

QUALITY OF LIFE PROJECT INTRODUCTION

Tell City Sports Complex

The Tell City Sports Complex 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 areas: “Trails & Parks”, and “Capital/Infrastructure”. The project is located in Tell City, Indiana. READI Program invested \$600,000 and the total matching amount from non-READI sources was \$1,880,514. The total investment was approximately \$2,482,514.

“The proposed READI project will provide sewer, stormwater, and water systems, bleachers and associated non-construction costs in support of the expansion of the Tell City Sports Complex located in Hagedorn Park at 1401 Lafayette Street in Tell City, Ind. The 59-acre park currently has four baseball/softball fields; this project will improve those existing and expand to eight ball fields. Improvements include better access and parking, ADA accessibility, press box/concession/restroom facilities, dugouts, batting cages, fencing, lighting, scoreboards, shelter houses, and playground equipment. The project is expected to break ground in 2024. This work is estimated to be completed in 2025. The City of Tell City in partnership with the Tell City Electric Department will be investing an estimated \$1,880,513.96 in public funds in construction costs. The estimated total project cost will be \$2,480,513.96. In the City’s recently completed Comprehensive Plan, Parks and Recreation goals were on the top ten list and the Sports Complex surfaced as a high priority for our community. Efforts will be made to include the most environmentally friendly infrastructure and green technology will be considered and used if possible. Alternative stormwater collection methods will also be considered to avoid flooding in the park.

Photo by Tell City Parks & Recreation



QUALITY OF LIFE PROJECT OVERVIEW

Tell City Sports Complex

READI funds supported the Tell City Sports Complex expansion in Tell City, Indiana, enhancing Hagedorn Park with upgraded sports facilities, infrastructure, accessibility improvements, and community amenities, representing an investment of approximately \$2.5 million and completed in 2025.

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

AFTER (January 1, 2025 - December 31, 2025)

