QUALITY OF LIFE PROJECT INTRODUCTION

Inclusion Park

READI
REGIONAL ECONOMIC ACCELERATION & DEVELOPMENT INITIATIVE

Inclusion 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 Greensburg, Indiana. READI Program invested $249,999 and the total matching amount from non-READI sources was $500,000. The total investment was approximately $749,999.

"The Decatur County Inclusion Park will include playground equipment made for children of all ages and all abilities. During Covid-19, children were encouraged to play outside, but no parks within the City of Greensburg (or the region) have ADA accessible playground equipment; therefore, physically disabled children were disproportionately impacted by the pandemic. Inclusion Park will eliminate this barrier to playing safely outside. Adults can also take part in playtime with their children on the equipment, making it an enjoyable afternoon for the whole family. A task force has been assembled to work with experts in the field to design the park according to the topography of the area. Focus will be placed on the physical accommodations, such as meeting ADA accessibility requirements; engagement of the senses so kids can explore the various opportunities of the space; and integration with other park features, so the kids playing in the Inclusion Park do not feel separated from other children. The park will be a community gathering space, where kids learn, play, explore together, and provide opportunities for underserved populations win the region. By being integrated with the existing amenities of Rebekah Park, the Inclusion Park will be able to capitalize the existing splash pad, amphitheater, picnic pavilions, dog park and paved walking trail featured at the popular location. This saves on infrastructure costs that normally would be incurred in the construction of a new park."

Photos by Tiffany Nicole Ailes



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INDIANA FOR THE BOLD
Economic Development Corporation

QUALITY OF LIFE PROJECT OVERVIEW

Inclusion Park



READI funds supported the development of Inclusion Park in Greensburg, Indiana, featuring accessible playground equipment that expanded recreational opportunities for children of all abilities. The project represented an investment of approximately $750,000.

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

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

Unique Visitors

10,259

15,361 ↑ 50%

Total Visits

22,684

37,162 ↑ 64%

Most Weekly Visits

1,324 *Week of* July 18, 2022

1,913 *Week of* June 2, 2025



$500,000
Non-READI Sources

$249,999
READI Program Match

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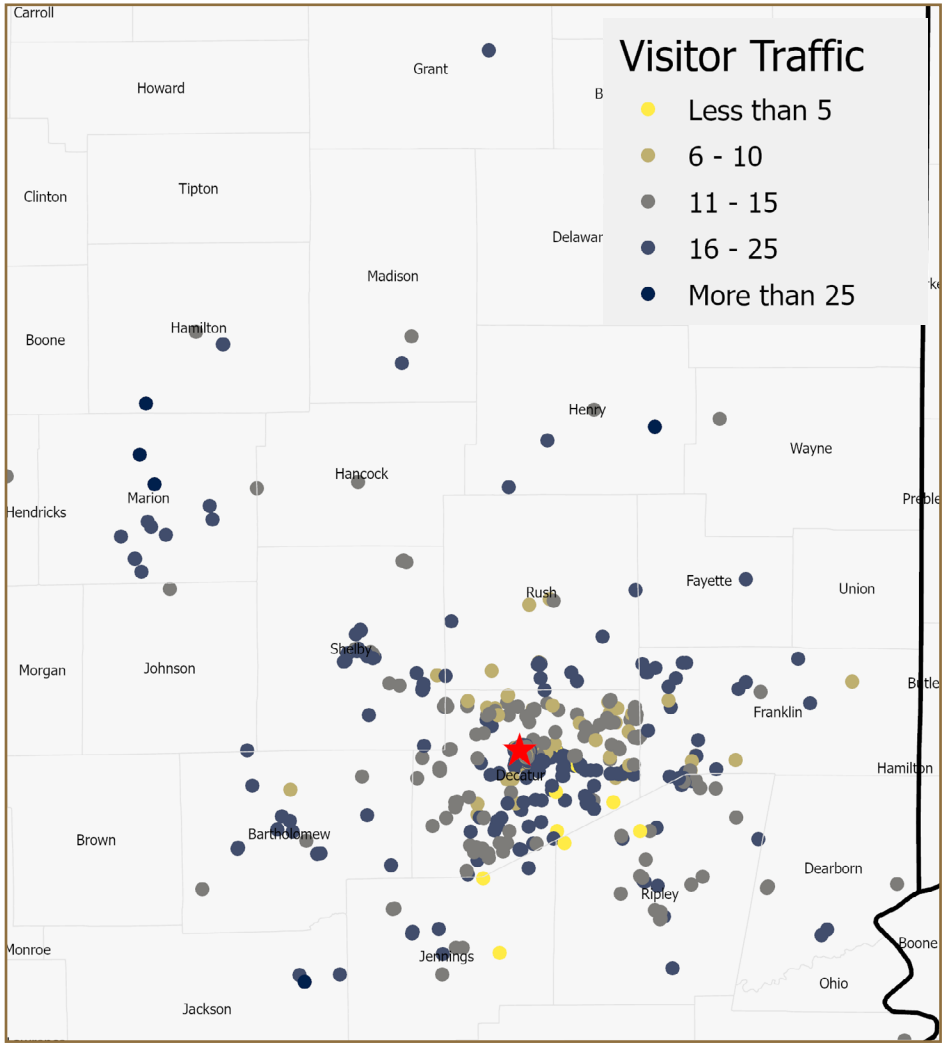
Source: Placer Labs, Inc.

