

QUALITY OF LIFE PROJECT INTRODUCTION

Brittlebank Park

Brittlebank Park 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 Mount Vernon, Indiana. READI Program invested \$1,000,000 and the total matching amount from non-READI sources was \$1,9413,605. The total investment was approximately \$2,913,605.

“Brittlebank Park aims for the construction of two new trails, with improvements to park access, and design work for an inclusive playground to support the improvement and expansion efforts at Brittlebank Park, located nearby the riverfront in Mount Vernon. The nonprofit organization, Avery’s Place, has conducted much research, due diligence, planning and fundraising for the project, which will create healthy lifestyles for all people and feature the only inclusive playground in Posey County. READI funds will be used for engineering, design, site preparation, construction, and landscaping fees. This project will be completed in collaboration with the City of Mount Vernon, which has budgeted funds for construction of the trail and worked with an anonymous donor, who generously gifted the City with 43 acres to expand the park for future development. The project will begin in the Spring 2023 with anticipated completion of Spring 2025.”

Photos by Mt. Vernon Parks and Recreation Department



QUALITY OF LIFE PROJECT OVERVIEW

Brittlebank Park



READI funds supported the Brittlebank Park redesign in Mount Vernon, Indiana, expanding community recreation with new walking trails, accessibility enhancements, and a dedicated inclusive playground, representing an investment of approximately \$2.9 million and completed in 2025.

