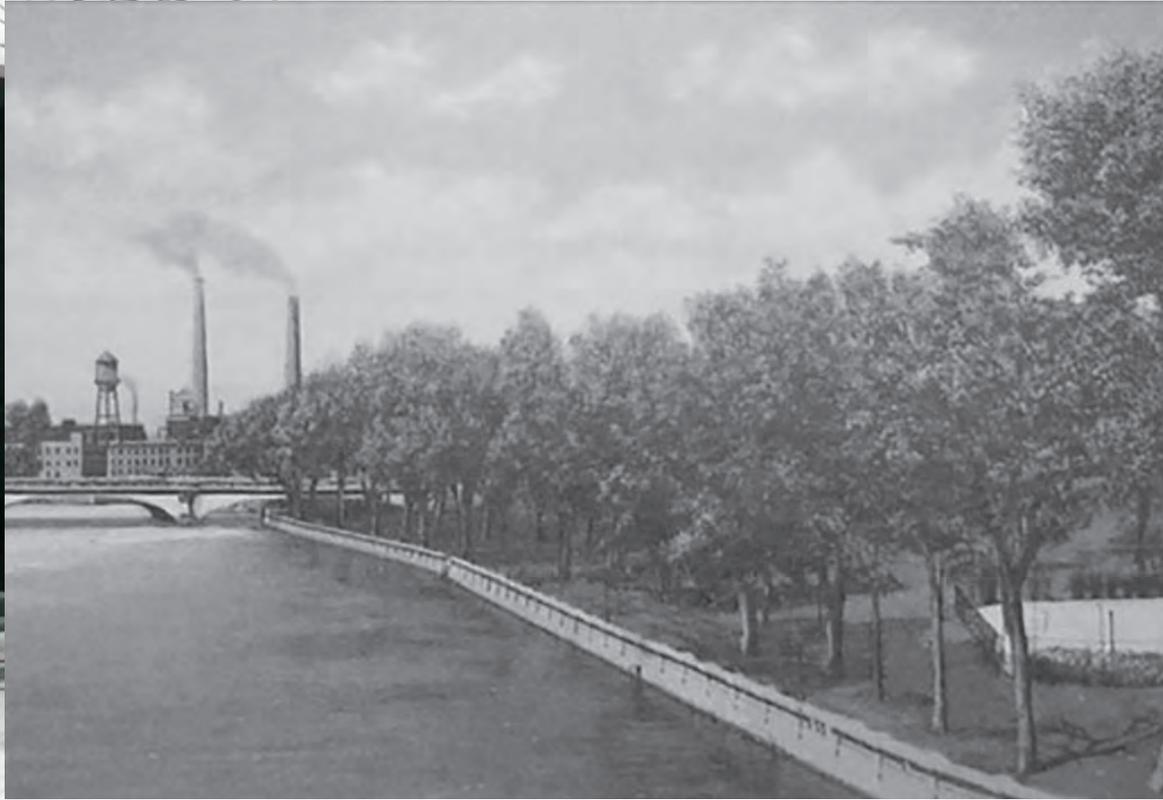
We hope you will be a part of it.



**Aaron Perri**  
Executive Director  
Venues Parks & Arts









## A LOOK BACK **HISTORY**

On February 17, 1879 the South Bend City Council, including Judge Timothy E. Howard, directed the city engineer to create boundaries for South Bend's first recreational park. Over the next several years, the city renovated the land – which had previously housed a growing landfill – by planting dozens of trees and developing the surrounding greenspace.

Years later the newly formed Board of Park Commissioners called for the creation of paved walking paths, allowing for even greater use of the park. The subsequent decades brought more changes to Howard Park: a vast green space, a hockey-style ice rink and a community center all on a campus that brought laughter, togetherness and a multitude of memories to residents of South Bend.