QUALITY OF LIFE PROJECT VISITOR TRAFFIC

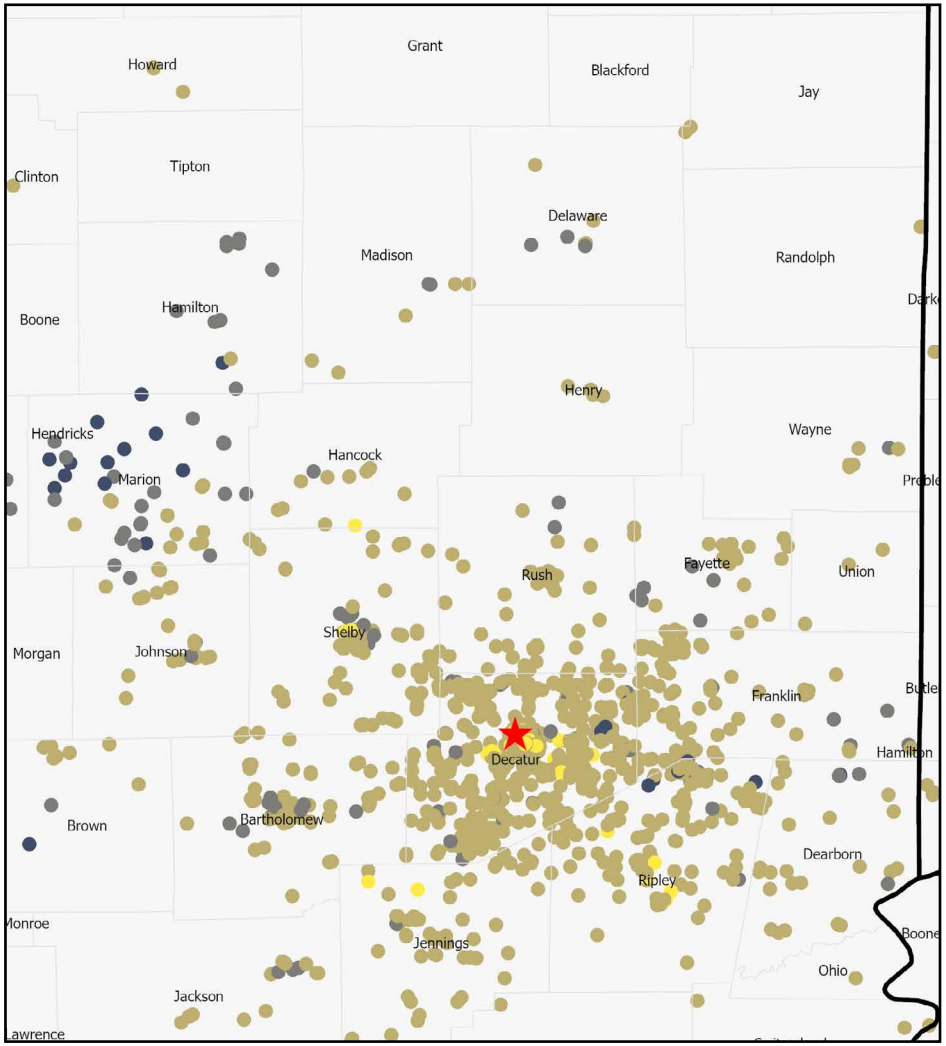
Inclusion Park



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



