

QUALITY OF LIFE PROJECT INTRODUCTION

WEST BADEN PARK & TRAILS

The West Baden Park Improvement/Orange County Mural Trail Project 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 West Baden Springs, Indiana. READI Program invested \$247,111 and the total matching amount from non-READI sources was \$247,836. The total investment was approximately \$494,947.

"This project focuses on making major improvements to the park located in West Baden Springs by creating a county-wide mural trail that will connect the communities of West Baden Springs, Paoli, and Orleans. This is currently the only park for children, families, and students to access that live or attend school in French Lick and West Baden, commonly referred to as Springs Valley. The READI funds will be specifically for the multipurpose trail including the stone, grading, concrete, and lighting. This will take place 12/1/22 through 5/31/22. The trail will be used to support student athletes from Springs Valley School Corporation, as the school system does not have a Cross Country course and is unable to host "home" meets. The trail will also allow the community to host events, stimulating the economy. We have partnered with Town of West Baden Springs, Town of French Lick, Orange County Community Foundation and others to obtain funds for this project. An additional parcel purchased by the Town of West Baden will be used to create a baseball and soccer field. Their funds will go towards making spaces handicap accessible, providing maintenance and paint to existing playground equipment, alleviating flooding, while improving restrooms, security, electrical work, concession stand extension, and 4 dugouts."

Photos by Regional Opportunity Initiatives



QUALITY OF LIFE PROJECT OVERVIEW

WEST BADEN PARK & TRAILS

READI funds supported the West Baden Park Improvement and Orange County Mural Trail Project in West Baden Springs, Indiana, constructing a multipurpose trail and improving park facilities to expand recreation and regional connectivity, representing an investment of approximately \$495,000.

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

AFTER (January 1, 2023 - December 31, 2023)