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

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

Unique Visitors



10,619

9,476

↓ 11%

Total Visits



45,867

40,507

↓ 12%

Most Weekly Visits



7,985 *Week of June 27, 2022*

4,843 *Week of June 23, 2025*

\$2,913,605

Total Project Investment

\$1,913,605

Non-READI Sources

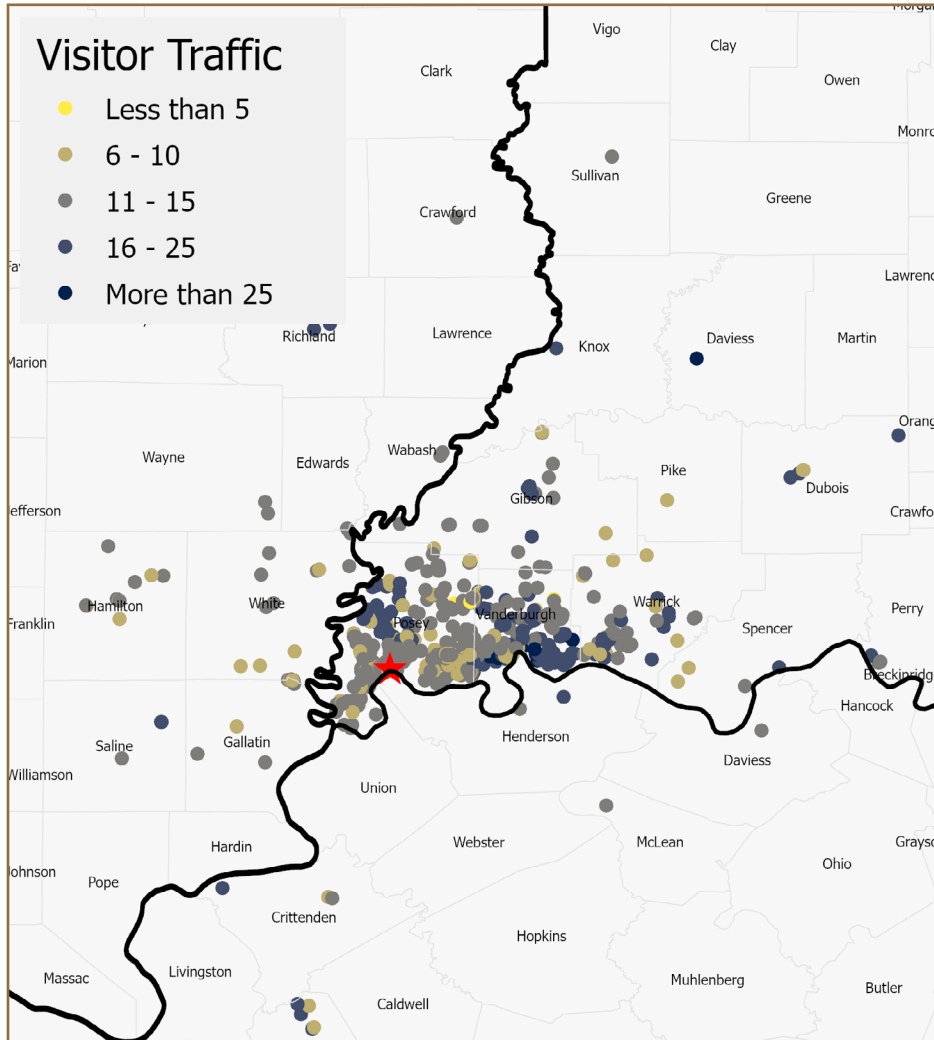
\$1,000,000

READI Program Match

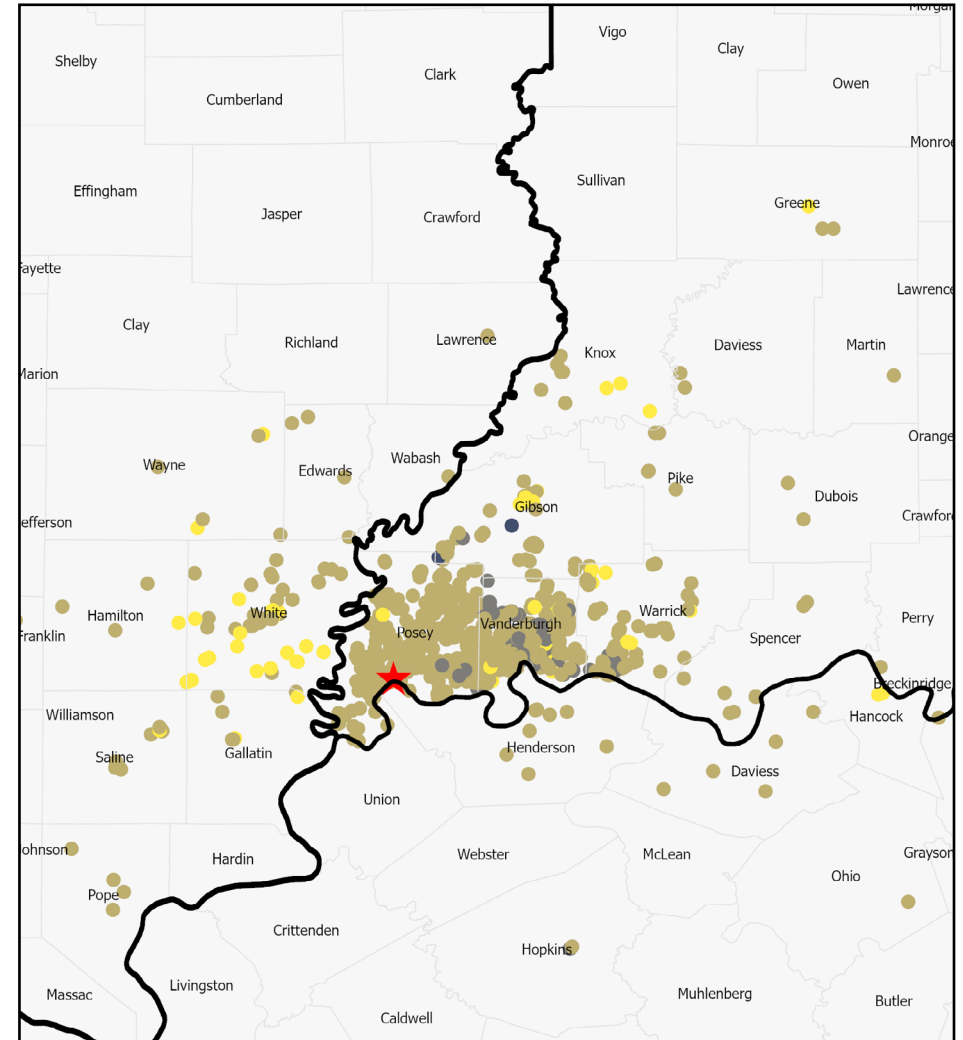
Brittlebank Park



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



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

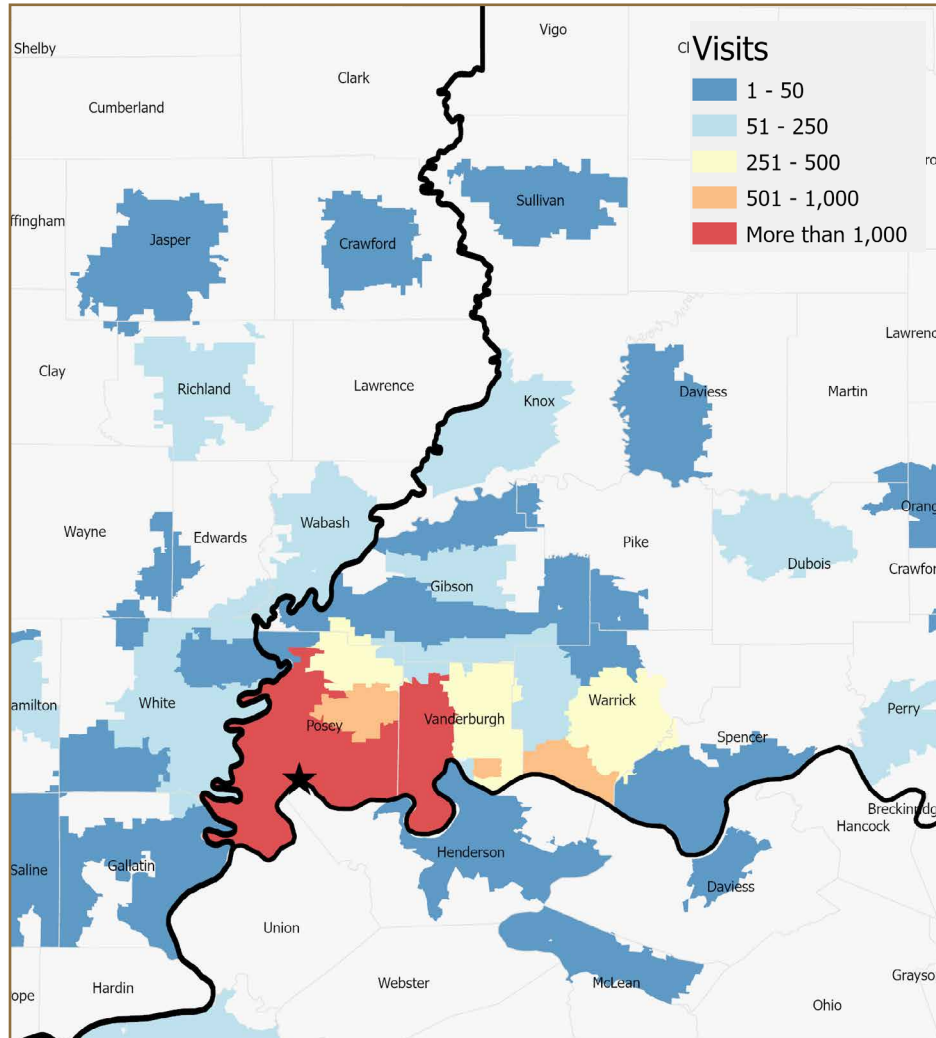


