

QUALITY OF LIFE PROJECT INTRODUCTION

SUNNYSIDE PARK

The Bremen Sunnyside Park Improvements is a newly redesigned park. 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 Marshall County, IN. READI Program invested \$82,965.00 and the total matching amount from non-READI sources was \$211,035. The total investment was approximately \$294,000.

"Bremen's Sunnyside Park already draws thousands of visitors each year through events like the summer Firemen's Festival, Pickleball Tournaments, Fourth of July, and October Fest. The park's successes also create capacity challenges. Currently, the park's pickleball courts are beyond capacity, overlapping use between clubs, high school sports teams, and the public. The ability to support additional park usage, several more tournaments, 300-500 more club members, and more variety of concurrent uses, will all make the park more inclusive and improve quality of life. Indiana's four seasons also limit use of the park, with amenities mostly geared toward warmer months. The addition of firepits will create expanded use during colder months, enhancing already popular outdoor space. Additionally, new multilingual signage for the park will help make the community's growing Latinx and Hispanic population (over 25% according to recent census data) feel more welcome. READI funds and additional funds from the Town of Bremen, Bremen Park Department and the Pickleball club will be used to add the Pickleball courts, firepits, signage and new sidewalks to our growing park area. Anticipated start date for the project is May of 2023 and with completion in August of 2023."



Photos from the Town of Bremen and the Michiana Area Council of Governments' Bremen Park Plan



Center for Regional Development



INDIANA UNIVERSITY
PUBLIC POLICY INSTITUTE

INDIANA
FOR THE BOLD

Economic Development
Corporation

QUALITY OF LIFE PROJECT OVERVIEW

SUNNYSIDE PARK

READI funds supported the Bremen Sunnyside Park Improvements in Marshall County, Indiana, expanding pickleball courts, sidewalks, firepits, and multilingual signage to improve capacity, inclusivity, and year-round community use, with a total investment of approximately \$294,000 and completion in August 2023.

BEFORE (January 1, 2022 - December 31, 2022)

