

QUALITY OF LIFE PROJECT INTRODUCTION

NexusPark

The NexusPark is a newly redesigned multi-property area. This project aligns with the "Quality of Life", one of the three READI 1.0 qualities. The park incorporates two of the READ 1.0 focus area: "Trails & Parks", and "Capital/Infrastructure". The project is located in Columbus, IN. READI Program invested \$6,000,000 and the total matching amount from non-READI sources was \$100,282,000. The total investment was approximately \$106,282,000.

"The City of Columbus and Columbus Regional Hospital partnered to acquire a declining mall property in the midtown area of Columbus. The goal is to transform the property into a health, wellness and recreation facility (Nexus Park). The project includes the development of an indoor sports facility, a regional hub for wellness related services (Columbus Regional Hospital Physical & Wellness Offices), the City's Park admin offices and community space, and an outdoor park/trail space.

The Parks Office and Community Space will be the only portion of the project funded through READI funds. The space will integrate City Parks admin offices alongside community conference rooms, youth multi-purpose rooms, low-cost fitness areas, child watch area and a teaching kitchen to provide accessible and active resident activities which cross all demographic lines. Construction is expected to start in July 2022 and be completed by September 2023. For more information, visit nexuspark.org.

Photo by the Columbus, Indiana Parks and Recreation Department



Center for Regional Development



INDIANA UNIVERSITY
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QUALITY OF LIFE PROJECT OVERVIEW

NexusPark



BEFORE (January 1, 2021 - December 31, 2021)

AFTER (January 1, 2024 - December 31, 2024)

READI funds supported NexusPark in Columbus, Indiana, redeveloping a former mall into a regional health, wellness, and recreation destination with parks administration and community space, representing an investment of approximately \$106.3 million and completed in September 2023.

