

RST COMPREHENSIVE PLAN:

HANNA CITY, ILLINOIS 2018



MAY 10

University of Illinois: RST 341

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Standard



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Chapter 1: Introduction

Acknowledgments

We would like to sincerely thank both Fred Winterroth and David Keithley for providing us with this unique opportunity to create an action plan for Hanna City. We are thankful for the time you both spent providing our class a tour of Hanna City, in addition to the trip you made to Champaign to hear our project pitches. Your willingness to listen to our ideas and provide valuable feedback, in addition to maintaining a positive attitude throughout this process, has been much appreciated.

Additionally, the work we have completed throughout this semester would not have been possible without the mentorship we received from the University of Illinois Extension, Illinois Department of Natural Resources, TriCounty Regional Planning Commission, Greater Peoria Economic Development Council, Peoria County Planning and Zoning, and the Peoria Park District. Thus, we extend a sincere thank you to these organizations for all of their feedback throughout the planning process and their overall support.

To Edward Horne - thank you for being an incredibly helpful and understanding teaching assistant this semester. You made the freezing cold trip out to Hanna City with us, something not to be overlooked, as we know you are incredibly busy in graduate school yourself. You've provided us with valuable feedback on both this project and all of our other assignments in this class, and we are grateful for your guidance.

Finally, we all feel incredibly blessed to have had such a knowledgeable, kind, and supportive teacher leading us through this project. Lara Browning, you are an incredible teacher, and your immense knowledge on the topics we've discussed in class, in addition to experience with all things planning, shines through in your lectures and individual discussions with students. Further, your admirable passion for this area has been a pleasure to witness, and from the bottom of our hearts, we thank you for allowing us the autonomy and freedom to gain experience shaping these projects for ourselves.

Introduction

The town of Hanna City, IL prides itself as a "small town ... where you make big friends." As we've now had the opportunity to get to know both Mayor Fred Winterroth and David Keithley from the Hanna City Park District, we can attest that this slogan is entirely representative of the town.

Hanna City is located roughly 2 hours North-West of Champaign. IL. Although surrounded by a lot of agricultural land and towns that are bigger in size and offerings, Hanna City has the potential to shine as a small town unique for several of its pre-existing characteristics.

Our hopes for Hanna City is that the plans for the "Rails to Trails" conversion we will discuss later on in this report goes through. Given the tendency for projects of this scope to rely on massive funding and governmental actions, we could not focus our entire planning project on the chance that this occurs in the near future. Thus, our focus for this project became how Hanna City can maximize the use of their existing health center at the Hanna City Park District. To maximize the usage and potential of this facility, more opportunities to engage community members should be offered, in addition to effort from the leadership to better inform community members about these opportunities.

It is our goal to assist the leadership in these efforts by supplying several recommendations to encourage community engagement and facilitate healthy behaviors and relationship creation of community members. Our recommendations cover all age groups and are primarily focused around family engagement with the desire to continue to facilitate the family-friendly environment that currently exists in Hanna City.

Finally, with some of the larger scale plans we've proposed, there lies endless opportunity for Hanna City to become a domestic tourist attraction due to their unique antique shops and restaurants. Both of these amenities already exist in the town, however it is essential to provide the public with more information about them and create easy ways for people to learn about this information in addition to a more enjoyable experience when they visit the town. When thinking about the future, this larger scale growth, we believe, will lead to more desire to visit Hanna City, and potentially more desire to stay.

Process Description



Figure 1: RST 341 Spring 2018 Class

Our class comprised of recreation, sport, and tourism management students has taken on the role of consulting for the Hanna City Park District and city members.

Earlier in the semester, our class gathered basic data and available information on a variety of topics including demographics, land use data, and city planning statistics and maps for Hanna City. We then visited Hanna City for a field trip to get a better picture of what the community is like,

their needs and desires, and a to gain an understanding of how we would be helping Hanna City create a more community centered and welcoming environment.

Throughout the semester, we have utilized the community planning tools supplied to us in this class to draft a comprehensive plan for Hanna City. We met and discussed with primary stakeholders, including Hanna City's mayor and the Hanna City Park District commissioner, who enlightened us on the history, types of people, desires of the town, and successes and challenges of Hanna City. We learned about popular events and places, including the Park District junior high dances and Gil's restaurant, as well as the current offerings and programming at the Hanna City Health Club. After our initial fieldtrip, we obtained a quality understanding of what the primary stakeholders wanted for their town and how our ideas and programming designs could play a big part in the future development and support for community members and services.

The field trip and onsite analysis was crucial for us to make any real headway on the creative designs and recommendations for the town. Having eyes on the current problems, needs, and overall visual of the layout, we had what we needed to begin planning, which started with creating our own SWOT Analysis for Hanna City and drafting opportunities and constraint maps, both critical elements necessary for a realistic and relevant project.

Following the trip, we continued working as our separate Hanna City teams toward our interim preliminary recommendation presentations that took place in late March. At these presentations, we presented to our stakeholders who came to the University of Illinois campus to visit and share feedback. The group

presentations were full of practical, intuitive, and creative design recommendations to bring Hanna City to a vision of greater community development and to welcome new residents/visitors. We received positive feedback from the town's primary stakeholders and liaisons. A few weeks later, the stakeholders sent more detailed notes and feedback seeking to find more short term economic increases for the city's development, which would refocus our project efforts more specifically to event and program development, in addition to developing other strategic ways for the leadership to grow the Park District's membership. After collaboration with our individual teams, the other Hanna City group, and our professor, we decided to merge together with the other Hanna City team for a more effective and streamlined process and final report.

We have kept open and clear communication lines with our Hanna City stakeholders. They've been a huge help offering clarification, deeper understanding, and a great platform for providing insights on whether to move forward on certain designs or rethink others. We've maintained a very promising and professional relationship with them and the stakeholders from the University who have been a part of this project.

Currently, we have finished up the written report portion of our project and we will be presenting our final suggestions to all of the stakeholders on Monday, April 30.