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

Unique Visitors



39,600

41,700

↑ 5.0%

Total Visits



176,859

179,761

↑ 2.0%

Most Weekly Visits



28,300 *Week of June 13, 2022*

31,300 *Week of June 10, 2024*



■ **\$211,035**
Non-READI Sources

■ **\$82,965**
READI Program Match

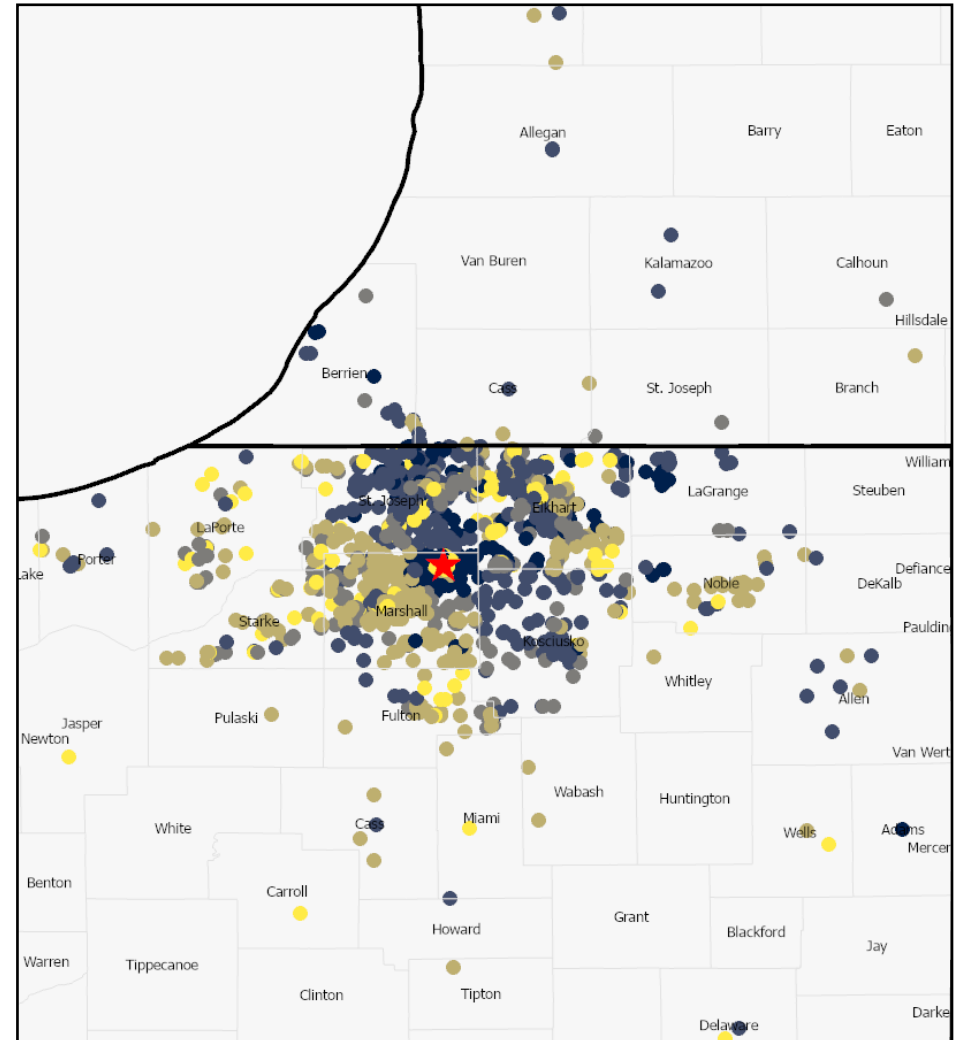
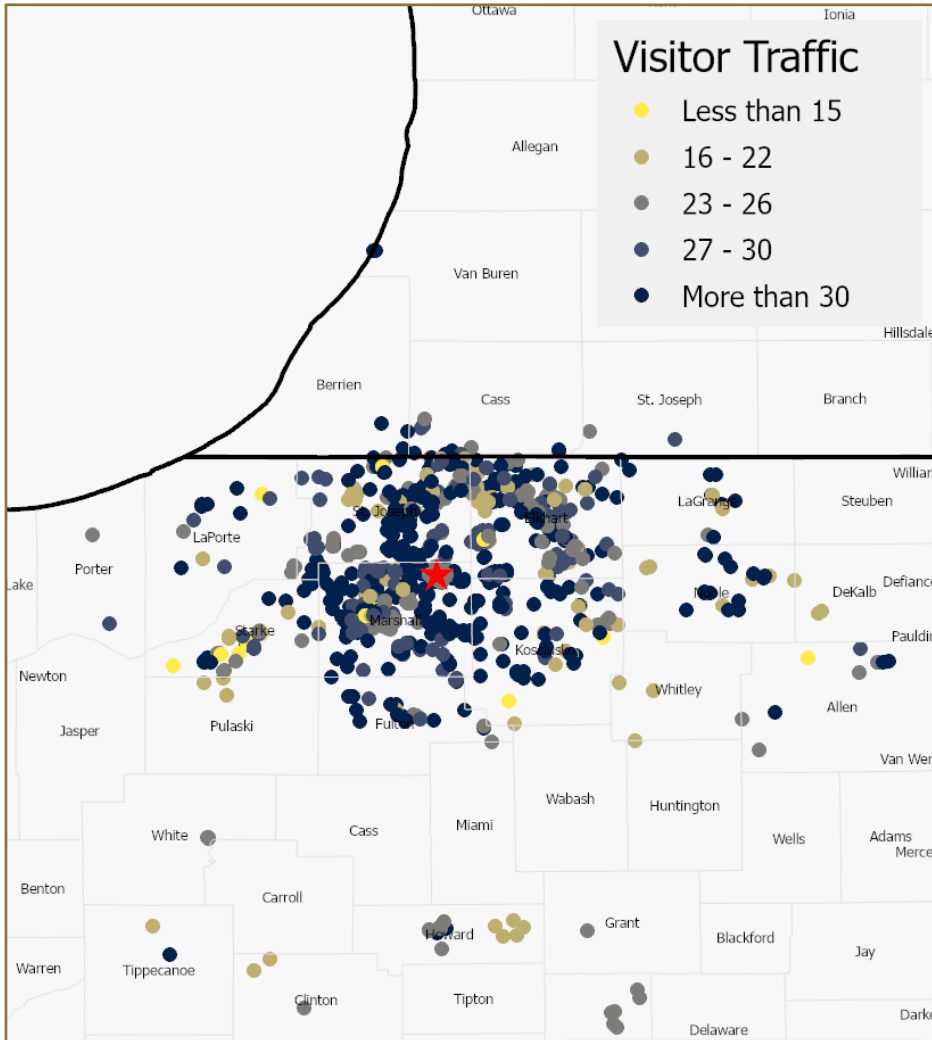
QUALITY OF LIFE PROJECT VISITOR TRAFFIC