Unique Visitors



23,800

32,200

↑ 35%

Total Visits



255,307

220,601

↓ 14%

Most Weekly Visits



11,800 *Week of June 5, 2023*

13,600

Week of May 26, 2025



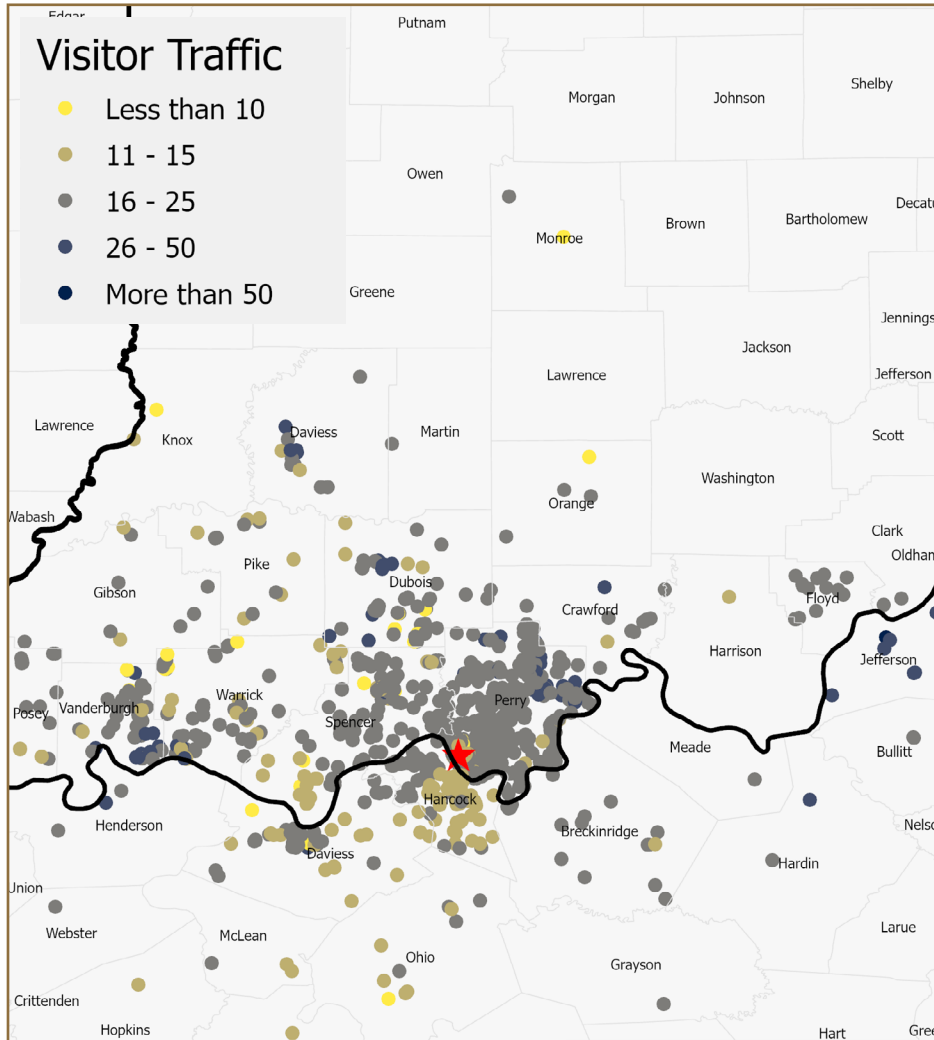
\$1,880,514
Non-READI Sources

\$600,000
READI Program Match

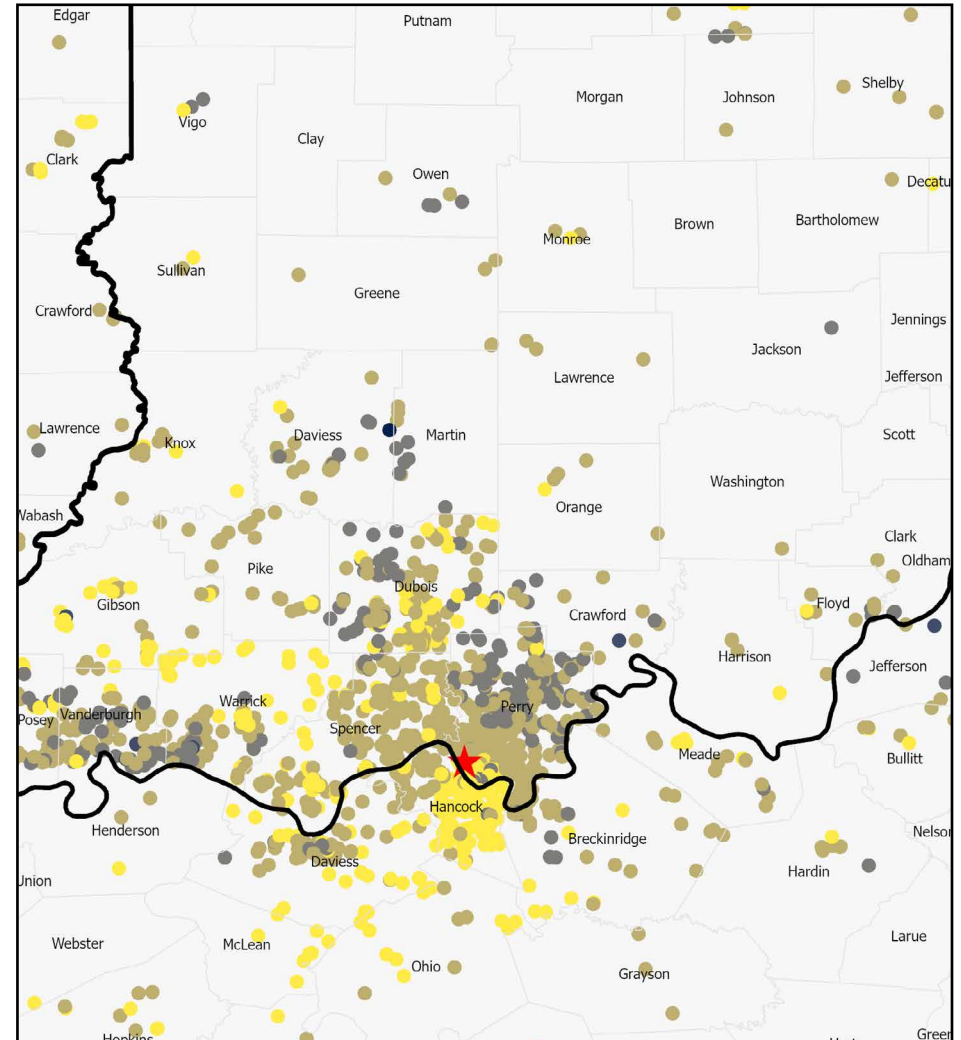
Tell City Sports Complex



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



AFTER (January 1, 2025 - December 31, 2025)