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



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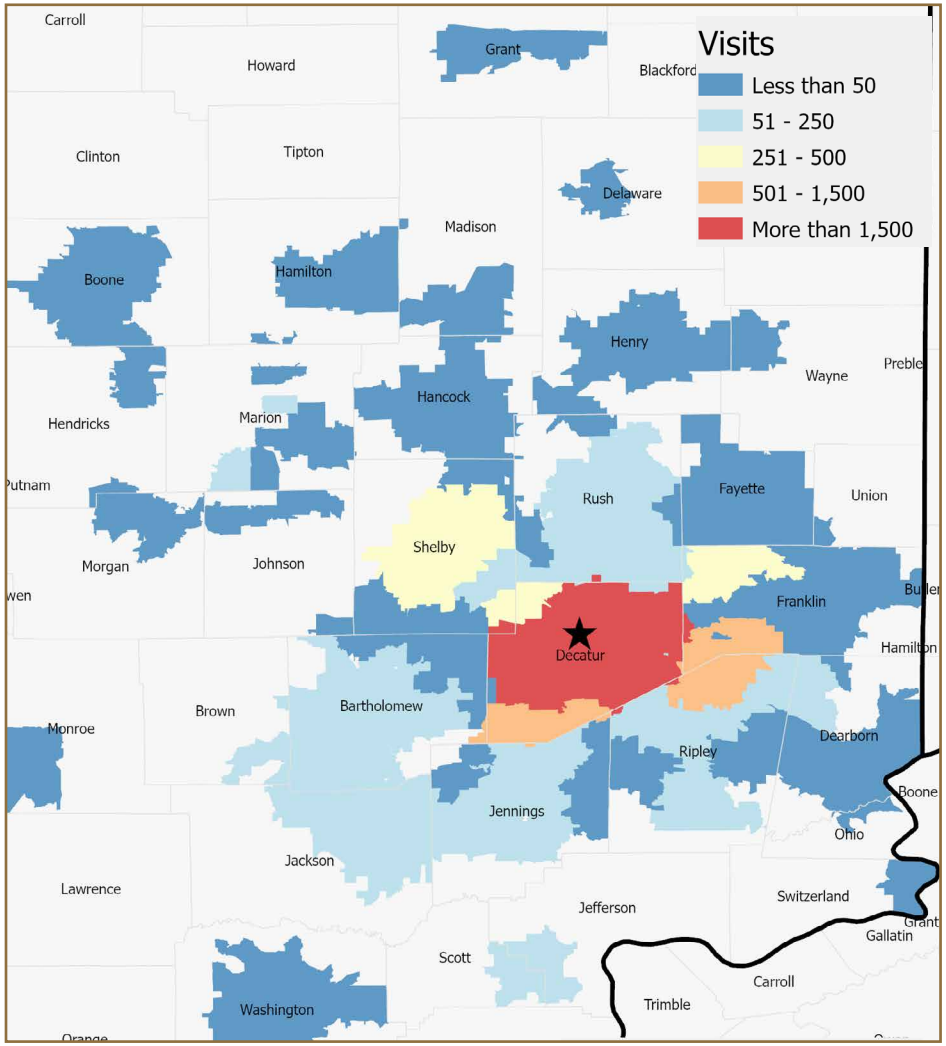
Source: Placer Labs, Inc.