Unique Visitors



156,800

184,200 ↑ 17%

Total Visits



679,858

936,980 ↑ 38%

Most Weekly Visits



17,000 *Week of Dec 13, 2021*

29,000 *Week of Sept 30, 2024*



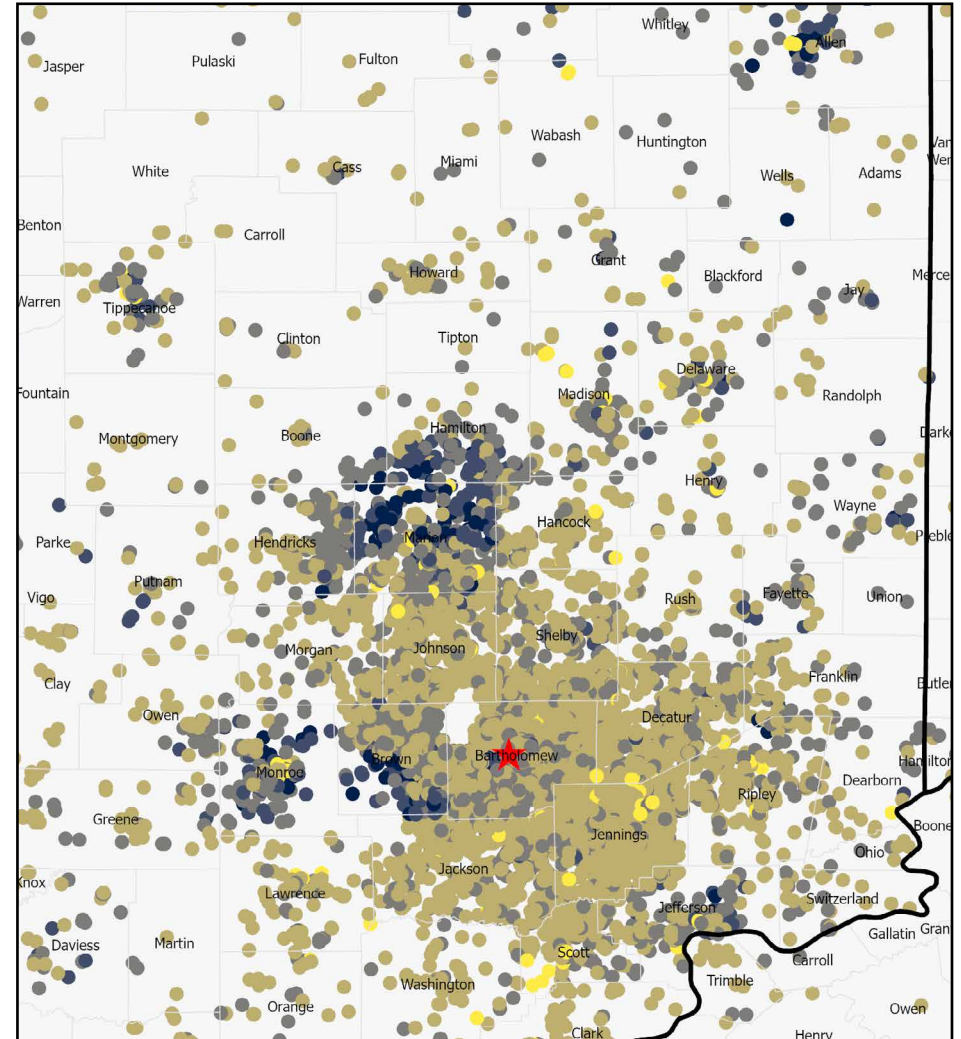
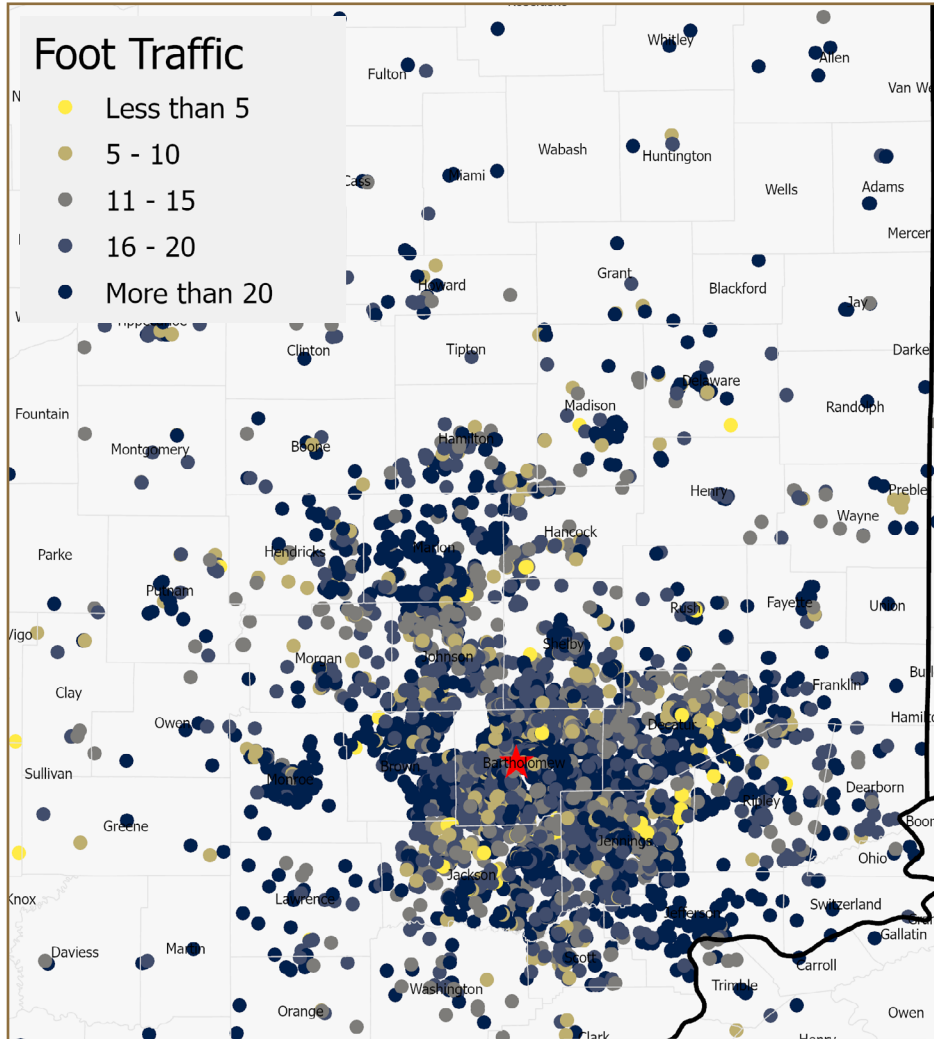
QUALITY OF LIFE PROJECT FOOT TRAFFIC