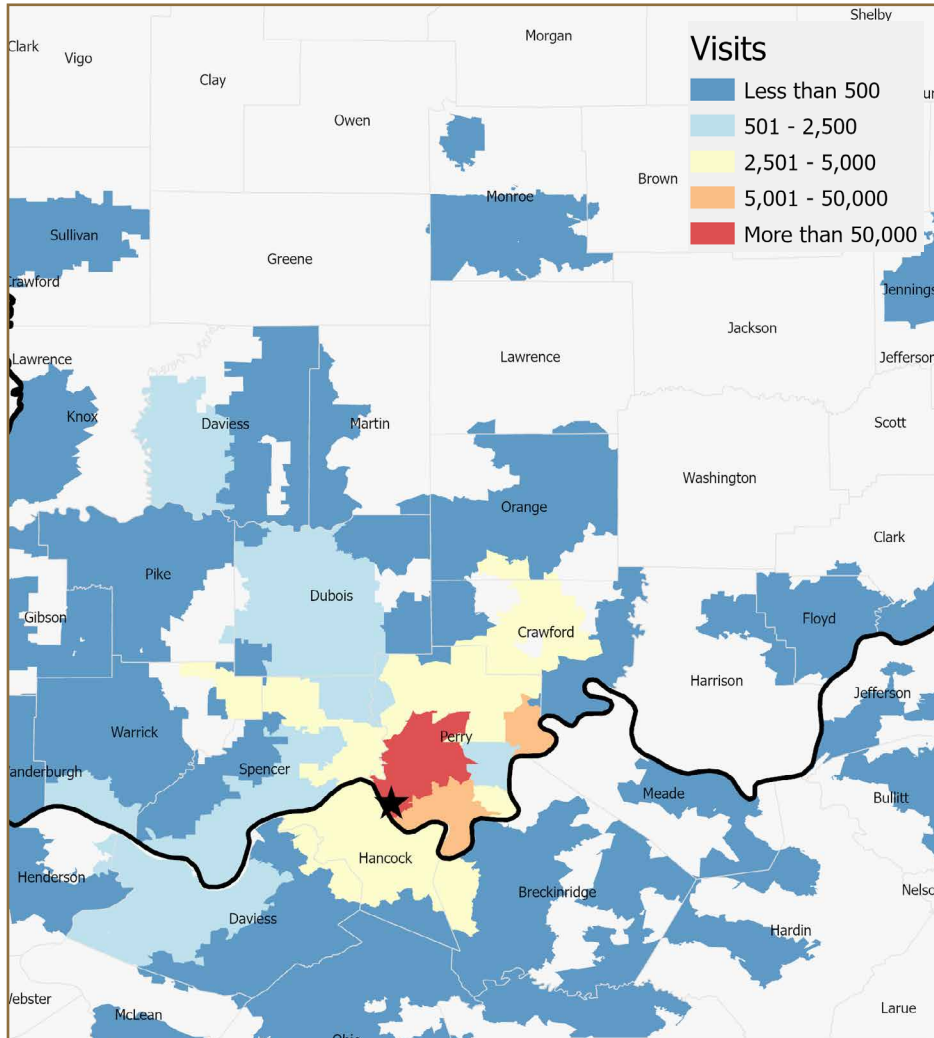


QUALITY OF LIFE PROJECT VISITS

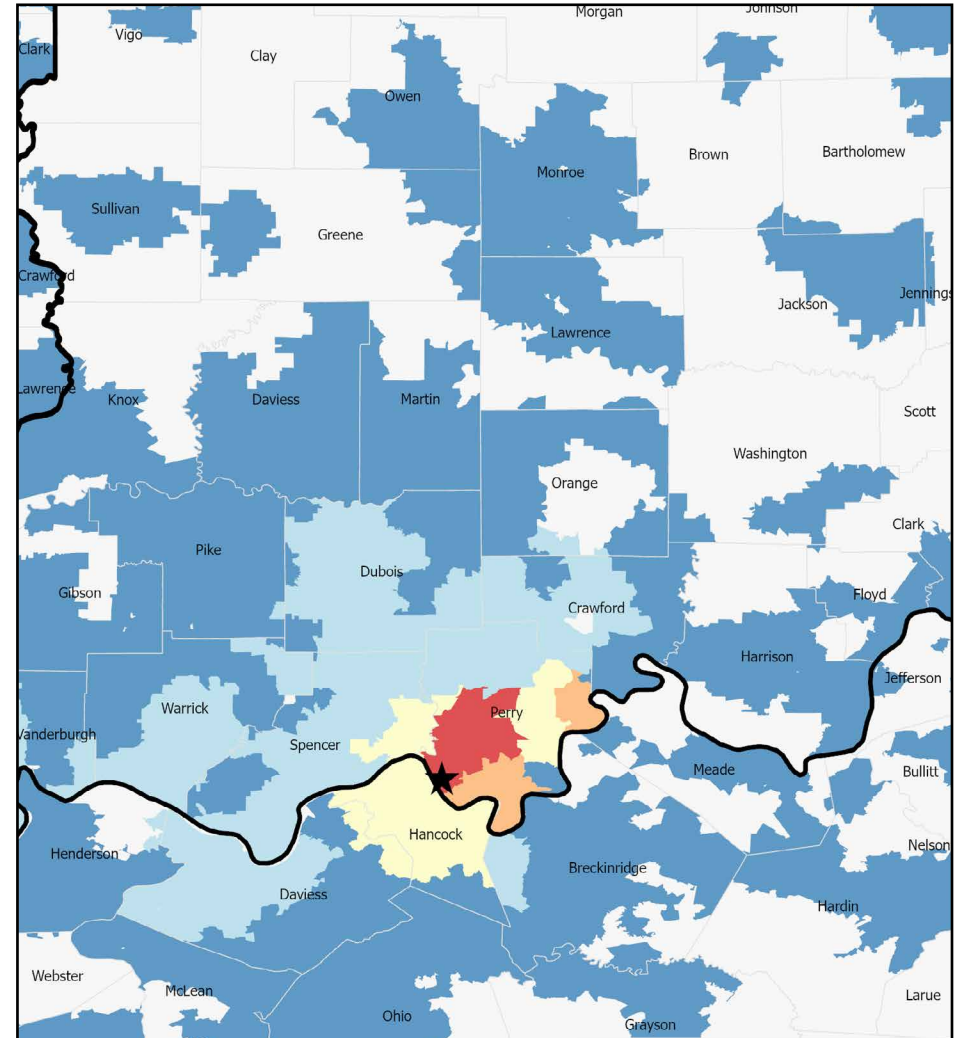
Tell City Sports Complex



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