Vision, Mission, Goals, & Objectives

Vision

For Hanna City to be a family-friendly community living out the hospitality and spirit of small town America.

Mission

Create a sense of community and connection through programs, events, and facility changes that promotes family fun and outreach in the coming years.

Goals

- By 2019
 - Implement programs for community participation in the next year
 - Generate new resident participation in new programs in next year
 - Increase social media followers by 100 within a year
 - Successfully run new events at least once
 - Obtain additional help at the park district (intern and/or volunteers)

Objectives

- Distribute survey by mid-summer to find out what community members are seeking in next year
- Offer discounts/incentives/gift baskets to new residents to encourage community involvement
- Seek more citizens on social media and follow and post more engaging content
- Set aside planning time each month for event managers and park district to discuss and manage event goals and details
- Have bi-weekly check-ins on certain programs to determine whether the programs should continue in the planning process
- Encourage (via letter or email) stakeholders to contact us with any questions
- Develop final report for stakeholders
- Develop final presentation for stakeholders (presenting April 30)

Chapter 2: Existing Conditions

General History

The Village of Hanna City is a village in the Peoria County, founded in 1882 and named after William Hanna. William Hanna was President of the Peoria-Farmington Railroad which runs parallel to the town. While originally a farming community, coal was soon discovered under the town. The first coal mine opened in 1883 and continued until 1938. The coal mine was a major factor of the town and kept it thriving until the natural decline of the industry. (Village of Hanna City). Hanna City is currently known for Gil's Supper Club's Fried Chicken. Hanna City also hosts annual junior high dances at their recreation center. The school dances they put on attract many students from neighboring towns.

Community Profile

Population

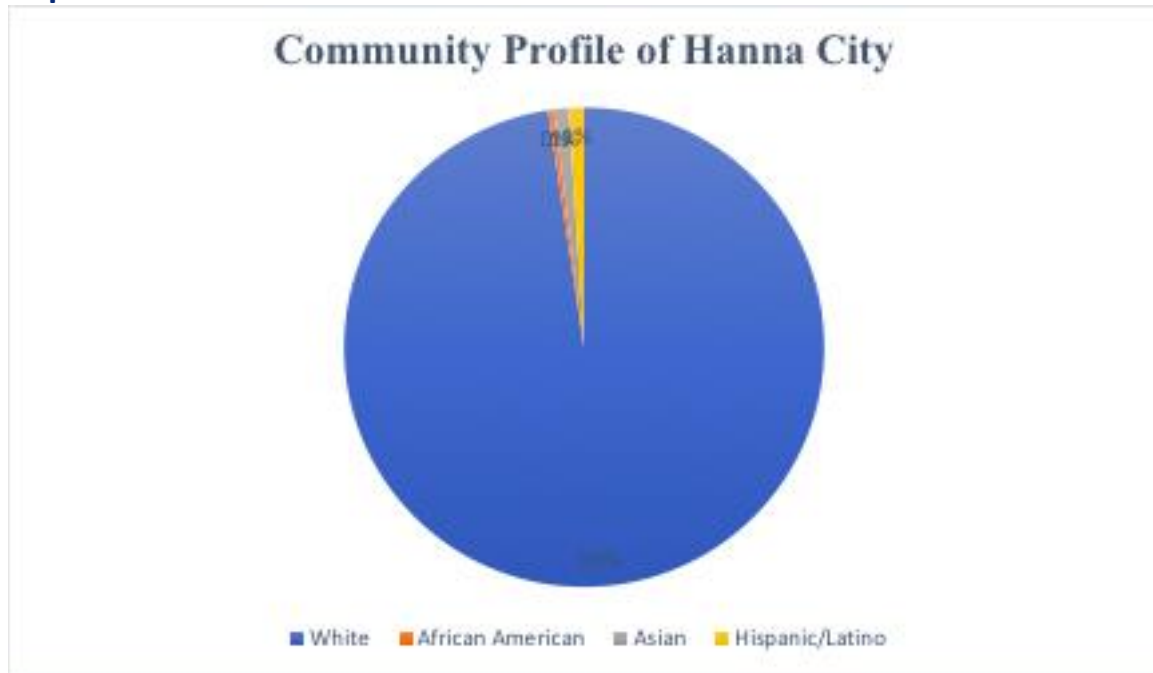


Figure 2: Community Profile of Hanna City

As of the 2010 census there are 1,229 people living in Hanna City. There are 584 housing units. The racial makeup of the village was 97% White, 0.39% African American, 1% Asian, and 1% are Hispanic or Latino. 15 residents are foreign born. There are 580 males (47%) and 649 females (52%). The median age is 41 years old. About 7% of the population was below the poverty line.

Education

Ninety-two percent of the community has a high school degree or higher, 15% has a bachelor's degree or higher; 4% has a graduate or professional degree and 3% are unemployed.

