

QUALITY OF LIFE PROJECT INTRODUCTION

VERSAILLES POCKET PARK

Versailles Pocket Park is an outdoor-space project and falls within the “Quality of Life”, one of the three READI 1.0 goals. The park is within the READI focus area of “tourism, arts, culture and community projects”. The project is located in Ripley County, IN. READI Program invested \$86,000 and the total matching amount from non-READI sources was \$332,000. The total investment was approximately \$418,000.

The READI Project description says that “Versailles leads a collaborative effort to develop The Pocket Park project, which will create an outdoor community space that will replace two blighted properties. Funding is secured for an entertainment pavilion and percussive play instruments through crowdfunding including a grant from the Ripley County Community Foundation, and other sources. The Park will serve as a destination community gathering space for meetups, play dates, and live entertainment and will serve residents of all ages for years to come. The Pocket Park project was completed during the end of July 2023 and by August 2023, the Pocket Park became usable by the community. Placer.ai was run for two one-year “before” and “after” periods from August 2022 to July 2023 and August 2023 to July 2024. Southeastern Indiana Regional planning Commission (SIRPC) shared a picture of the Pocket Park after its completion.



Pictured: Versailles Pocket Park After Improvements

Courtesy: Mary McCarty, SIRPC

QUALITY OF LIFE PROJECT OVERVIEW

VERSAILLES POCKET PARK

Versailles, Indiana led a collaborative effort to develop The Pocket Park project, which created an outdoor community space that replaced two blighted properties. The project was completed in July of 2023.

BEFORE (Aug 2022 - July 2023)

AFTER (Aug 2023 - July 2024)

Unique Visitors

1,600

4,200

↑ 163%

Total Visits

3,200

8,000

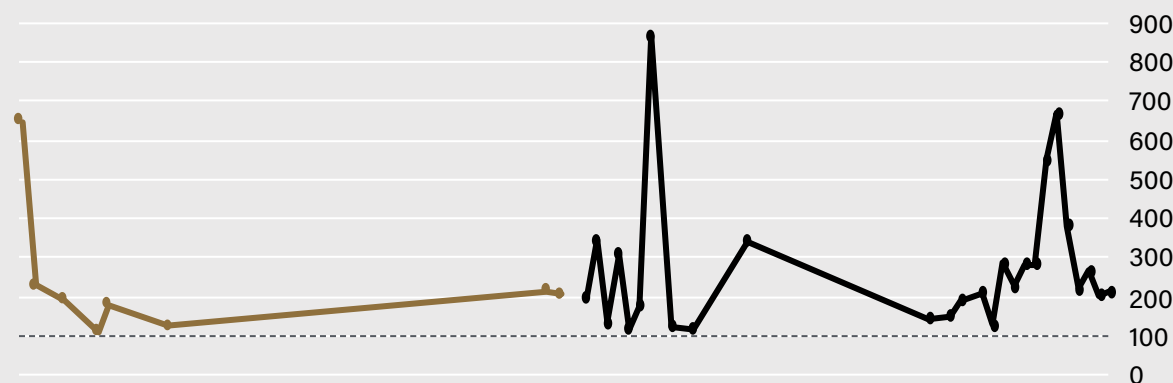
↑ 150%

Most Daily Visits

734 (Wednesdays)

1,767 (Saturdays)