Unique Visitors



11,500

11,900

↑ 3.0%

Total Visits



45,337

52,257

↑ 15.0%

Most Weekly Visits



3,227 *Week of May 17, 2021*

3,989 *Week of April 17, 2023*



\$247,836
Non-READI Sources

\$247,111
READI Program Match

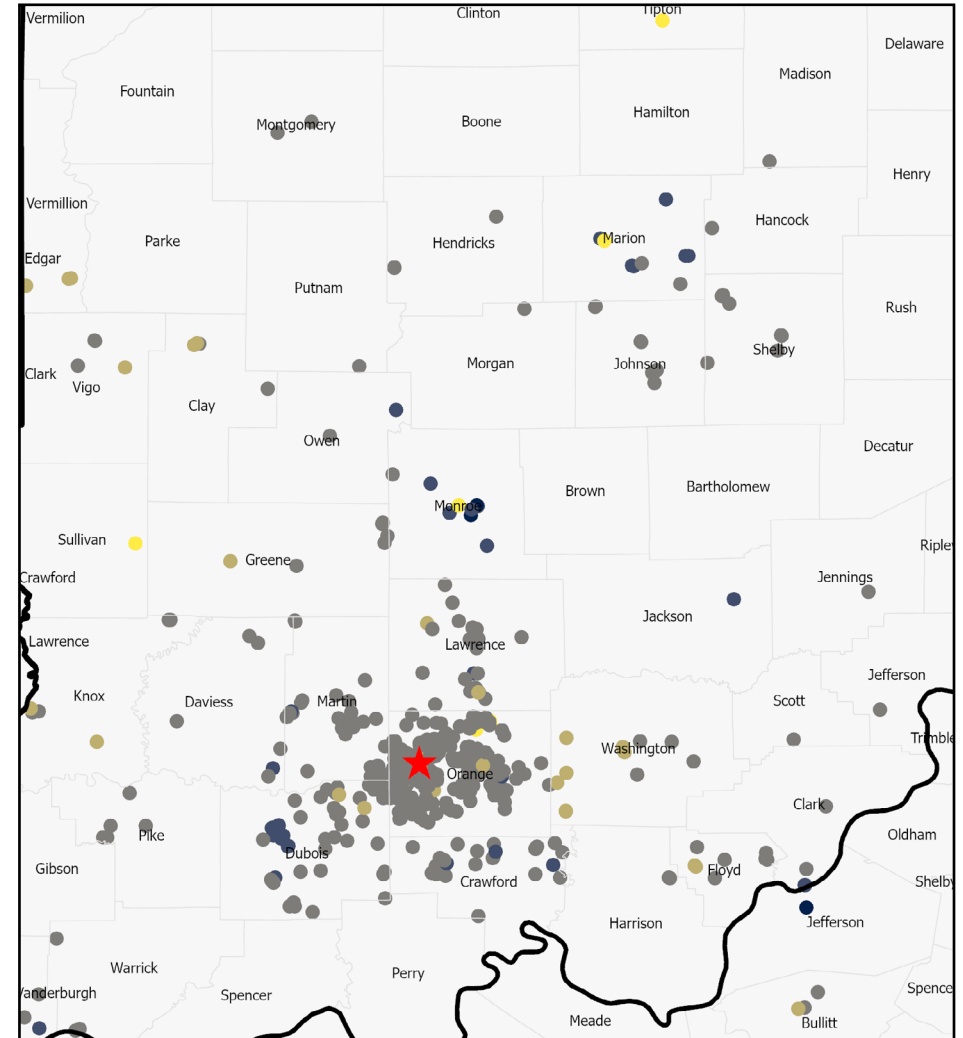
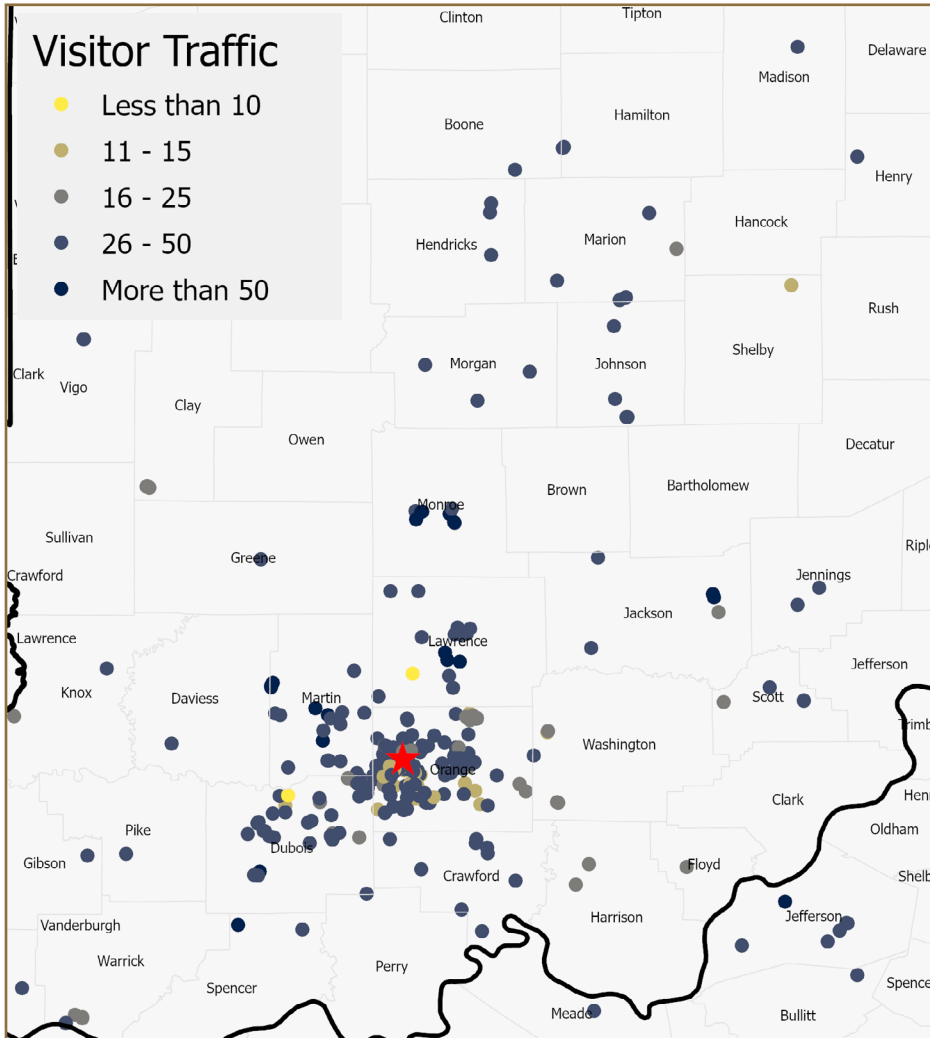
QUALITY OF LIFE PROJECT VISITOR TRAFFIC