Employment

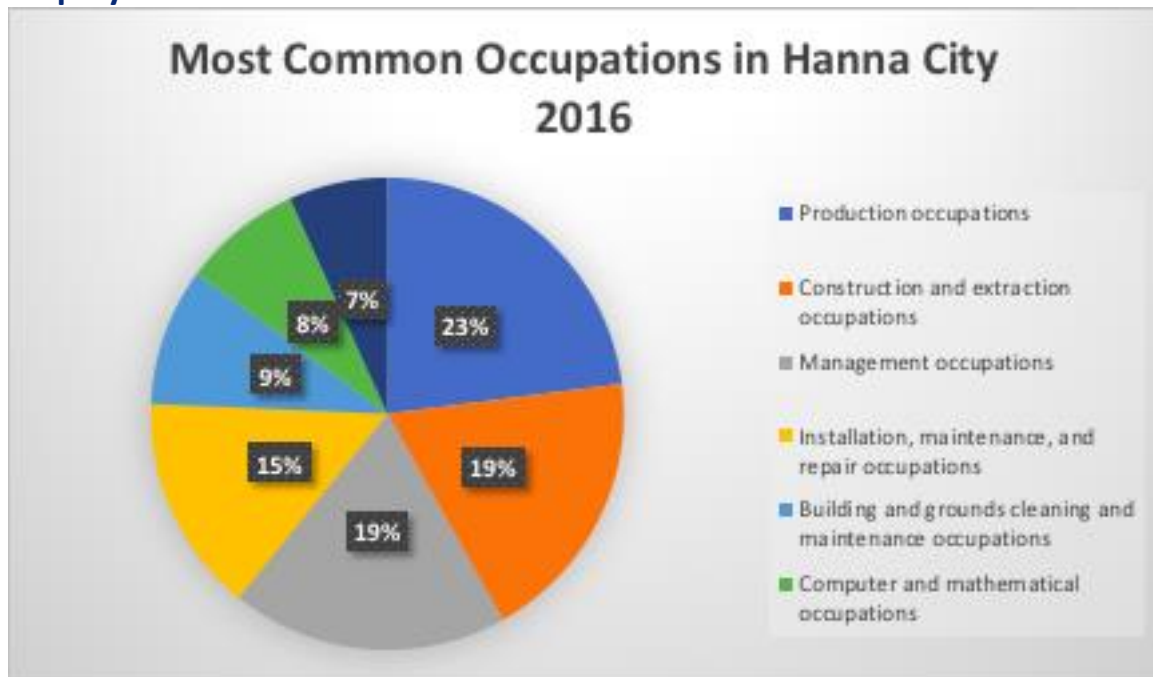


Figure 3: Most Common Occupations in Hanna City

Thirty percent of Hanna City's male population works in manufacturing, 15% in construction, 14% in retail trade, 7% in transportation and warehousing, and 4% in real estate and educational services. For Hanna City's female population 35% work in health care and social assistance, 15% in retail trade, 7% in manufacturing, 6% in finance and insurance and 5% educational services and accommodation and food services.

Family Structure

The average household size was 2.51 and the average family size was 2.90. Twenty-three percent of Hanna City's population has never been married, 56% are currently married, 8% is widowed and 11% are divorced.

Housing

The estimated average median household income of Hanna City is \$58,000. The estimated median house or condo value in Hanna City is \$119,963. In 2016 the average real estate property taxes for a housing unit with mortgages was \$2,664 and \$2,389 for a house with no mortgage.

Facilities & Services Inventory & Analysis

Public Agencies & City Services

The Hanna City Park District:
Provides a small range of services to the Hanna city area. Founded in 2009, it is one of the newest park districts in the state of Illinois. Some of the facilities that they



Figure 4: Park District

offer are a gymnasium, a fitness center, and two playgrounds. At the park district they put on events like senior night, mobile health screenings, pickle ball, basketball, little free library and a high school dance. Even with all of these services, the facilities are in need of renovation. The park district building itself needs a lot of expensive maintenance. The fitness center needs major updates to the flooring and equipment. The playgrounds associated with the park district need major renovations. Paired with the fact that people in the village go to Peoria and Farmington for a lot of their services, the park district is competing with bigger entities. Because of this, they may face struggles with programming and funding.

Farmington School District: Serves the Farmington community and Hanna city. Most of the kids who live in Hanna city attend schools in Farmington, which is where most of the kids get their recreation. Like most school districts they offer after school recreation activities for their student's. This ranges from sports like basketball, volleyball, football, and soccer, to things like band and choir.

The Peoria Park District: Serves not only the city of Peoria but also the Metropolitan area which includes the village of Hanna city. Because Peoria is the major city in the area, it has the most services. As a result, they cater to most of the towns and villages in the area. Being such a big park district, they have many services that serve most of the people using it. From fitness centers to aquatic centers, to golf courses, and arts and crafts, the park district has everything. These facilities are renovated often and are very appealing to the citizens of Hanna city.

The Peoria Public Library: Serves the surrounding areas of Peoria, including Hanna City.

Nonprofit Organization

The Greater Peoria Family YMCA: 25 miles out from Hanna City, the Peoria YMCA serves the community of Peoria but also the metropolitan area like the park district. Like most YMCAs they offer a gymnasium where different recreation events happen. They also offer summer camps, day camps, day care, fitness recreation, aquatics, and much more. Although this facility is not in Hanna city, the people of the village go to Peoria for most of their needs.



Figure 5: Greater Peoria Family YMCA Exterior

Private for Profit Recreational Enterprises

Hanna City Sportsman Club: The only social club that is in Hanna City. They are available for receptions, private parties & public dinners.

Cornstock Theatre: A theatre in Peoria that the residents of Hanna City can go to and watch shows.

Recreational Amenities & Events

Hanna City Park District: Has a tile floor gymnasium and two rooms with running, aerobic, and strength training equipment. The Park District holds events such as a dance for 5th – 8th grade students, Halloween Scavenger Hunts, and Heritage Days.



Figure 6: Hanna City Park District Gymnasium

The Fondulac Park District in Peoria: Hosts family events, senior programs and dances.

The Alpha Park in Bartonville: Has playgrounds, baseball diamonds and basketball courts. It also has long trails.

Grand View Drive in Peoria: Has views of older architecture and buildings and the Illinois River. It also has park amenities like swings.

Wildlife Prairie Park: Hosts field trips and programs for youth. They also have lodging, volunteer and food services.

Greenways & Trails

A greenway is a strip of undeveloped land near an urban area, set aside for recreational use or environmental protection. An example of one in Illinois is the Chicago Lakefront Trail. It is a 18-mile-long shared use path for walking and cycling, located along the western shore of Lake Michigan in Chicago, Illinois. The trail passes through and connects Chicago's four major lakefront parks along with various beaches and recreational amenities. It also serves as a route for bicycle commuters.

The Grand Illinois Trail: Loops more than 500 miles between Lake Michigan and the Mississippi River. It joins together existing and proposed state and local trails to create the state's longest continuous trail. It hugs historic canals, crosses unglaciated hills, parallels the Rock and Fox Rivers, and includes one of America's first rail-trails.

The Hennepin Canal: Is used for recreational purposes, has a trail along the canal allows people to walk, jog, or bike down the canal, and has been recently paved its entire length.