Today, the vision of a new Howard Park is being realized on the same space that was envisioned 140 years ago. With the planned expansion of the community center, an ice trail that will travel around a state-of-the-art accessible playground, and the development of the green spaces and walking trails, we seek to expand the use of our first park and reimagine its legacy. Your support of this new vision will help continue to weave Howard Park into the fabric of our community for decades to come.

NEW HOWARD PARK

NOVEMBER 2019





HOWARD PARK



● ZAMBONI STAGING

● 3 COMMUNITY ROOMS

CAFE

# NAMING RIGHTS

As part of our Howard Park Legacy Project capital campaign, we are extending individual naming rights opportunities for individuals and organizations in the general public.

Naming rights are available for the elements noted above.

● ICE TRAIL & POND

EVENT LAWN ●

PLAYGROUND

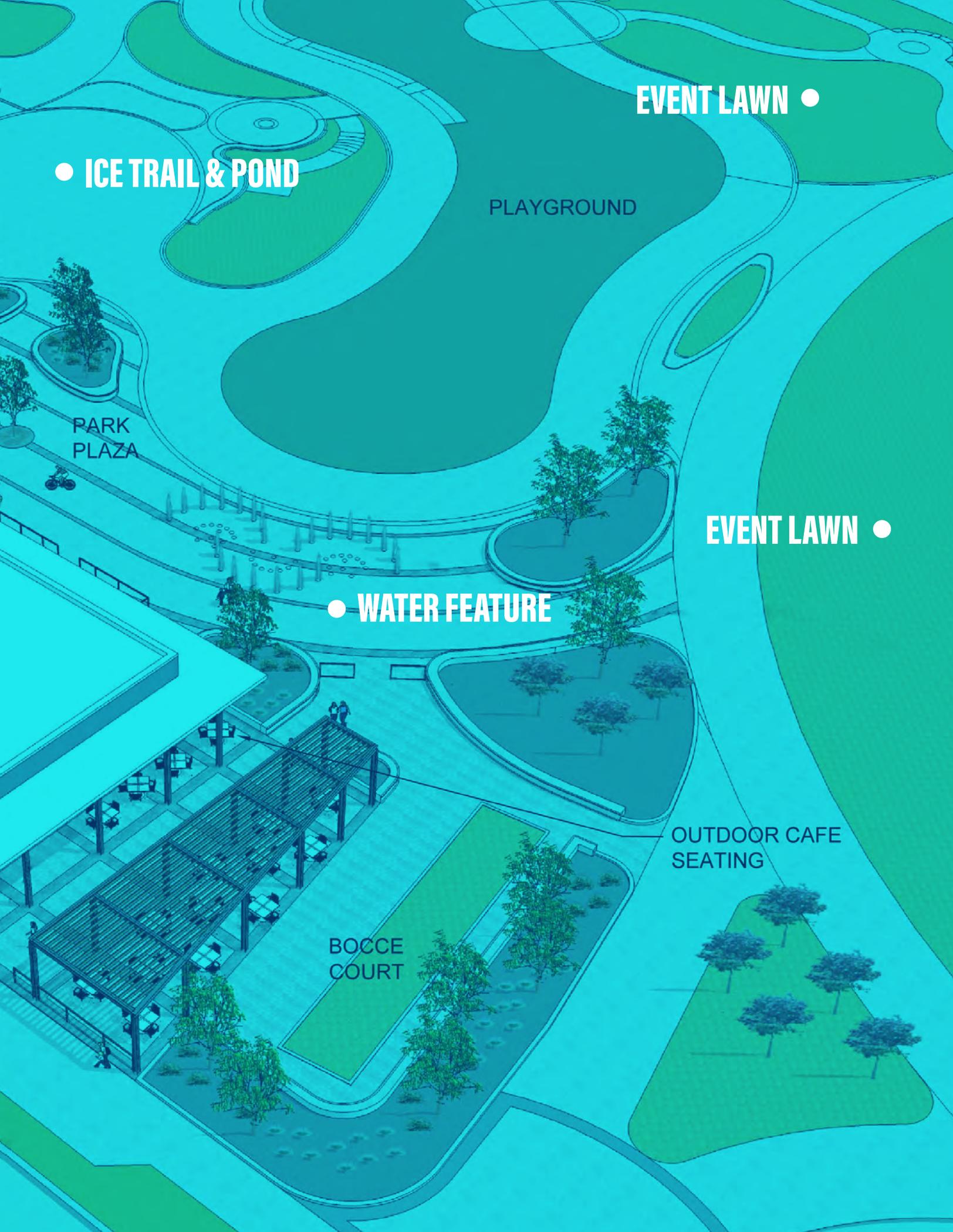
PARK  
PLAZA

EVENT LAWN ●

● WATER FEATURE

OUTDOOR CAFE  
SEATING

BOCCE  
COURT





# ESTIMATED PARK USAGE

ANNUAL VISITORS

**500,000**

ANNUAL ICE SKATERS

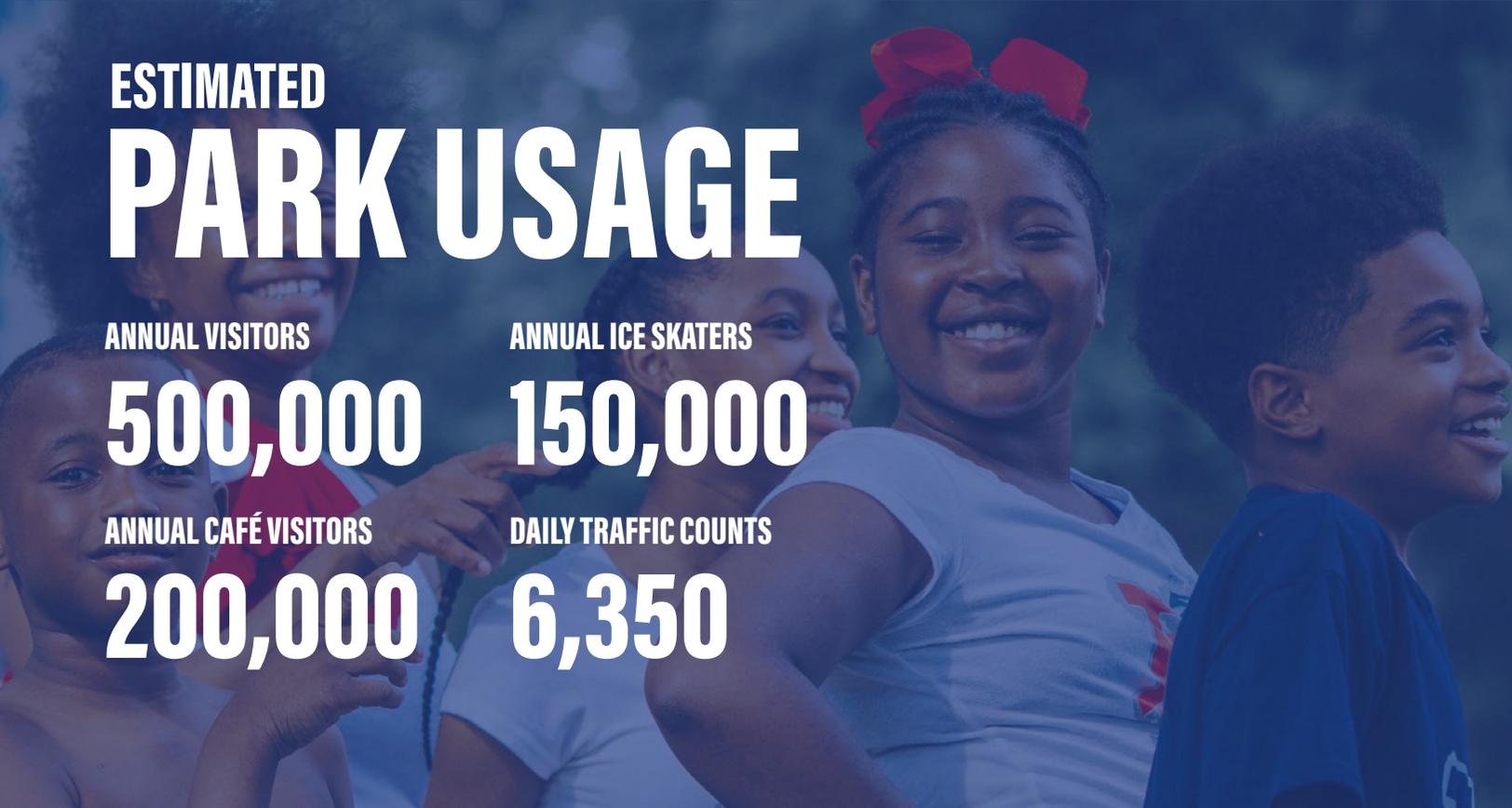
**150,000**

ANNUAL CAFÉ VISITORS