Days With Over 100 Visits



Project Investment

■ \$332,000

Non-READI Sources

■ \$86,000

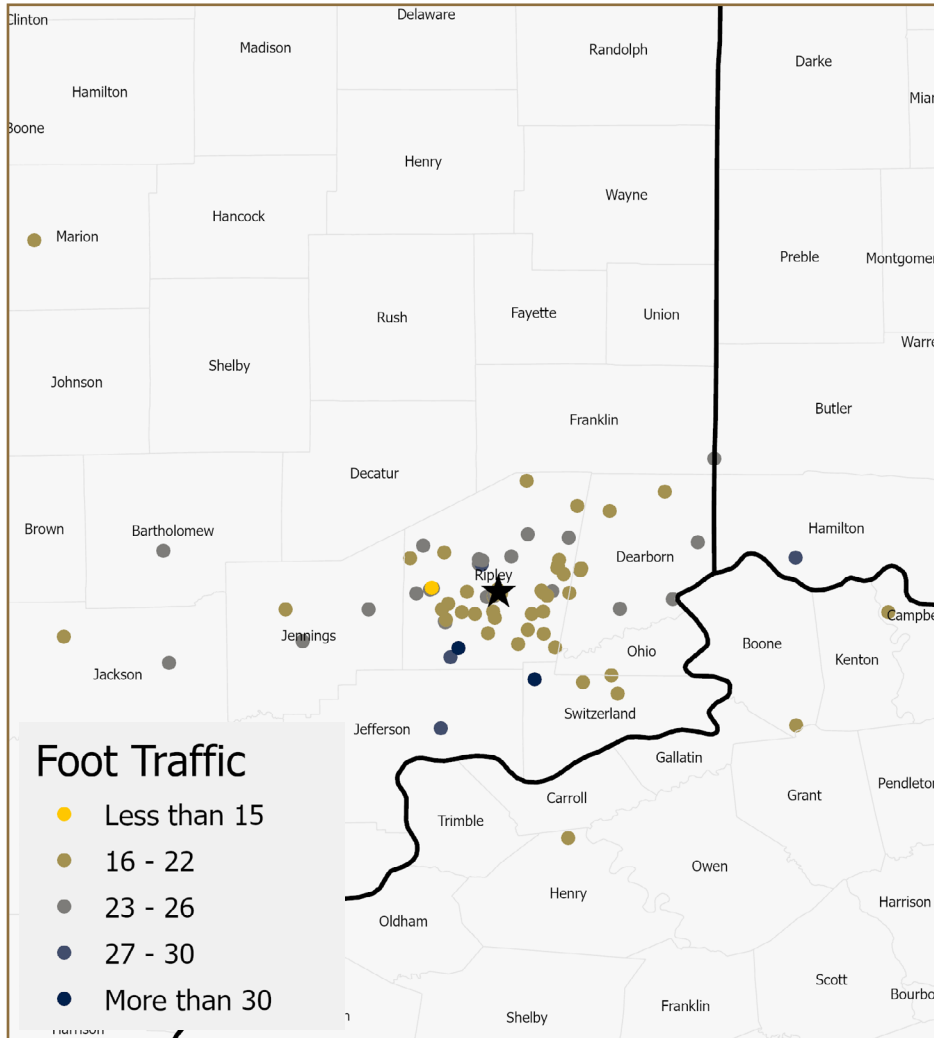
READI Program Match