WEST BADEN PARK & TRAILS



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

AFTER (January 1, 2023 - December 31, 2023)

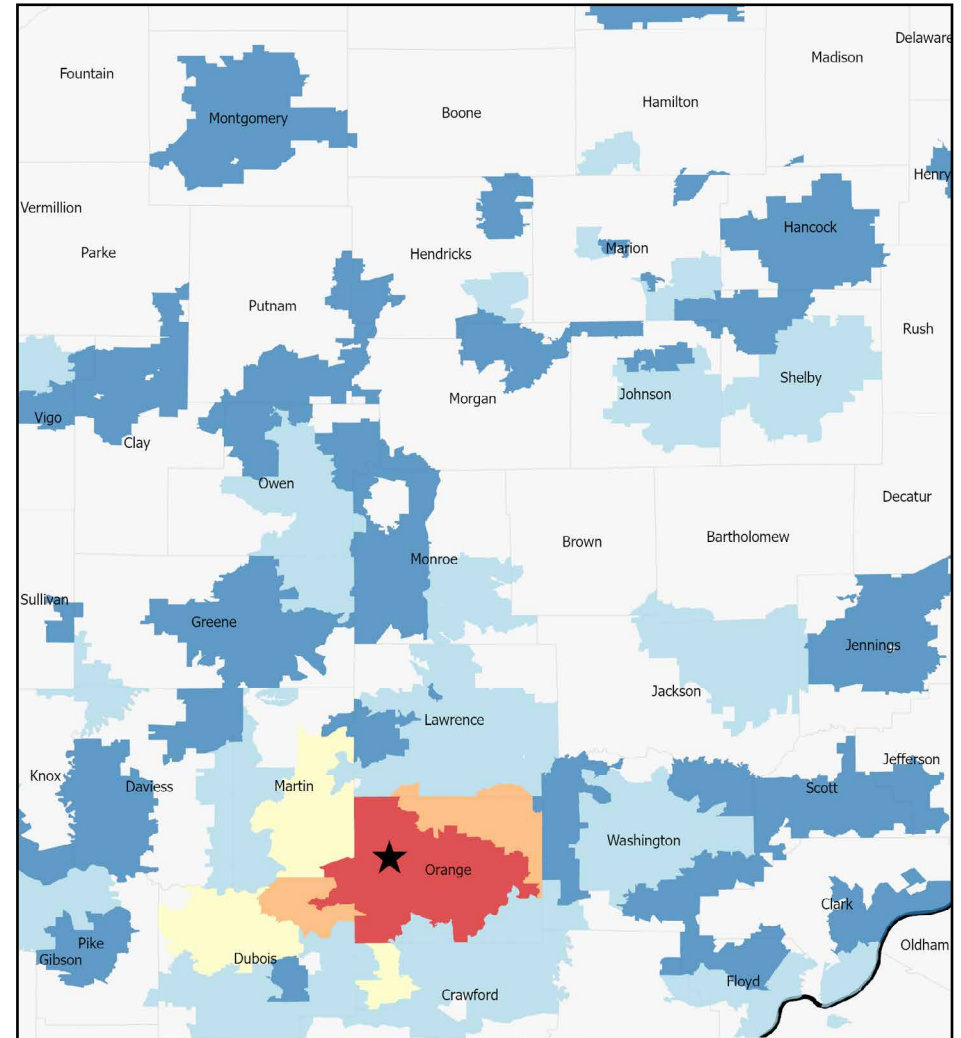
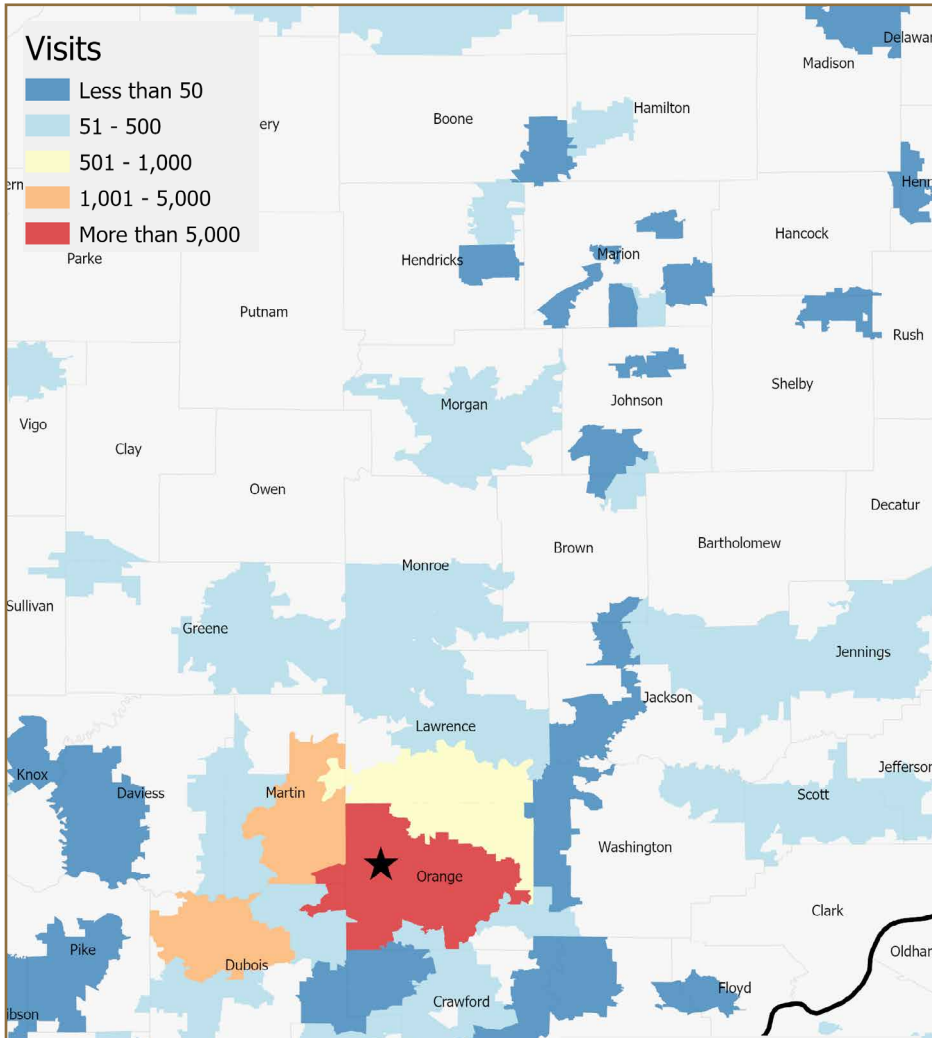