SUNNYSIDE PARK



BEFORE (January 1, 2022 - December 31, 2022)

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



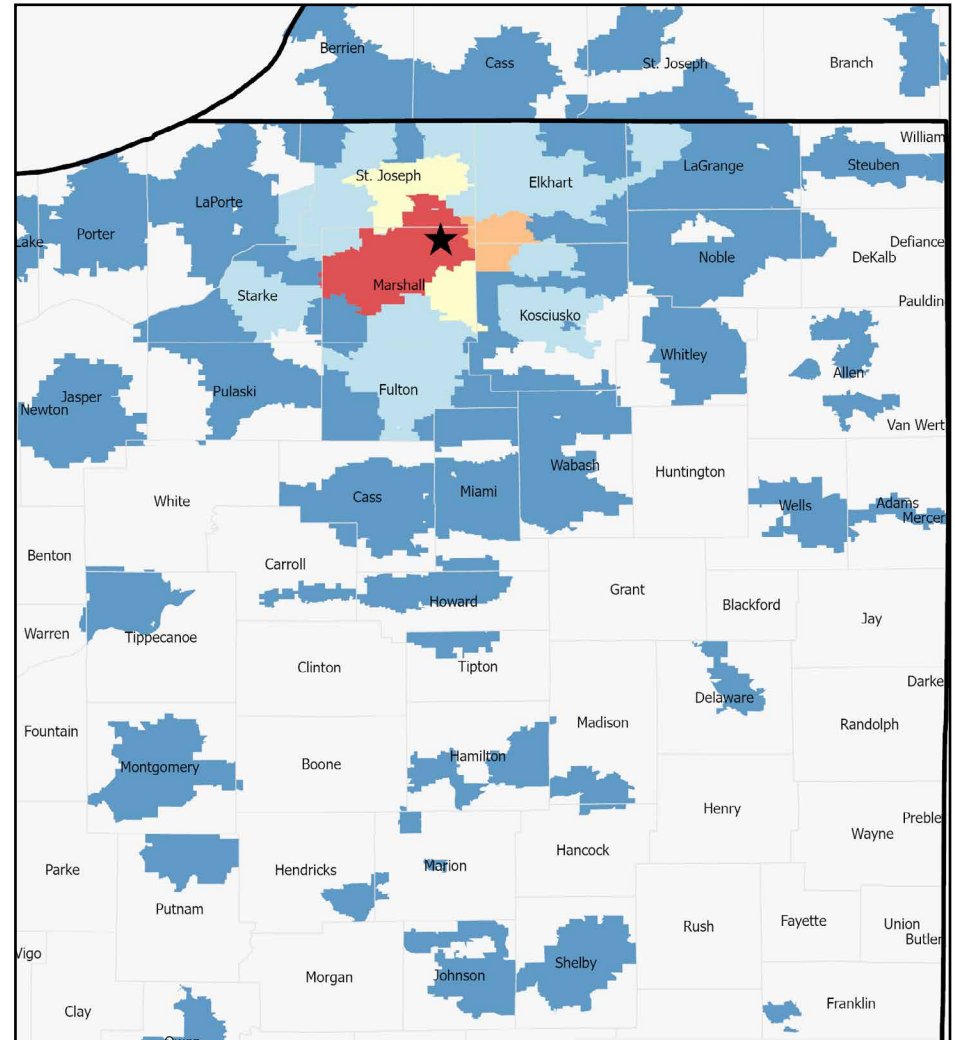
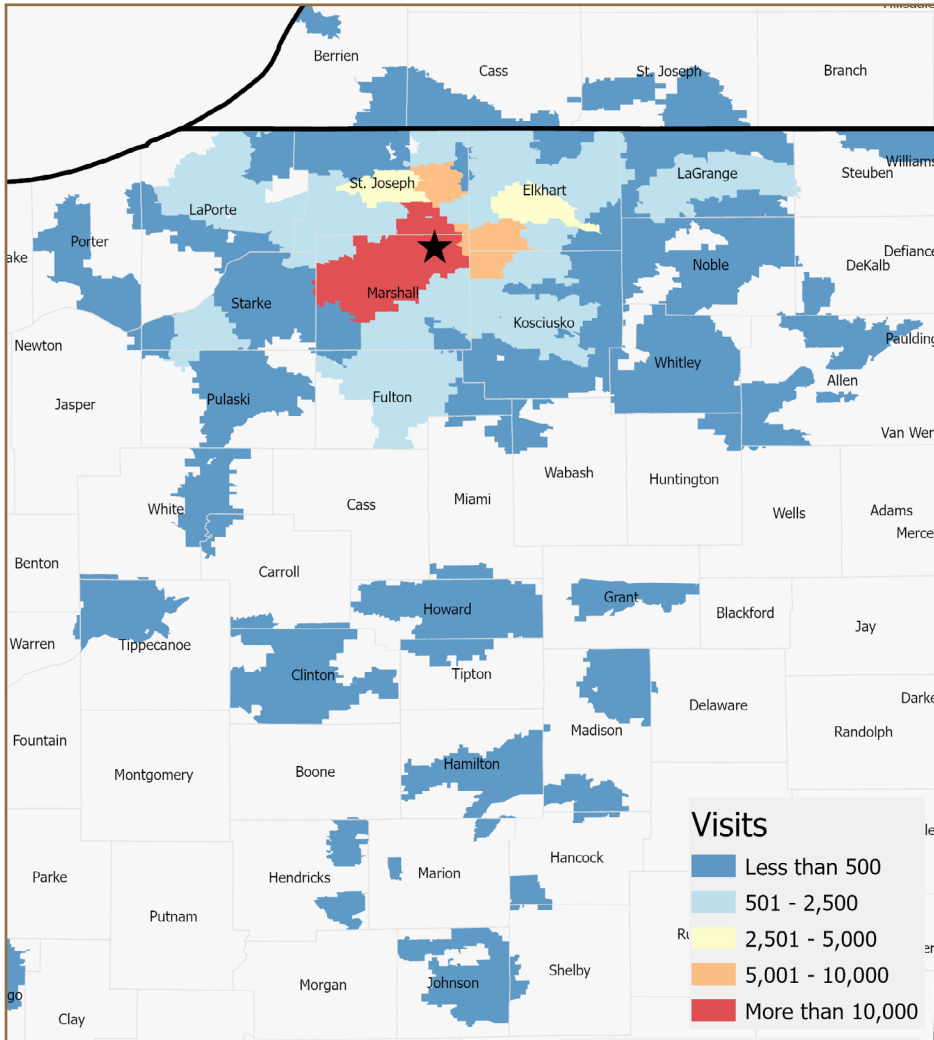
QUALITY OF LIFE PROJECT VISITS