Total **\$418,000**

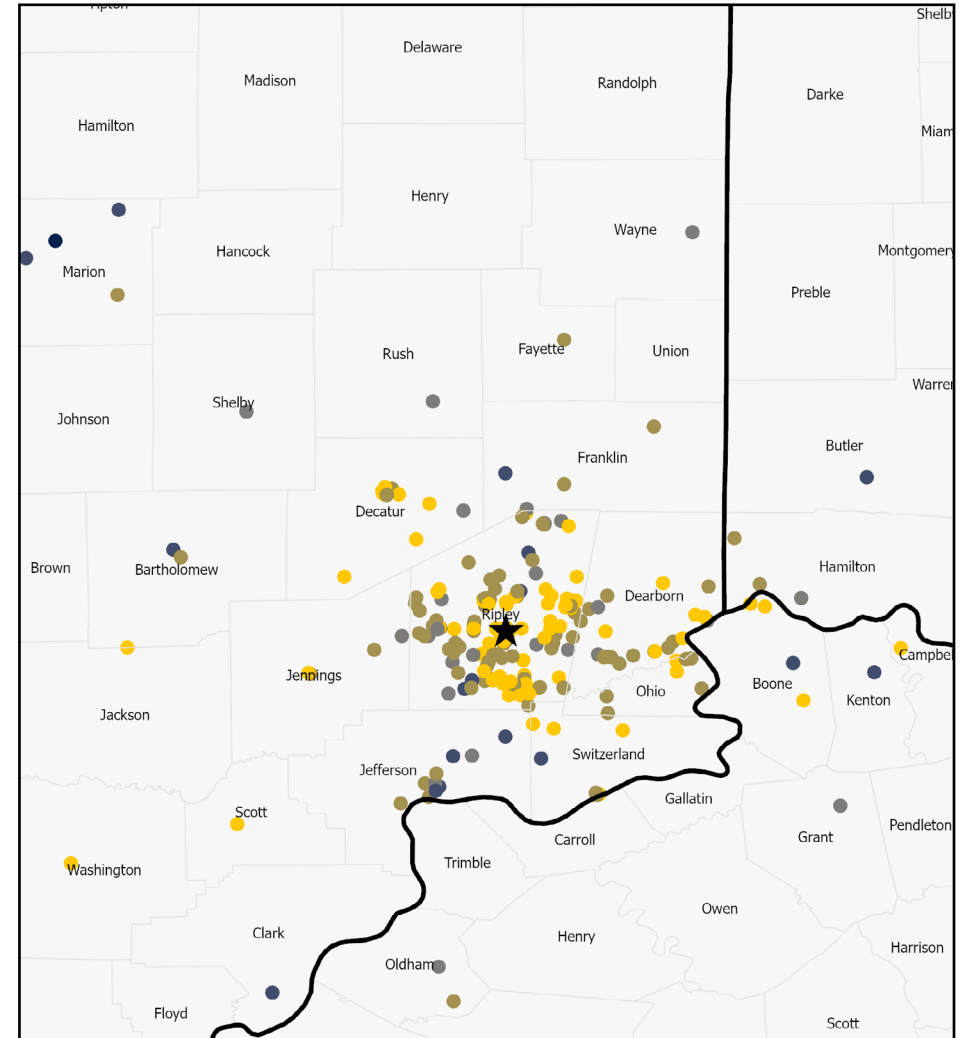
QUALITY OF LIFE PROJECT FOOT TRAFFIC

VERSAILLES POCKET PARK

BEFORE (Aug 2022 - July 2023)