**200,000**

DAILY TRAFFIC COUNTS

**6,350**





# AREAS OF IMPACT

## Impact Drivers

We are motivated by our five impact drivers: strengthening our social community through **equity**, holding ourselves accountable for **ecological** progress, providing **safe** and beautiful community amenities, cultivating innovative experiences to generate **economic impact**, and promoting **health and wellness**.

## Skate-It-Forward Program

Ten percent of all skating profits will go directly to providing free skating to those in our community who would otherwise be unable to afford it.

## Media Value

The opening and subsequent programming of Howard Park will receive a great amount of media interest. We anticipate roughly 20 special events with vast local and regional TV and radio coverage. Combined with Venues Parks & Arts/City of South Bend-led marketing and social media campaigns, we estimate the media value of a naming rights sponsor at nearly \$50,000 in the first year, with exponentially more opportunity for premier-level sponsors.



The above pictures are for illustrative purposes only. Commemorative elements will have mutually agreed upon plaques and specifications.

# HOWARD PARK

## COMMEMORATIVE OPPORTUNITIES

### LEAVING A LASTING LEGACY...

Howard Park Legacy Project donors have the chance to place their name, company, family or name of a loved one on a foundational piece of our park. Below are the various commemorative gift opportunities.

#### Bricks

Commemorative bricks inlaid with the inscription of your choice are available for purchase from \$250 to \$550. Bricks will be laid throughout hardscaping on the new Howard Park campus.

**\$250-550**

#### Trees

The new Howard Park will be home to a host of beautiful trees. We are offering donors the opportunity to purchase commemorative plaques for placement on surrounding tree grates.

**\$1,500**

#### Planters

For \$2,500, donors can affix an inscription on one of the planters that will decorate the front entrance of the new Howard Park community center building.

**\$2,500**

#### Benches

Bench pieces will be strategically placed on the campus of the new Howard Park and will have an attached plaque stating the name and inscription of the donor. A limited number of commemorative benches are available for purchase for \$3,500.