Community trails fit into a larger trail plan by connecting to larger trails or being a part of it. It's the community job to make the trail in their community desirable to be on, encouraging people to use the trails into other communities. A Trail Town is a community through which the North Country Trail passes that supports hikers with services, promotes the Trail to its citizens and embraces the Trail as a resource to be protected and celebrated. Trail Towns are built on a relationship between a town, the Trail and its volunteers. Trail Towns are active, attractive, and interesting places with accessible and comfortable public spaces. These spaces in turn host a variety of activities that promote social interaction and a strong sense of place. When planning a community around trail systems, components that are important to consider are how can the trails benefit the city and the people around it. Can the trails be sustained and what would be the cost maintaining the trail. What are the surrounding areas connected to the trail and what community amenities would fit better near the trail.

Environmental & Physical Resources Inventory & Analysis

Environmental History

The vast majority of the environmental surroundings of the village of Hanna City are agriculture. Fields and open farming areas encapsulate the town. The majority of this is private farmland, with possible development opportunities in coming years for the city but nothing certain.

Historically, before its primary development into the village it is now known as, it was within the Western-Forest prairieland division. This meant there were originally open forested areas along with considerable prairie grasses before major development (IDNR). With this the Farmington Railroad was running through it. Coal was an important geological component of the area under the grounds it sits on (discussed more later on as important use/function for development of town). Hanna City was primarily formed because of the fertile agricultural opportunities of the area. Like much of central Illinois at the time, it was flat lands with good soil conditions. Along with this, coal was discovered which created an industry boom in the area for several decades later (Village of Hanna City, n.d.).

Today, the major environmental features are the fields, grasslands, coal mining tunnel remnants, and Farmington railroad path remnants. Along with these, as mentioned prior, the town is surrounded by farming space and agricultural development. Johnson Run is a stream located in the northeast portion of the city. It is small enough where not much development has taken place directly impacting it or the surroundings of it. These environmental features can be seen in Map A in the appendix under “Hanna City: Environmental and Physical Resources Inventory and Analysis”. This area falls under zone 7 of the Illinois Natural Divisions. This means it is a Western-Forested Prairieland. The vast majority of the space however, is converted to agricultural use in the form of cropland.

Natural Heritage

While the data is primarily limited to county size than specifically down to Hanna city itself, it is important to list the endangered and threatened species of the region (specifically Peoria County). Within this area, there are two threatened plant species and one endangered animal: Eastern Prairie Fringed Orchids and Decurrent False Aster (plants) and the Rusty patched bumblebee (endangered animal) (USFWS, 2017). Overall, there is not specific data on the prevalence of these species and their risk in the town of Hanna City, but it is still important in understanding the general populations.

The biggest areas of natural environment and interest points revolve primarily in the outskirts of the town. Within the town itself, there is a small green space where the single park is located. Surrounding the town is agricultural croplands, mainly privately owned. Within Hanna City in the Northeast corner is the small stream of Johnson Run with a natural riparian corridor of trees following it. There has not been any significant development along this. The other biggest natural environment point is the stripped railroad path on the south end of Hanna City. These can be seen in the provided maps later on in the report.

Soils

Soil data is available for the Hanna City region. The major soil is Hickory Silt Loam, Keomah Silt Loam, and Sylvan Silty Clay loam. Overall the area is similar to much of the surrounding region with majority of lands turned into crop and agricultural fields.

Hydrology

Peoria has the Illinois River running through it. However, with Hanna city being in its current relation, this poses no threat to the town. The nearest waterway is Johnson Run, which flows through a small portion of the town

and includes true riparian boundaries of forested areas alongside of it. This has posed no flooding issue in recent history and is relatively small. Currently, there is no floodplain map data on the area of Hanna City. According to the Federal Emergency Management Agency, no official flood map has been created for this area at this point in time.

Circulation

Currently, Hanna city has standard city street roads for transportation in town. The town is too small for the needs and scale of public transportation through bus routes and such. There are no designated greenways either. Nearby, there are several intersecting roads that branch off into the bigger roadways. Within the region are routes such as County Highway 116 (through town), highway 78, with 74 and 474 as you near the city of Peoria. There is an old out of use railway along the town on the southern side that is a key and ideal place for a rails to trails initiative but more work is needed to begin the developing phases. As you head east from Hanna City there is also the nearest airport, General Wayne A. Downing International Airport. Circulation in Hanna City revolves primarily around cars and major roads. Main Street houses the vast majority of the restaurants and town features.

The Park District building and park are located on the north end of Main Street while restaurants, shops, and the Sportsman's Club are to the South end. There is a railroad that is deemed active although there are no longer trackers present, on the south end of town that provides an opportunity to be bought and implemented in the Rails to Trails plan. The mode of transportation in this area could go from train to bike thus providing residents with easy transportation to other towns and nonresidents the opportunity to easily visit the town. Route 336 is a 4-lane highway that runs from Kansas to Chicago and access from this road to Hanna city is a currently proposed plan. The proposed Route 336 plan is discussed in more detail on the following page.

Land Use

Primarily, the land in the surrounding region is agricultural/croplands. There is not much else surrounding the town besides that, however, specific zoning on land use within the city can be seen in Map D in the appendix. Land use outside of residential areas is mainly centered on Main Street and consists of shops geared towards a smaller consumer market as well as recreational opportunities such as the Park District and park. Transit is a large part of the town's land use as the town is centered on W Farmington Road and Main Street. With the town being very focused on farming, the surrounding area consists of mainly farmland.

Topography

Hanna City is similar to the majority of Illinois in that it is mainly flat. Towards the north end of town, the elevation increases slightly and the river Johnson Run marks the lowest point of elevation for the town. Referencing a topographic map, one can see the contour lines come together giving us the idea of higher elevation in the specific area (see Map E in the appendix).

All maps referenced can be found at the end of this report in the appendix.