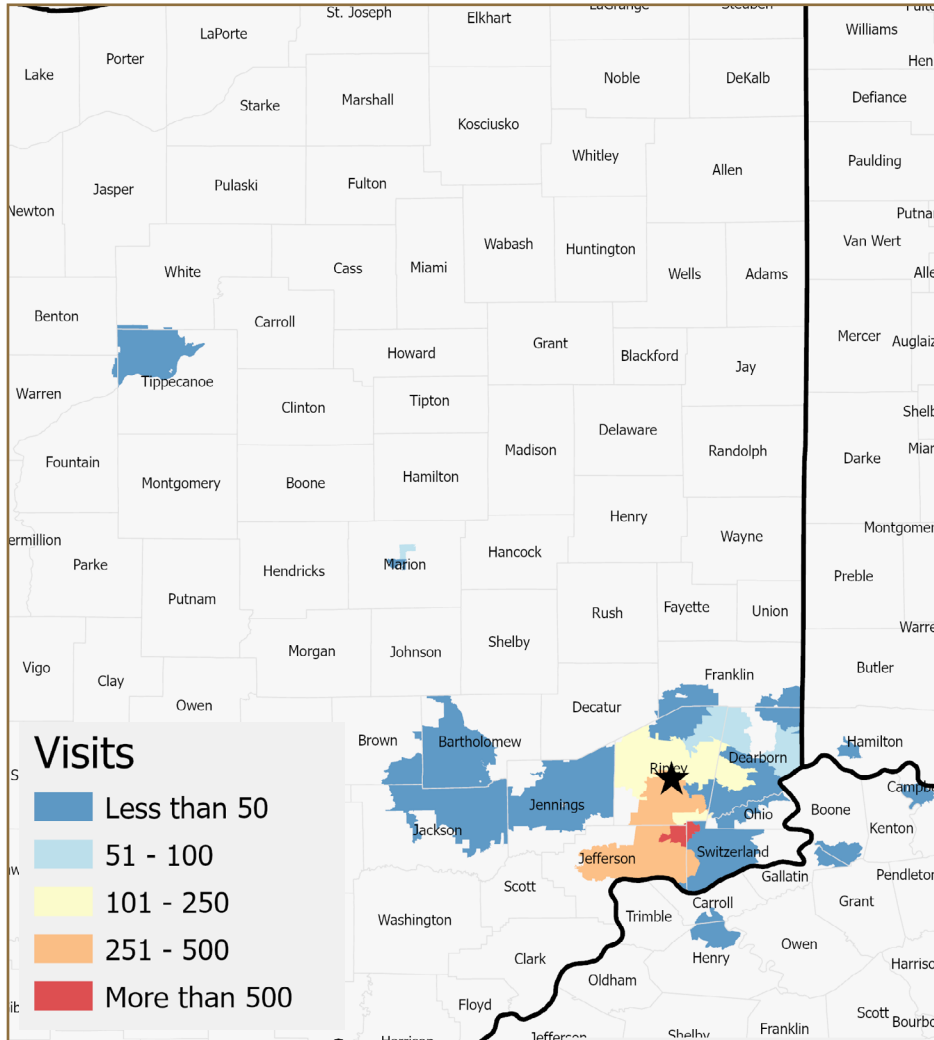
AFTER (Aug 2023 - July 2024)