QUALITY OF LIFE PROJECT VISITS

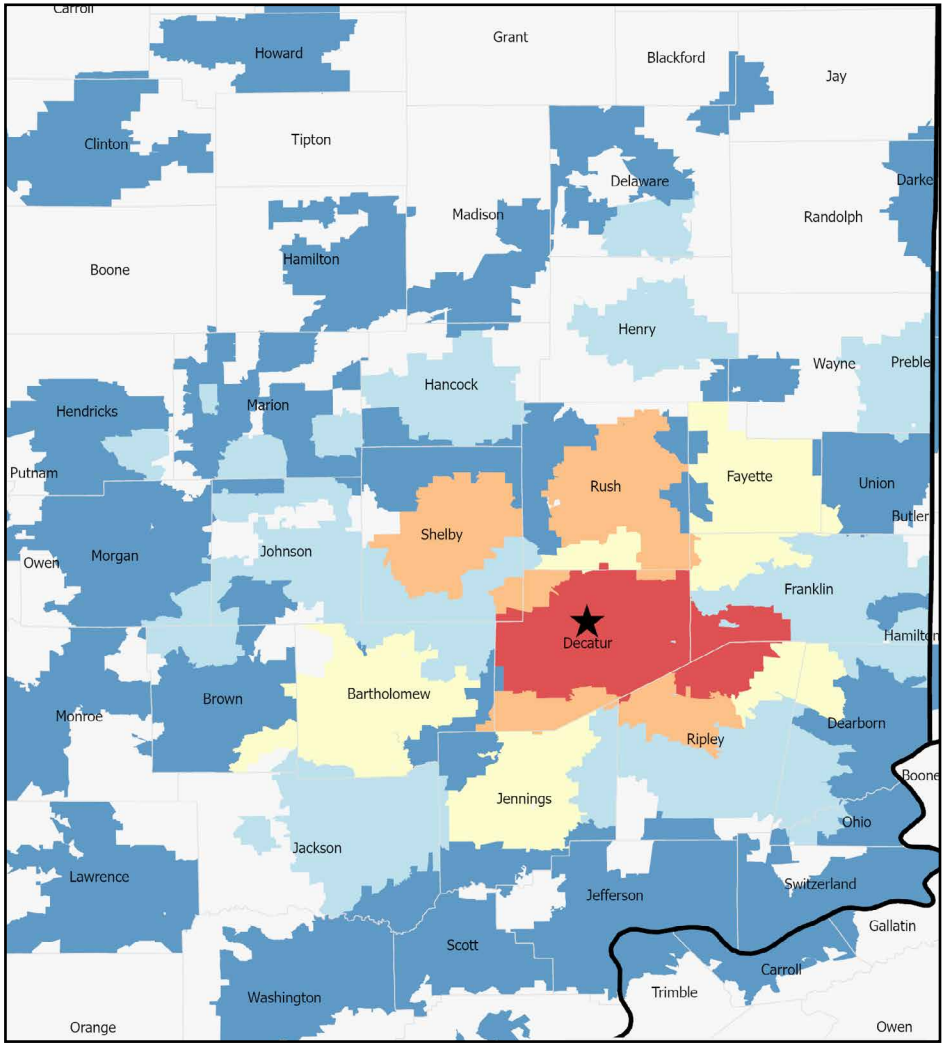
Inclusion Park



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



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



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Source: Placer Labs, Inc.