QUALITY OF LIFE PROJECT VISITS

WEST BADEN PARK & TRAILS

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

AFTER (January 1, 2023 - December 31, 2023)



QUALITY OF LIFE PROJECT VISITOR JOURNEY

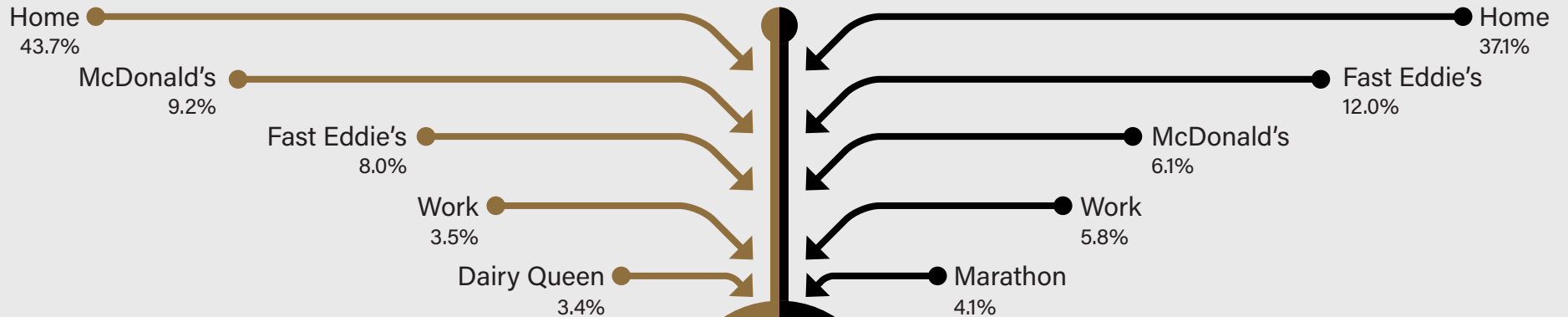
WEST BADEN PARK & TRAILS



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

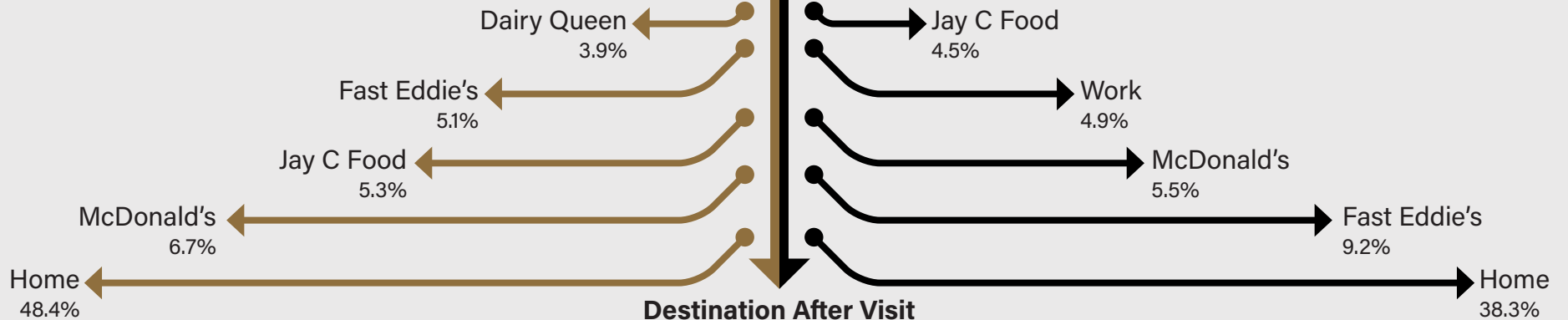
AFTER (January 1, 2023 - December 31, 2023)

Destination Prior to Visit



West Baden
Park & Trails

Destination After Visit



QUALITY OF LIFE PROJECT DRILLDOWN

WEST BADEN PARK & TRAILS

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

Unique Visitors

Visit	45,337	➔	52,257
Visit YoY	51.2%	➔	12.1%
Visitors	11,500	➔	11,900
Visit Frequency	3.93	➔	4.41
Panel Visits	1,300	➔	2,500

High Frequency Visits

Days with over 100 visits	48	➔	52
Days with over 200 visits	42	➔	45
Days with over 300 visits	33	➔	36
Days with over 400 visits	18	➔	26
Days with over 500 visits	6	➔	7

Visitor Journey

Prior: Most Place	Home (43.7%)	➔	Home (37.1%)
Prior: Second Most Place	McDonald's (9.2%)	➔	Fast Eddie's (12.0%)
Post: Most Place	Home (48.4%)	➔	Home (38.3%)
Post: Second Most Place	McDonald's (6.7%)	➔	Fast Eddie's (9.2%)

AFTER (January 1, 2023 - December 31, 2023)

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Tuesday (17.2%)	➔	Wednesday (21.2%)
Least Daily Visits	Monday (10.2%)	➔	Friday (7.2%)
Most Hourly Visits	6:00 pm (19.8%)	➔	6:00 pm (18.8%)
Average Visit Duration	54 min	➔	57 min
Median Visit Duration	44 min	➔	49 min

Demographic Characteristics

Median Household Income	\$62,109	➔	\$51,861
Bachelor's Degree or Higher	19.4%	➔	15.9%
Median Age	37.9	➔	48.9
Most Common Ethnicity	White (76.0%)	➔	White (82.5%)
Persons Per Household	2.22	➔	2.25

Favorite Places

First Favorite Place	McDonald's (0.2 mi)	➔	Fast Eddie's (0.4 mi)
Second Favorite Place	Fast Eddie's (0.4 mi)	➔	McDonald's (0.2 mi)