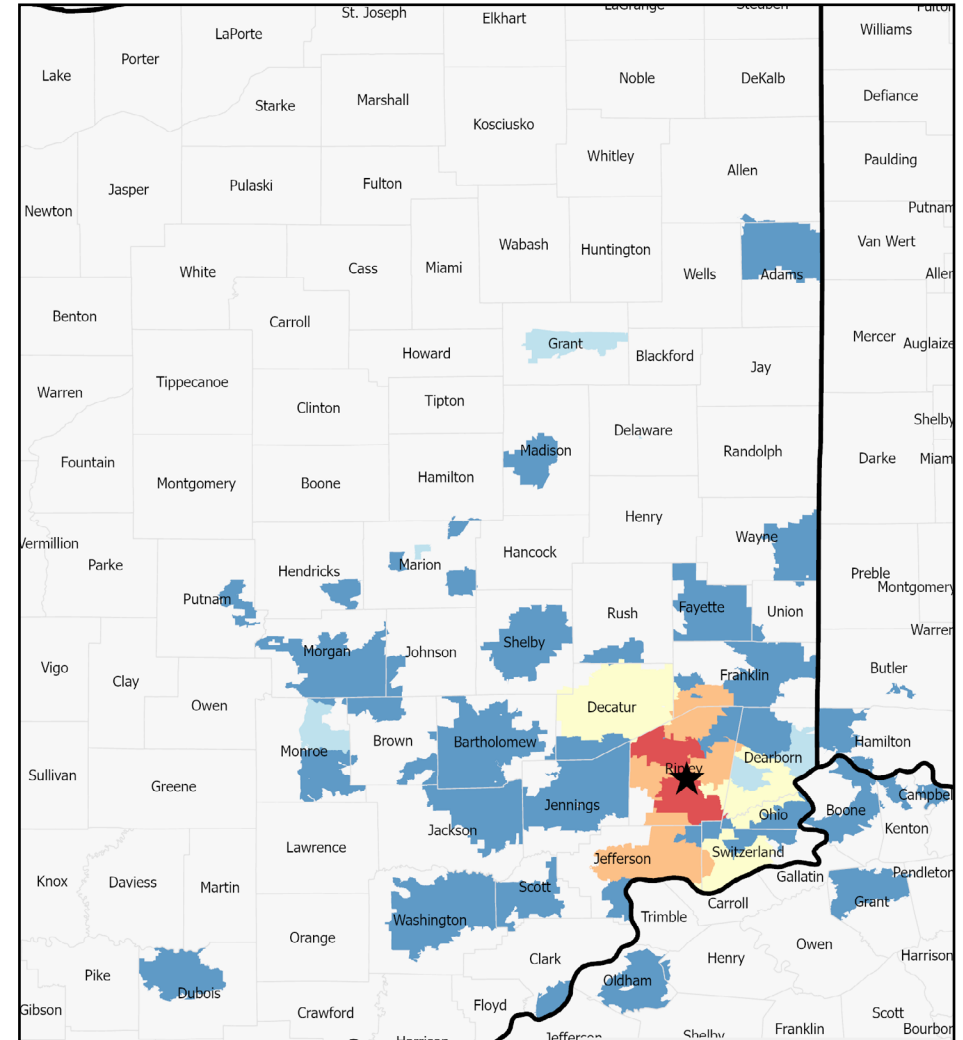
QUALITY OF LIFE PROJECT VISITS

VERSAILLES POCKET PARK

BEFORE (Aug 2022 - July 2023)



AFTER (Aug 2023 - July 2024)



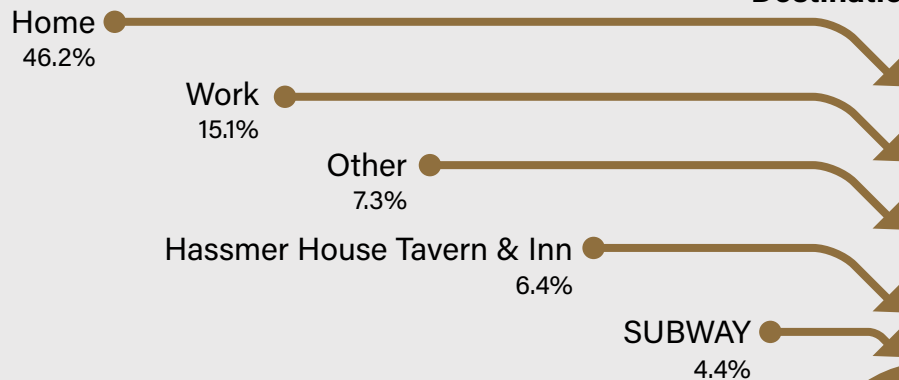
VERSAILLES POCKET PARK



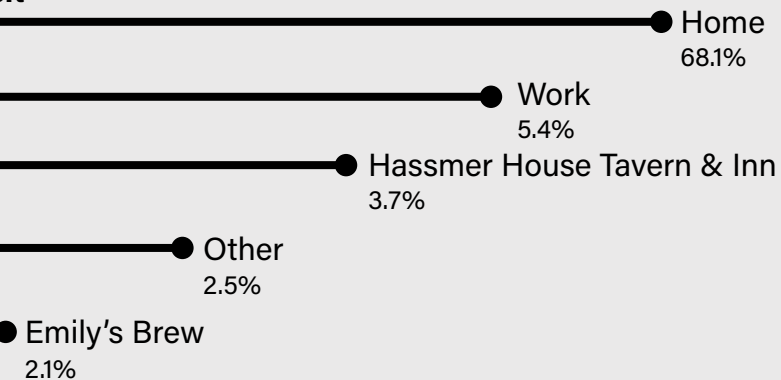
BEFORE (Aug 2022 - July 2023)

AFTER (Aug 2023 - July 2024)