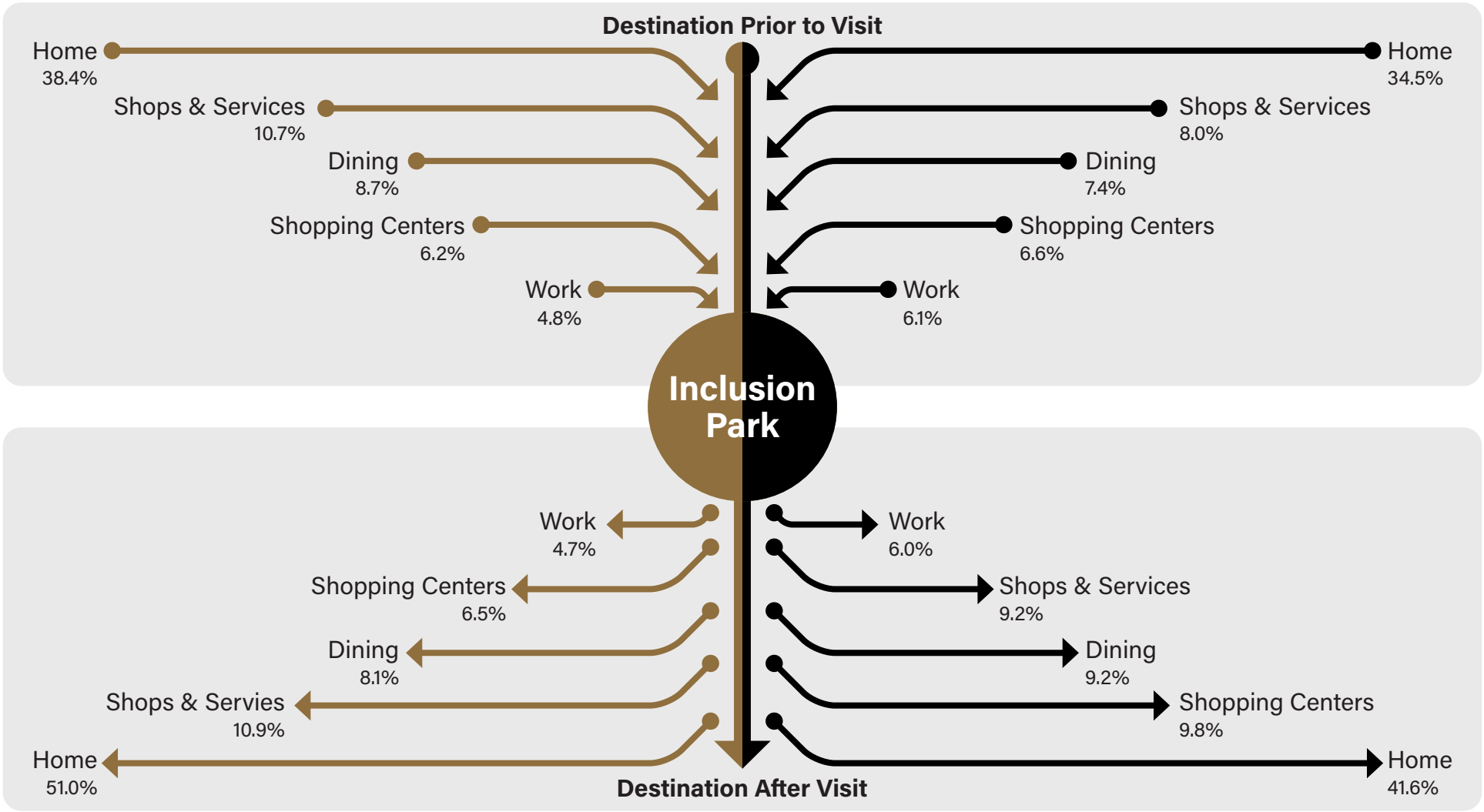
QUALITY OF LIFE PROJECT VISITOR JOURNEY

Inclusion Park



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

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



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Source: Placer Labs, Inc.

QUALITY OF LIFE PROJECT DRILLDOWN

Inclusion Park



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

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

Unique Visitors

Visit	22,684	37,162
Visit YoY	-7.5%	-16.4%
Visitors	10,259	15,361
Visit Frequency	2.21	2.42
Panel Visits	1,437	4,724

High Frequency Visits

Days with over 50 visits	51	52
Days with over 100 visits	47	44
Days with over 250 visits	35	39
Days with over 500 visits	23	33
Days with over 1,000 visits	2	15

Visitor Journey

Prior: Most Place	Home (38.4%)	Home (34.5%)
Prior: Second Most Place	Shops & Services (10.7%)	Shops & Services (8.0%)
Post: Most Place	Home (51.0%)	Home (41.6%)
Post: Second Most Place	Shops & Services (10.9%)	Shopping Centers (9.8%)

Trip & Demographic Characteristics

Trip Characteristics		
Most Daily Visits	Saturday (23.8%)	Saturday (21.1%)
Least Daily Visits	Friday (9.9%)	Thursday (9.2%)
Most Hourly Visits	3:00PM (10.5%)	5:00PM (10.4%)
Average Visit Duration	68 min	58 min
Median Visit Duration	45 min	39 min
Demographic Characteristics		
Median Household Income	$59,819.53	$55,223.99
Bachelor's Degree or Higher	20.07%	18.63%
Median Age	40.3	36.9
Most Common Ethnicity	White (90.2%)	White (86.9%)
Persons Per Household	2.34	2.38

Favorite Places

First Favorite Place	Greensburg Commons (1.6mi)	Greensburg Commons (1.6mi)
Second Favorite Place	Walmart (1.6mi)	Walmart (1.6mi)

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Source: Placer Labs, Inc.