QUALITY OF LIFE PROJECT VISITS

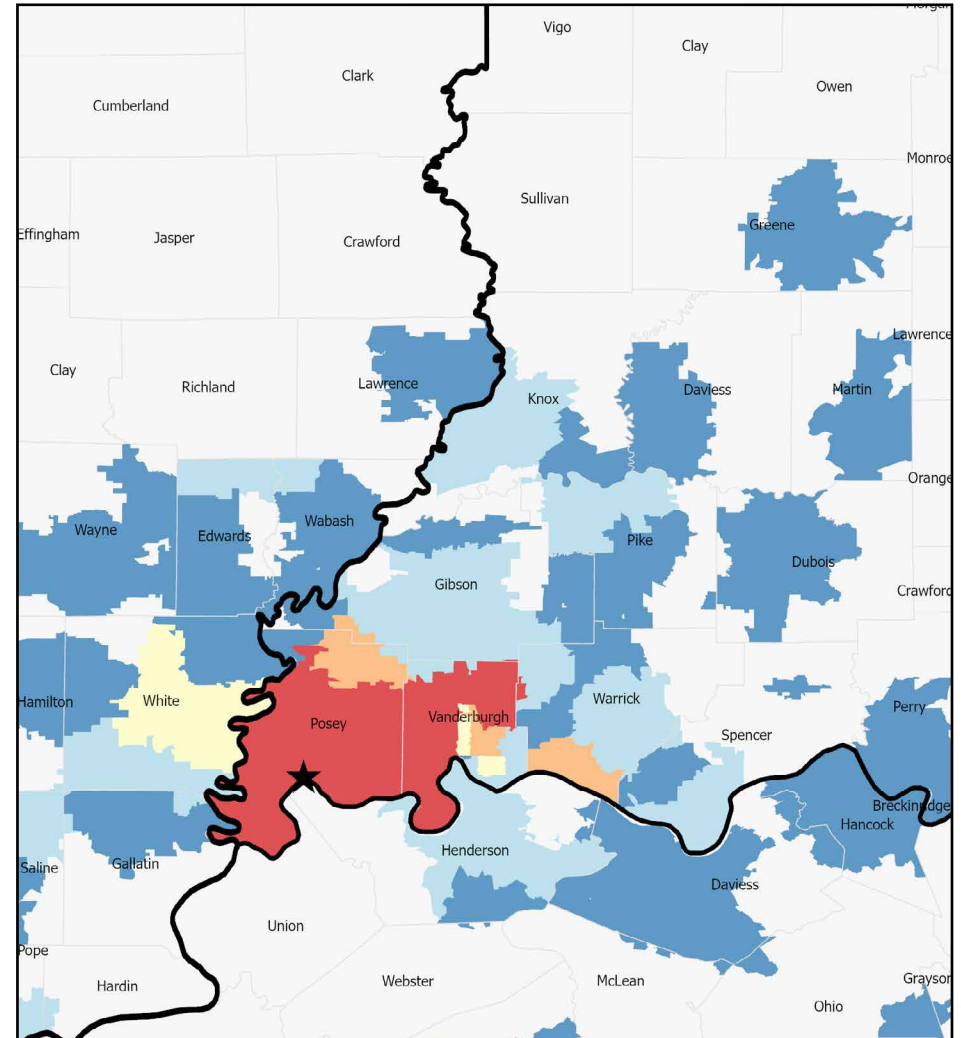
Brittlebank Park



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



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



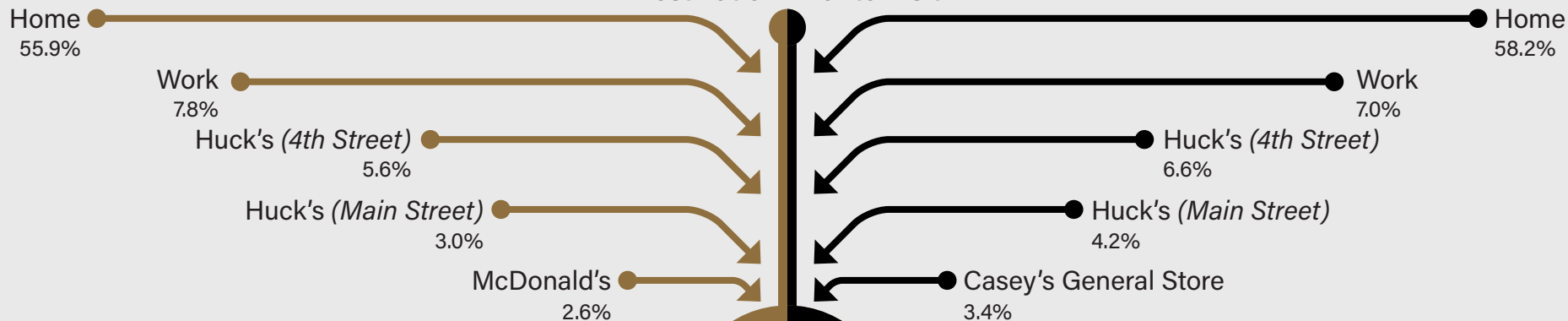
Brittlebank Park



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

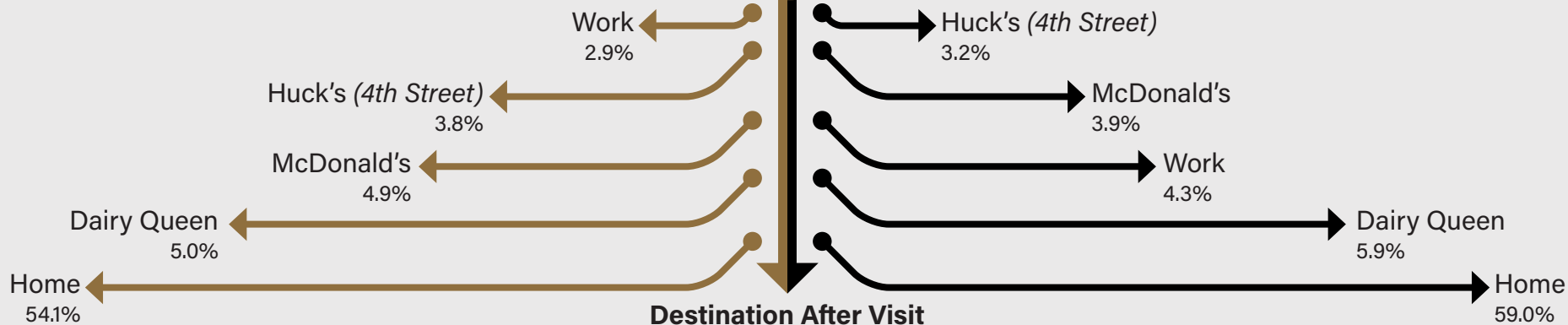
AFTER (January 1, 2025 - December 31, 2025)

Destination Prior to Visit



Brittlebank Park

Destination After Visit



QUALITY OF LIFE PROJECT DRILLDOWN

Brittlebank Park



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

Unique Visitors

Visit	45,866	➔	40,507