NexusPark



BEFORE (January 1, 2021 - December 31, 2021)

AFTER (January 1, 2024 - December 31, 2024)



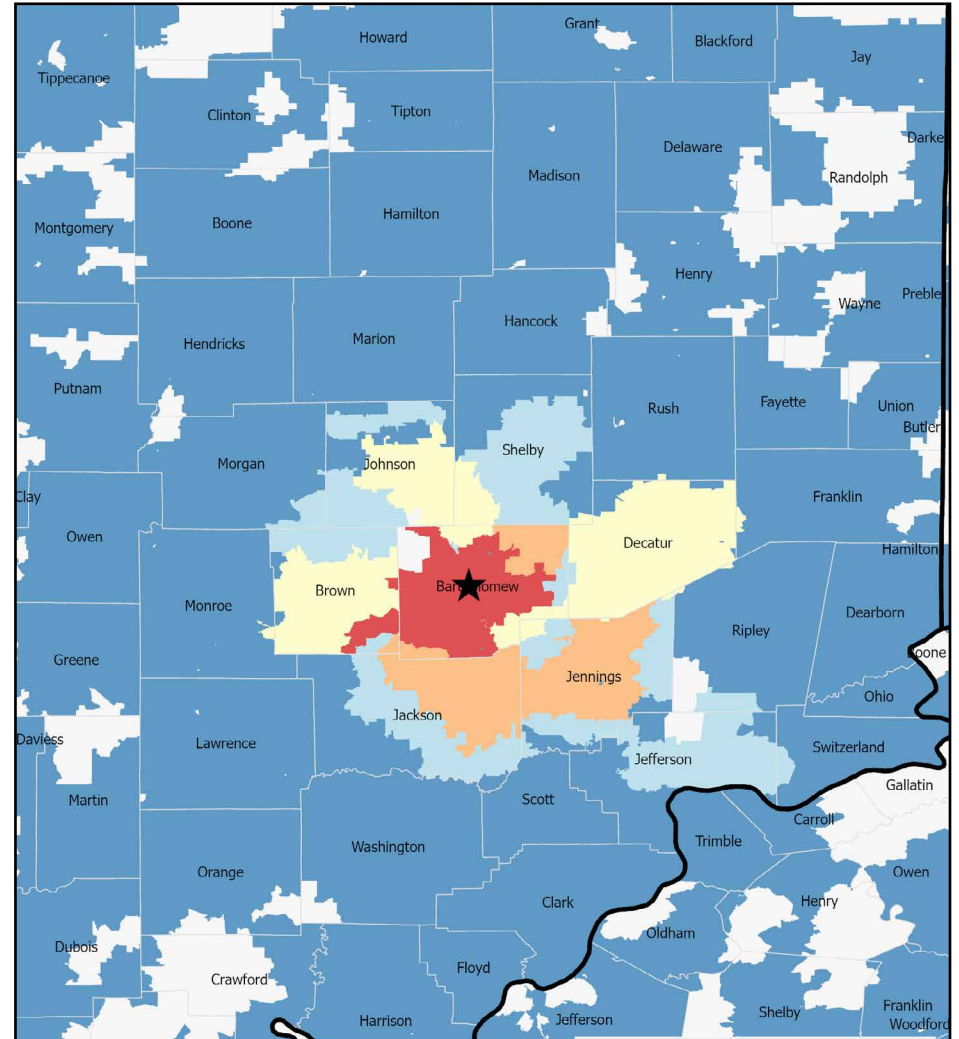
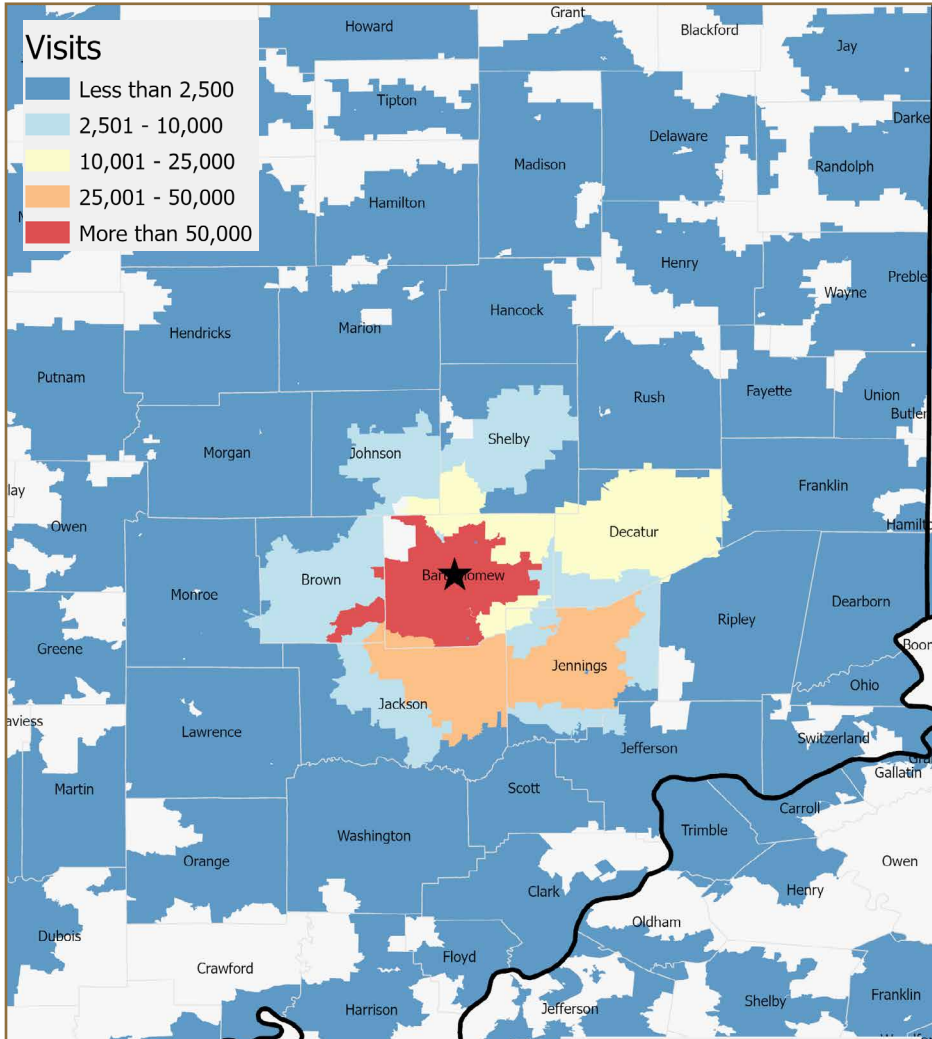
QUALITY OF LIFE PROJECT VISITS