SUNNYSIDE PARK



BEFORE (January 1, 2022 - December 31, 2022)

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

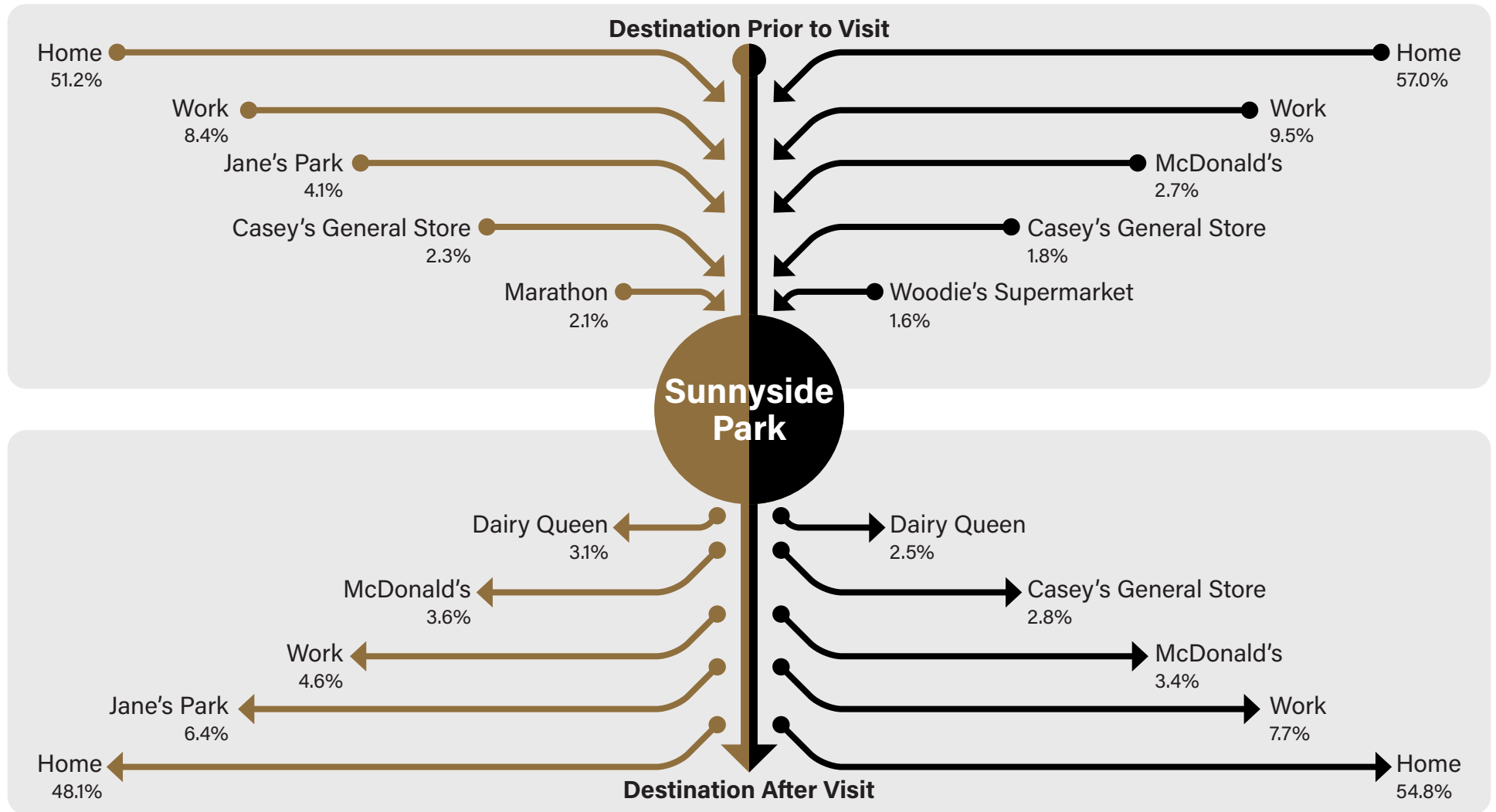


SUNNYSIDE PARK



BEFORE (January 1, 2022 - December 31, 2022)

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



QUALITY OF LIFE PROJECT DRILLDOWN

SUNNYSIDE PARK



BEFORE (January 1, 2022 - December 31, 2022)

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

Unique Visitors

Visit	176,859	➔	179,761
Visit YoY	-11.0%	➔	-0.8%
Visitors	39,600	➔	41,700
Visit Frequency	4.47	➔	4.31
Panel Visits	6,300	➔	8,800

High Frequency Visits

Days with over 1,000 visits	30	➔	31
Days with over 2,000 visits	23	➔	27
Days with over 5,000 visits	13	➔	13
Days with over 10,000 visits	5	➔	1
Days with over 15,000 visits	15	➔	1

Visitor Journey

Prior: Most Place	Home (51.2%)	➔	Home (57.0%)
Prior: Second Most Place	Work (8.4%)	➔	Work (9.5%)
Post: Most Place	Home (48.1%)	➔	Home (54.8%)
Post: Second Most Place	Jane's Park (6.4%)	➔	Work (7.7%)

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Saturday (20.4%)	➔	Saturday (19.5%)
Least Daily Visits	Sunday (10.0%)	➔	Sunday (9.3%)
Most Hourly Visits	6:00 pm (16.3%)	➔	6:00 pm (16.0%)
Average Visit Duration	84 min	➔	87 min
Median Visit Duration	66 min	➔	68 min

Demographic Characteristics

Median Household Income	\$61,000	➔	\$56,000
Bachelor's Degree or Higher	16.8%	➔	17.4%
Median Age	36.0	➔	35.8
Most Common Ethnicity	White (70.5%)	➔	White (72.9%)
Persons Per Household ¹	2.45	➔	2.45

Favorite Places

First Favorite Place	Wilshire Plaza of Mishawaka (18.7 mi)	➔	Wilshire Plaza of Mishawaka (18.7 mi)
Second Favorite Place	University Park Mall (19.4 mi)	➔	University Park Mall (19.4 mi)

¹ 50% of Visits within 50mi

Source: Placer Labs, Inc.