Visit YoY	-2.20%	➔	0.60%
Visitors	10,619	➔	9,476
Visit Frequency	4.32	➔	4.27
Panel Visits	3,559	➔	5,099

High Frequency Visits

Days with over 100 visits	40	➔	41
Days with over 250 visits	34	➔	34
Days with over 500 visits	25	➔	24
Days with over 1,000 visits	15	➔	14
Days with over 2,000 visits	6	➔	4

Visitor Journey

Prior: Most Place	Home (55.9%)	➔	Home (58.2%)
Prior: Second Most Place	Work (7.8%)	➔	Work (7.0%)
Post: Most Place	Home (54.1%)	➔	Home (59.0%)
Post: Second Most Place	Dairy Queen (5%)	➔	Dairy Queen (5.9%)

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

Trip & Demographic Characteristics

Trip Characteristics

Most Daily Visits	Wednesday (15.7%)	➔	Tuesday (17.94%)
Least Daily Visits	Friday (11.9%)	➔	Saturday (12.10%)
Most Hourly Visits	6:00PM (16.28%)	➔	6:00PM (19.14%)
Average Visit Duration	102 min	➔	99min
Median Visit Duration	80.5 min	➔	78min

Demographic Characteristics

Median Household Income	\$56,511.46	➔	\$70,789.74
Bachelor's Degree or Higher	19.82%	➔	27.66%
Median Age	38.3	➔	38.9
Most Common Ethnicity	White (82.73%)	➔	White (89.56%)
Persons Per Household	2.0933	➔	2.2318

Favorite Places

First Favorite Place	Eastland Mall (22.9 mi)	➔	Eastland Mall (22.9 mi)
Second Favorite Place	Walmart (15.3 mi)	➔	Walmart (15.3 mi)