AFTER (January 1, 2025 - December 31, 2025)



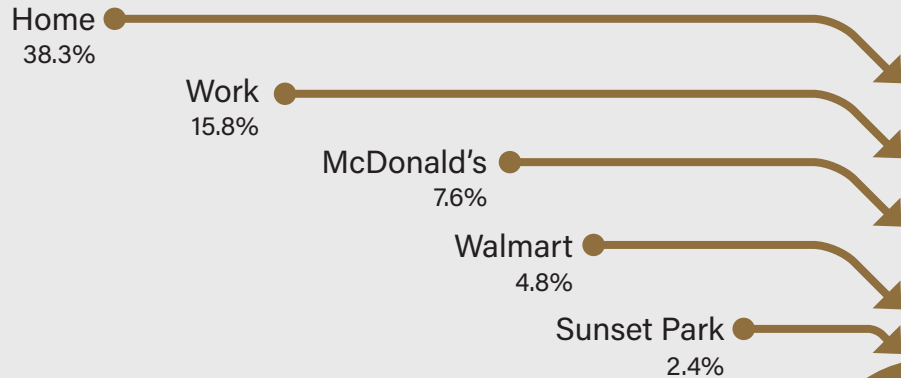
Tell City Sports Complex



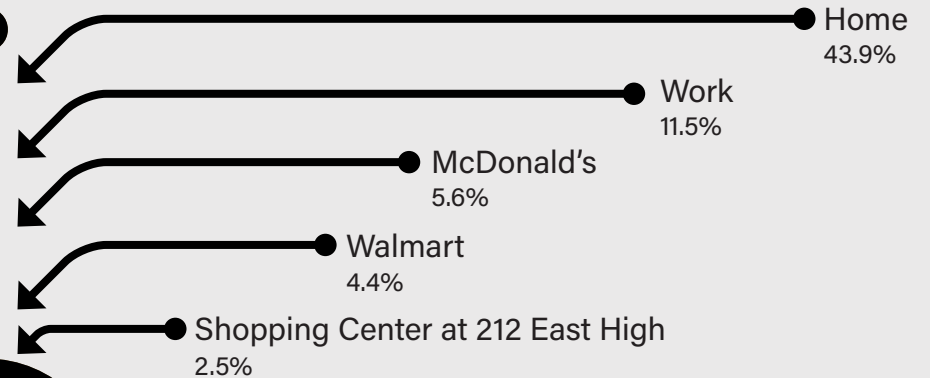
BEFORE (January 1, 2023 - December 31, 2023)