NexusPark



BEFORE (January 1, 2021 - December 31, 2021)

AFTER (January 1, 2024 - December 31, 2024)

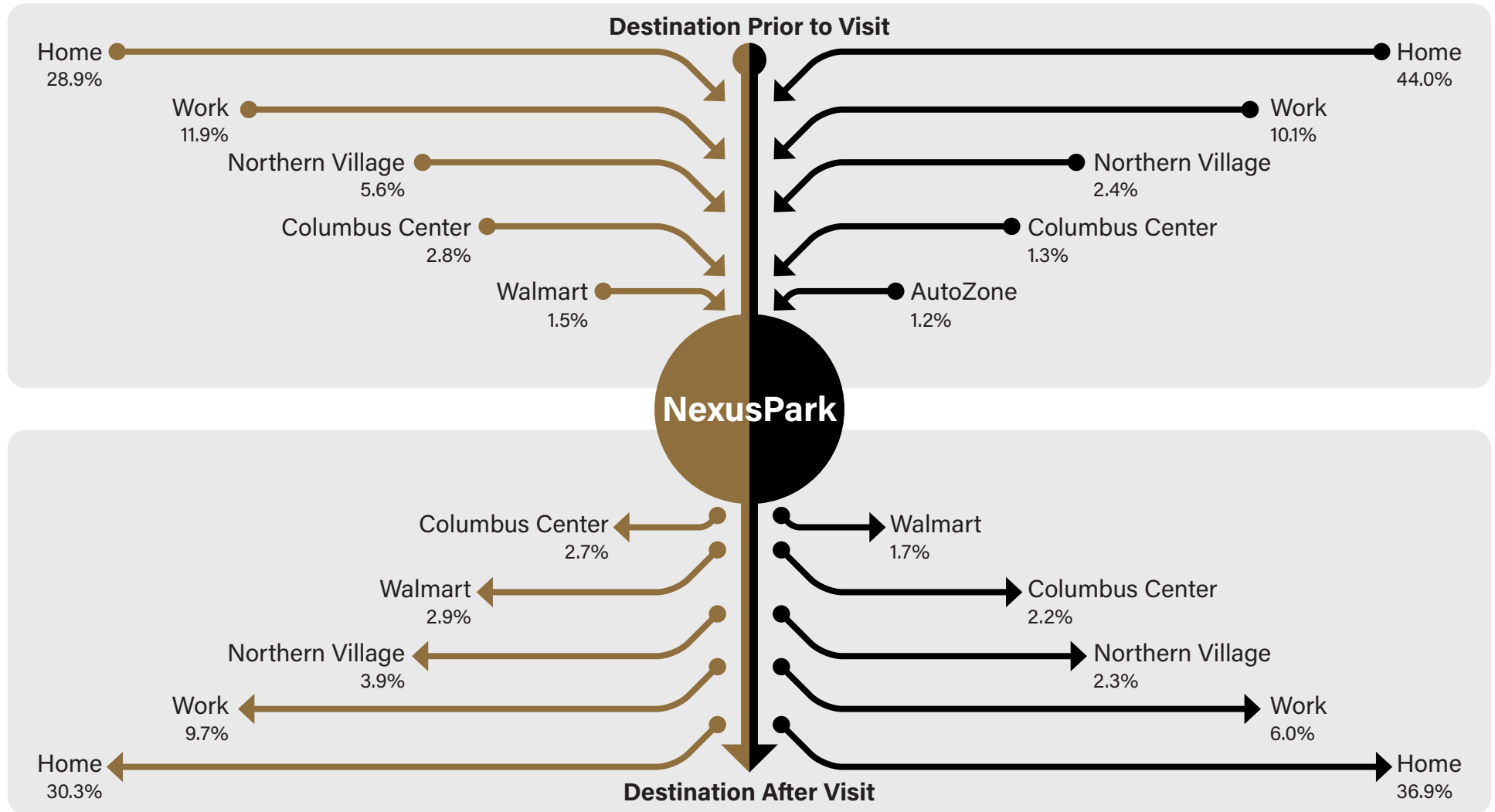


NexusPark



BEFORE (January 1, 2021 - December 31, 2021)

AFTER (January 1, 2024 - December 31, 2024)



QUALITY OF LIFE PROJECT DRILLDOWN

NexusPark



BEFORE (January 1, 2021 - December 31, 2021)

Unique Visitors

Visit	679,858	➔	936,980
Visit YoY	13.7%	➔	78.5%
Visitors	156,800	➔	184,200
Visit Frequency	4.34	➔	5.09
Panel Visits	30,100	➔	85,000

High Frequency Visits

Days with over 1,000 visits	52	➔	52
Days with over 2,000 visits	52	➔	52
Days with over 5,000 visits	52	➔	52
Days with over 10,000 visits	51	➔	48
Days with over 15,000 visits	5	➔	41

Visitor Journey

Prior: Most Place	Home (28.9%)	➔	Home (44.0%)
Prior: Second Most Place	Work (11.9%)	➔	Work (10.1%)
Post: Most Place	Home (30.3%)	➔	Home (36.9%)
Post: Second Most Place	Work (9.7%)	➔	Work (6.0%)

AFTER (January 1, 2024 - December 31, 2024)

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Saturday (19.2%)	➔	Friday (16.9%)
Least Daily Visits	Monday (11.0%)	➔	Sunday (10.4%)
Most Hourly Visits	12:00 pm (11.9%)	➔	1:00 pm (9.4%)
Average Visit Duration	38 min	➔	54 min
Median Visit Duration	30 min	➔	47 min

Demographic Characteristics¹

Median Household Income	\$66,945	➔	\$64,100
Bachelor's Degree or Higher	28.8%	➔	28.0%
Median Age	36.0	➔	36.3
Most Common Ethnicity	White (73.5%)	➔	White (77.0%)
Persons Per Household	2.48	➔	2.48

Favorite Places

First Favorite Place	Columbus Center (0.8 mi)	➔	Columbus Center (0.8 mi)
Second Favorite Place	Dunham's Sports (8.2 mi)	➔	Main Building (0 mi)

¹ Pre Construction: 50% of Visits within 50mi