Background Data

Essential to all productive growth in a community is a plan. Further, a plan that considers past failures and current conditions will heed a realistic direction for the community to grow in. A number of plans currently exist for the development of Hanna City and Illinois. The Peoria County Comprehensive Land Use Plan and the Tri-County Region Plan for Transportation, Land Use, and Environment provide necessary insight into the overall vision for growth within Illinois counties. Proposals on a state and regional level particularly relevant to the development of Hanna City include the Heart of Illinois Regional Bicycle Plan and Sustainability Plan. Finally, the Hanna City Trail Concept Plan gives details more specific to accomplishing the objectives within Hanna City that were outlined in the other plans.

Peoria County Comprehensive Land Use Plan & Tri-County Regional Plan

The fundamental concept behind the Peoria County and Tri-County Regional Plans is sustainability. Three themes outlined in Peoria County's vision for future land use include smart growth, agricultural preservation, and environmental stewardship (2009). The preservation of agricultural land serves many benefits, such as the availability of productive farmland and potential economic benefit from food production, all while maintaining the original character of the land. Further, by avoiding 'urbanization' of farmlands, issues such as increased storm water runoff and increased transportation (leading to increased air pollution) through this area are avoided (Peoria County, 2009). The Tri-County Region Planning Commission (TCRPC) outlined similar priorities: agricultural preservation, balanced growth, economic development, environmental stewardship, and transportation infrastructure (2010). So, while growth remains important, steps to contain growth in more appropriate locations must be taken to remain in line with being sustainable into the future.



Figure 7: Peoria County within Illinois



Figure 8: Illinois Bike Transportation Plan Logo

Heart of Illinois Regional Bicycle Plan and Sustainability Plan

More specific to Hanna City, the Peoria County Plan supports the conversation of reinventing an existing railroad corridor into a multi-use trail. The TCRPC established the Heart of Illinois Regional Bicycle Plan, which is a federally funded transportation project primarily focused on establishing a network of trails connecting communities in the region (2017). The TCRPC further identified five potential trail connections in Peoria County through their Peoria County Recreational Trail System Connection Study. Included in the identified trails is a connection between the proposed Hanna City Trail and Downtown Peoria, a connection along Taylor Road from Hanna City Trail to Wildlife Prairie Park, and a connection from Hanna City Trail from Bellevue (2017).

Hanna City Trail Concept Plan

The Hanna City Trail Concept Plan goes into more detail about the proposed connection along Taylor Road from Hanna City. The connection spans 3 miles across agricultural land to Hanna City and within walking distance of the downtown area (Tri-County Regional Planning Commission, 2008). Potential "trailheads" (the point where a trail begins) include land near the Sportsman's Club and land owned by the Village of Hanna City. The former option already contains parking and a picnic shelter. The latter option consists of a storage shed, village vehicles, and piles of gravel and sand that would need to be improved upon to become more of a gathering place (Tri-County Regional Planning Commission, 2008).

Necessary to the completion of converting the old railroad into a trail is railbanking, which is an agreement between a trail agency and a railroad company to use a rail corridor as a trail (Rails-to-Trails Conservancy, n.d.). Union Pacific Railroad (UPRR) has abandoned the Hanna City corridor, and the Illinois Department of Natural Resources (IDNR) has completed the necessary steps to request railbanking the corridor from the Surface Transportation Board (STB). The abandonment occurred in 2008, but the corridor has yet to be purchased from

the UPRR to further this plan (Tri-County Regional Planning Commission, 2008). Several proposed steps are listed in the Hanna City Trail Concept Plan about furthering the rails to trails initiative, but it remains first priority to take ownership of the corridor before these steps can be taken.

The primary issue identified in purchasing the corridor is an inadequate amount of money. Fred Winterroth, the Mayor of Hanna City, mentioned that nearly two years ago, the federal government granted the state of Illinois funds to go towards revamping the Hanna City corridor, which would have included purchasing the corridor from UPRR (F. Winterroth, personal communication, February 2, 2018). Considering the state of Illinois had no budget to direct towards this project at the time, the federal government revoked the grant and the potential funds were lost. George Bellovics, director of IDNR, explained that both he and Winterroth have not given up on this plan, and continue to go through the process of renewing the necessary railbanking paperwork to remain in semi-control of the corridor (G. Bellovics, personal communication, February 2, 2018). Winterroth stated that Hanna City has first reserve on this section of the corridor when and if it is able to be purchased, which is helpful in the instance that another organization decides to purchase the corridor, Hanna City can make the first move (F. Winterroth, personal communication, February 2, 2018).

Seeds2Success

Outside of rails to trails, another potential project exists that aims to facilitate new small farm business and promote a sustainable local food system. The project aligns with Illinois' sustainable growth vision and the desire to promote local food availability, productive land use, and economic development by increasing food production and therefore revenue. "Seeds2Success" is an idea to convert an abandoned prison facility, the Hanna City Work Camp, into a small farm incubator and demonstration center (Tri-County Regional Planning Commission, 2008). Currently, the feasibility of the plan is being explored by Peoria County in conjunction with the University of Illinois Extension.



Figure 9: Hanna City Work Camp Exterior

Park Renovation

A second potential project is the improvement of an existing park owned by the Hanna City Park District. The park is located near the main portion of the town across from the Park District building. The park consists of a plot of

grass that seems to be a part of a rundown baseball field. The two heads of the Park District, Fred Winterroth and David Keithley, distributed surveys to community members to explore what the community would like to see most from renovating the park. Utilizing the survey results, the Farnsworth Group, an architect firm located in Champaign, IL, put together a conceptual rendering of the Hanna City park vision.



Figure 10: Hanna City Park Vision

As seen in Figure 10, the proposed park would contain an improved parking lot, the creation of a playground, shelter, restrooms, horseshoes, open sports field, and a splash pad.

All amenities proposed are located within the same corner of the park in order to center any water and drainage systems needed to be installed due to the restrooms and splash pad. The Hanna City Park District has begun to set aside money to fund this project as the overall project would cost far more than their current operating budget of \$80,000/year (D. Keithley, personal communication, February 2, 2018).