AFTER (January 1, 2025 - December 31, 2025)

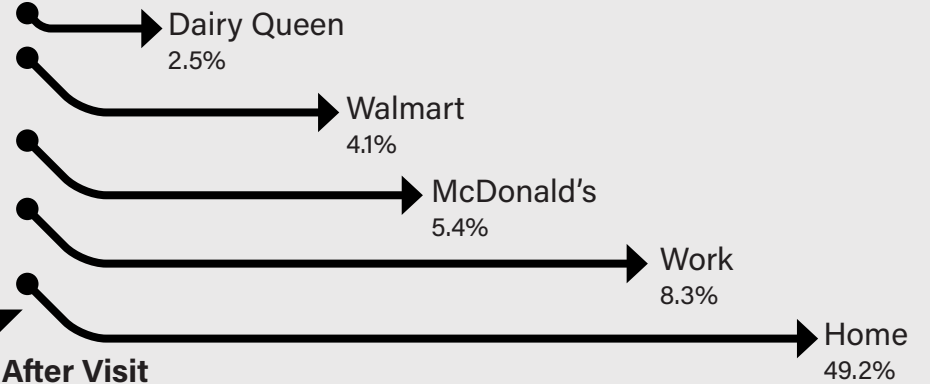
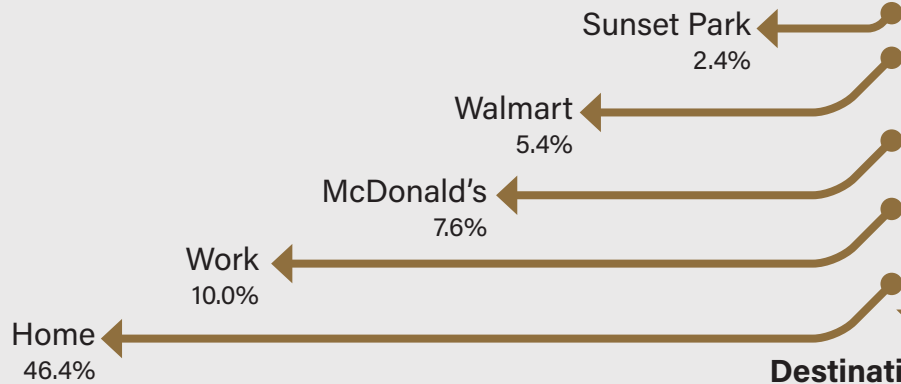
Destination Prior to Visit



Tell City Sports Complex



Destination After Visit



Tell City Sports Complex



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

Unique Visitors

Visit	255,307	➔	220,601
Visit YoY	-22.5%	➔	-9.3%
Visitors	23,800	➔	32,200
Visit Frequency	10.75	➔	6.86
Panel Visits	14,600	➔	17,600

High Frequency Visits

Days with over 1,000 visits	52	➔	51
Days with over 2,500 visits	39	➔	39
Days with over 5,000 visits	19	➔	9
Days with over 7,500 visits	9	➔	7
Days with over 10,000 visits	5	➔	5

Visitor Journey

Prior: Most Place	Home (38.3%)	➔	Home (43.9%)
Prior: Second Most Place	Work (15.8%)	➔	Work (11.5%)
Post: Most Place	Home (46.4%)	➔	Home (49.2%)
Post: Second Most Place	Work (10.0%)	➔	Work (8.3%)

AFTER (January 1, 2025 - December 31, 2025)

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Wednesday (16.4%)	➔	Saturday (16.4%)
Least Daily Visits	Sunday (9.5%)	➔	Sunday (12.5%)
Most Hourly Visits	6:00 pm (14.8%)	➔	6:00 pm (11.9%)
Average Visit Duration	78 min	➔	88 min
Median Visit Duration	61 min	➔	64 min

Demographic Characteristics

Median Household Income	\$59,500	➔	\$56,700
Bachelor's Degree or Higher	15.8%	➔	14.5%
Median Age	40.5	➔	38.8
Most Common Ethnicity	White (94.0%)	➔	White (91.5%)
Persons Per Household	2.52	➔	2.52

Favorite Places

First Favorite Place	Walmart (2.1 mi)	➔	Walmart (2.1 mi)
Second Favorite Place	McDonald's (1.5 mi)	➔	McDonald's (1.5 mi)