**\$3,500**

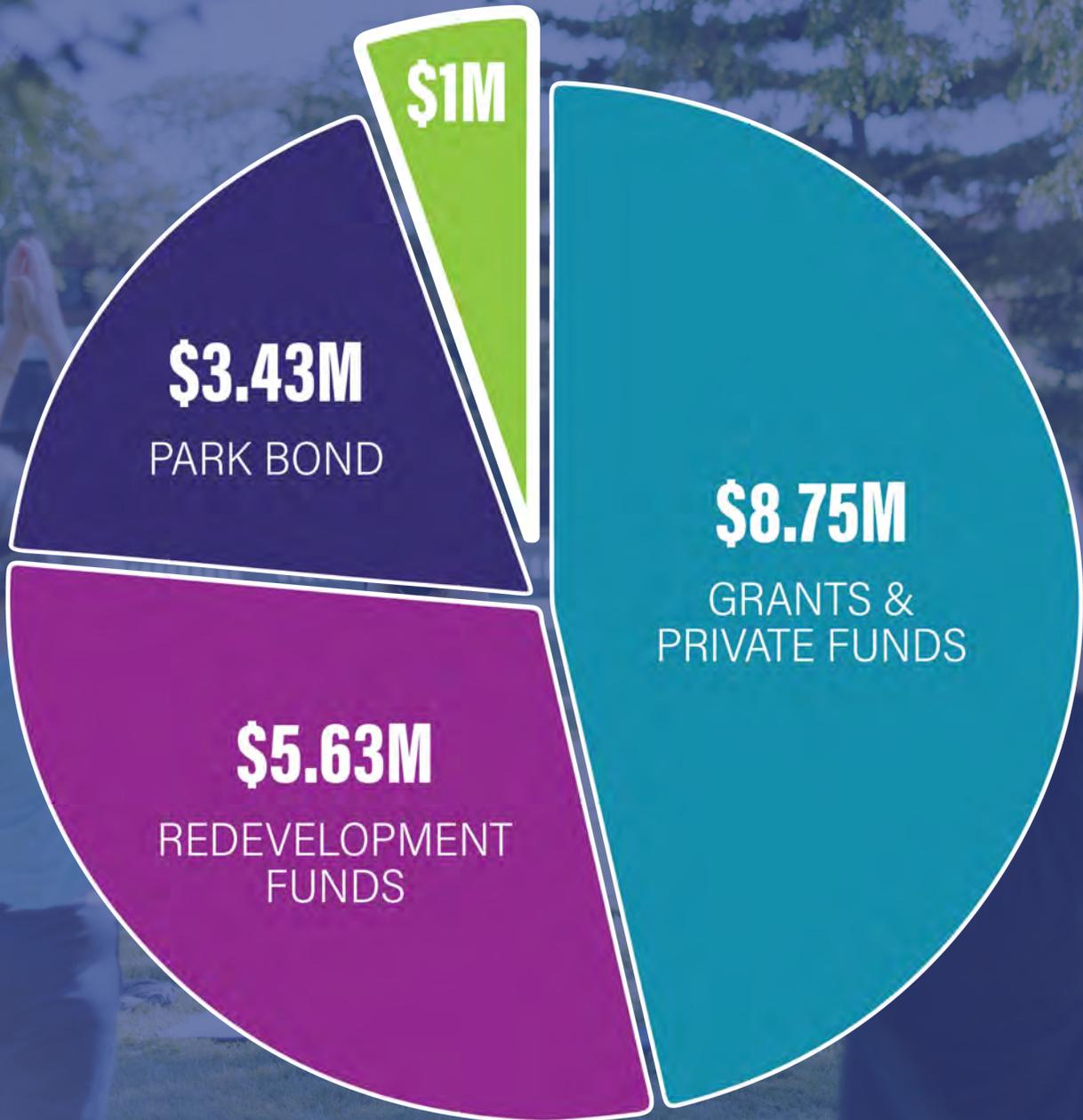
#### Fire Pits

The new Howard Park campus will house three electric, public-use fire pits. Legacy Project donors will have the opportunity to place a plaque with their inscription of choice for \$20,000

**\$20,000**

*\*Names and plaques will last for the life cycle of the element.*

COMMUNITY INVESTMENT  
(\$900K LEFT TO RAISE)



**\$1M**

**\$3.43M**

PARK BOND

**\$8.75M**

GRANTS &  
PRIVATE FUNDS

**\$5.63M**

REDEVELOPMENT  
FUNDS



CITY OF SOUTH BEND  
**VENUES PARKS & ARTS**



**HOWARD PARK**

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