Route 336

The Illinois Department of Transportation (IDOT) has drafted a proposed highway improvement program for the expansion of Illinois Route 336. The program encompasses 12 counties in west central Illinois including Peoria, Canton, Chillicothe, Galesburg, Macomb, Monmouth, and Pekin, in addition to small communities that will “serve as satellites for the larger employment areas” (Illinois Department of Transportation, 2016, p. 4-i). Hanna City is one of these smaller, satellite communities, and will be a part of the connection from Macomb to Peoria. Listed

under the District 4 and phase II portion of the project, the expansion of the highway into Hanna City is said to be a “high priority project”, but one that may require additional state/local funds to be implemented (Illinois Department of Transportation, 2016, p. 4-20).

Overall, Route 336 is a 4-lane highway from Chicago to Kansas City. Several Hanna City community members have voiced concerns over the project including farmers losing property, value of property decreasing, and it is creating an overall inconvenience to accessing the interstate (Bibo, 2012). Additionally, the lack of funding for the project has stalled the expansion, and since the area has already been protected, “property owners can’t begin improvements or developments [to their land] without notifying IDOT” (Bibo, 2012), which is another inconvenience. However, Illinois Senator David Koehler of Peoria argues the expansion of Route 336 into Hanna City will pose economic development and safety advantages to the area. The safety advantages in reference to the current Illinois Route 116 from Peoria to Farmington, which is mentioned as “hazardous” and will be improved by implementing Route 336 (Bibo, 2012). Further, Mayor Winterroth believes the connection of Route 336 into Hanna City will cut commute time for people who work in Peoria and has the potential to bring in tourists and other highway users into his small community otherwise detached from busy highways (Bibo, 2012). Currently, the project has not been implemented due to lack of funding, but according to the drafted plan on IDOT’s website, implementation plans have been drafted from 2016 well into 2021.

The current Route 116 into Hanna City can be seen in figure 11, and the proposed implementation of Illinois Route 336 into Hanna City can be seen in yellow in Figure 12.