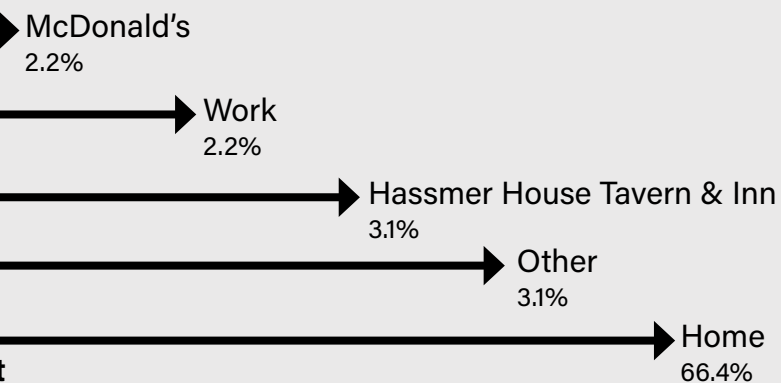
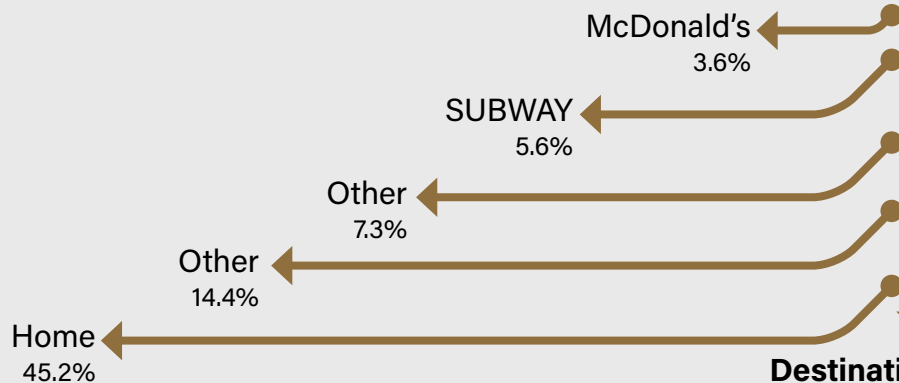
Destination Prior to Visit



**Visiting
Versailles
Pocket Park**



Destination After Visit



QUALITY OF LIFE PROJECT DRILLDOWN

VERSAILLES POCKET PARK

BEFORE (Aug 2022 - July 2023)

Unique Visitors

Visit	3,200	➔	8,000
Visit YoY	138.4%	➔	149.1%
Visitors	1,600	➔	4,200
Visit Frequency	2.03	➔	1.92
Panel Visits	126	➔	488

High Frequency Visits

Days with over 100 visits	8	➔	26
Days with over 200 visits	4	➔	13
Days with over 300 visits	1	➔	6
Days with over 400 visits	1	➔	3
Days with over 500 visits	1	➔	3
Days with over 600 visits	1	➔	2

Visitor Journey

Prior: Most Place	Home (46.2%)	➔	Home (68.1%)
Prior: Second Most Place	Work (15.1%)	➔	Work (5.4%)
Post: Most Place	Home (45.2%)	➔	Home (66.4%)
Post: Second Most Place	Other (14.4%)	➔	Other (3.1%)

AFTER (Aug 2023 - July 2024)

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Wednesday (734)	➔	Saturday (1767)
Least Daily Visits	Sunday (91)	➔	Tuesday (916)
Most Hourly Visits	11:00 am (816)	➔	7:00 pm (2187)
Average Visit Duration	73 min	➔	71 min
Median Visit Duration	42 min	➔	53 min

Demographic Characteristics

Median Household Income	\$62,000	➔	\$62,000
Bachelor's Degree or Higher	16.4%	➔	18.2%
Median Age	41.5	➔	36.0
Most Common Ethnicity	White (94.0%)	➔	White (92.8%)
Persons Per Household	2.46	➔	2.60

Favorite Places

First Favorite Place	McDonald's (0.3 mi, 1200 Visitors, 73.5%)	➔	McDonald's (0.3 mi, 1200 Visitors, 59.9%)
Second Favorite Place	Walmart (19.4 mi, 1100 visitors, 71.6%)	➔	Walmart (19.4 mi, 1100 visitors, 58.3%)