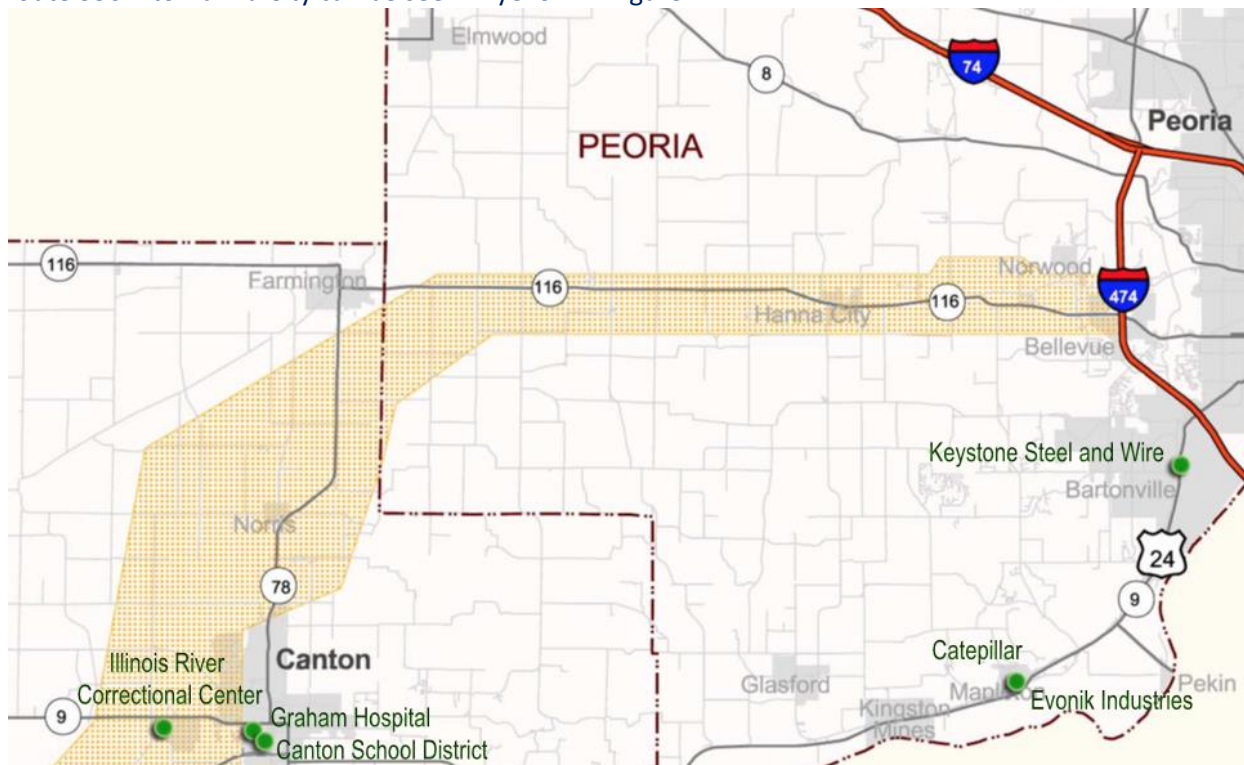


Figure 11: Current Route 116 into Hanna City

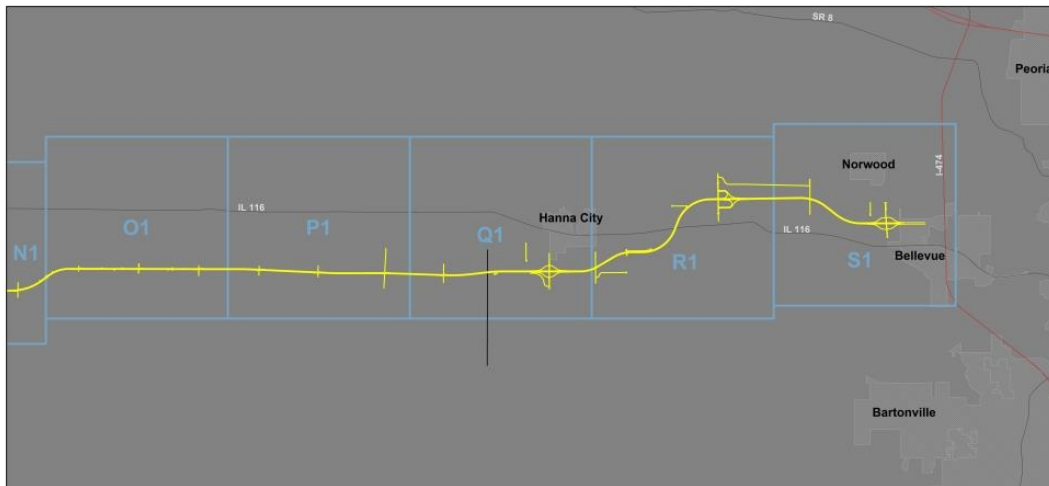


Figure 12: Highlighted Proposal of Route 336

The highway approaches Hanna City from the South West and enters the town on Pekin Lane, as seen in Figure 13:

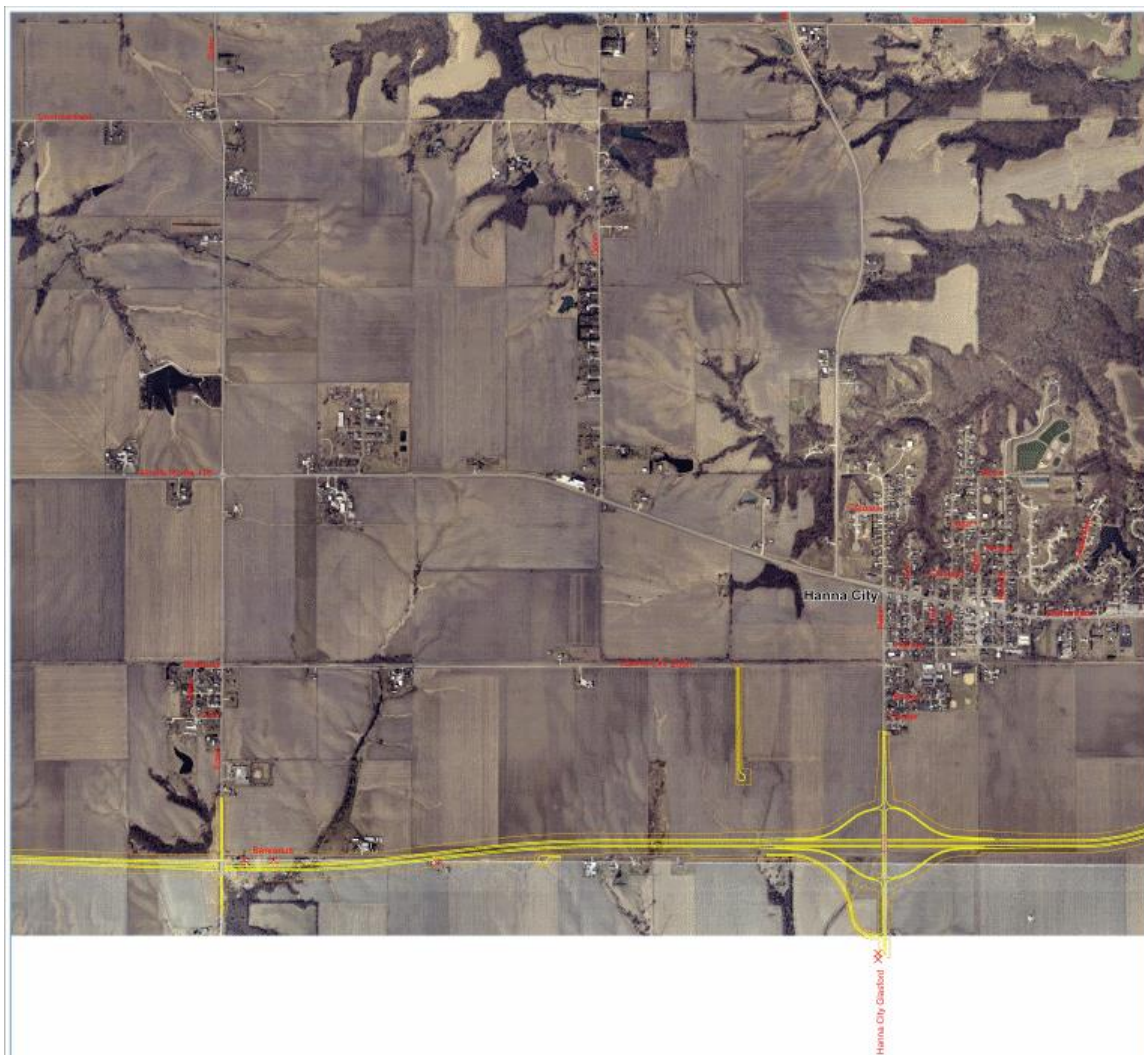


Figure 13: Proposed Route 336 into Hanna City

Figure 14 demonstrates the current traffic into Hanna City from Highway 116:

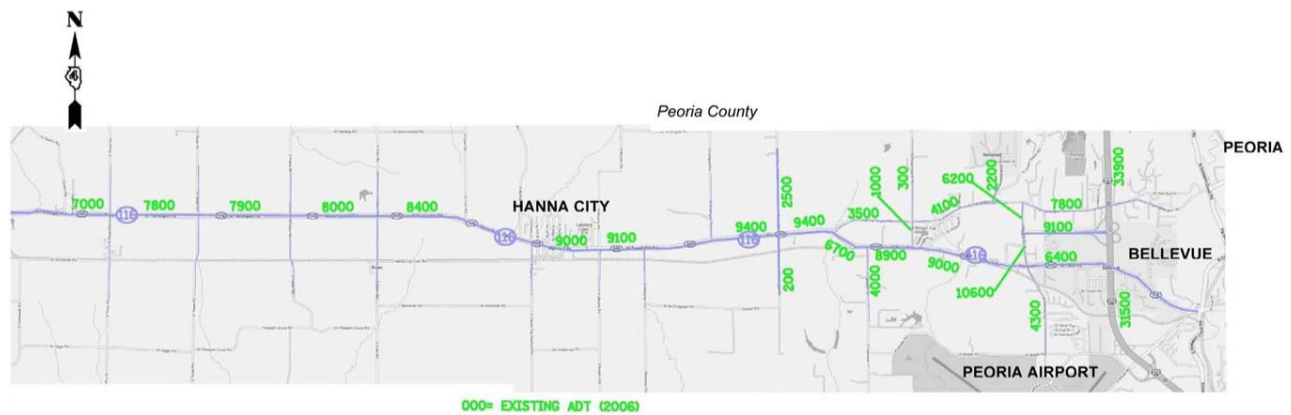


EXHIBIT 1-7D:
LOCATION MAPS SHOWING EXISTING TRAFFIC (2006), 4 OF 4

EXHIBIT 1-7D

ILLINOIS ROUTE 336 (FAP 315)
FROM US ROUTE 67 (MACOMB BYPASS) TO I-474 (PEORIA)
McDONOUGH, FULTON, AND PEORIA COUNTIES

Figure 14: Existing Traffic from Highway 116

Traffic will still flow into Hanna City from Highway 116, but Illinois Route 336 will become the primary means of travel through this region, as demonstrated in Figure 15:

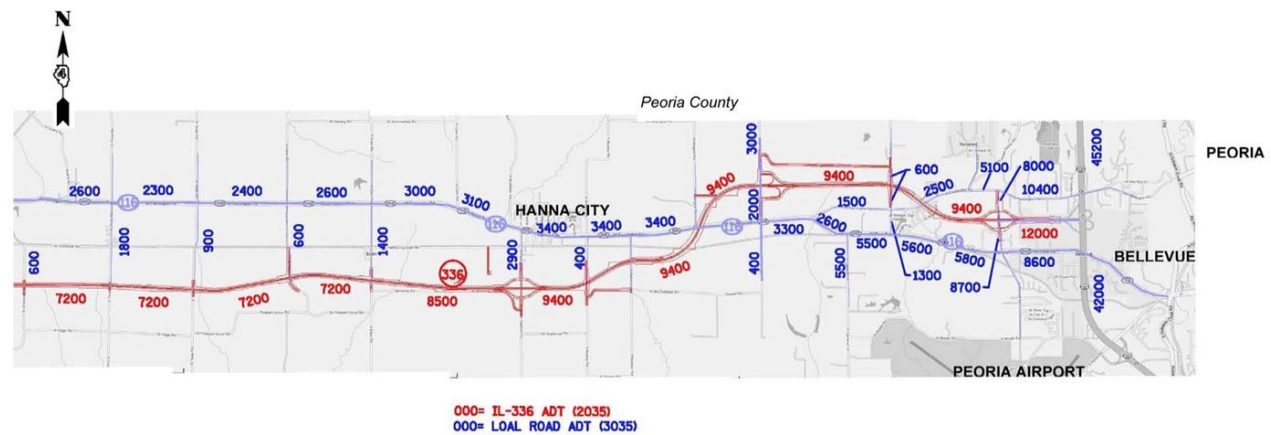


EXHIBIT 1-8D:
LOCATION MAPS SHOWING PREDICTED TRAFFIC (YEAR 2035) WITH IL-336, 4 OF 4

EXHIBIT 1-8D

ILLINOIS ROUTE 336 (FAP 315)
FROM US ROUTE 67 (MACOMB BYPASS) TO I-474 (PEORIA)
McDONOUGH, FULTON, AND PEORIA COUNTIES

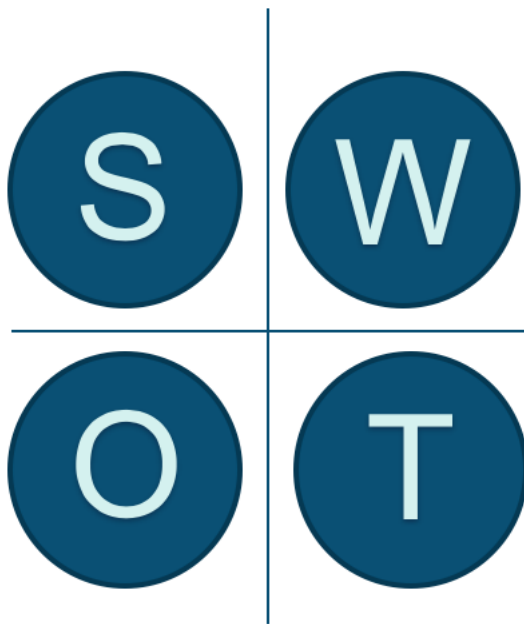
Figure 15: Predicted Traffic of Route 116 & Route 336

Promotion of Recreational Resources

The town of Hanna City has a website that contains tabs related to recreational resources. The “Opportunities” tab consists of their equal employment opportunity statement. The “Events” tab leads to an empty monthly calendar that does not supply any further information about available events. After visiting the Hanna City Park District, there are clearly fitness class offerings and other events that take place, such as a dance for middle schoolers, but this information cannot be found online.

Fred Winterroth mentioned that the Hanna City Park District distributes a “newspaper” once a week that lists the current events and happenings of the town, most of which occur at the Park District building (F. Winterroth, personal communication, February 2, 2018). The newspaper seems to be one of the main promotional tools utilized to distribute their recreational resource information, aside from the Hanna City Park District’s website. The current state of the HCPD’s website is discussed further in the marketing assessment section of this report.

Opportunities & Constraints Analysis



The leadership of Hanna City has taken steps to plan out future, potential growth for their community. In 2014, a SWOT (strengths, weaknesses, opportunities, threats) analysis was conducted by Larson Consulting, which resulted in a Hanna City “wish list”. The wish list makes evident the commitment of the leadership to take advantage of the opportunities and potential plans that have been discussed. Larson Consulting documented some of Hanna City’s broader goals, which includes a plan to attract business, growth and development in the economy and culture, more community events, and to “make Hanna City a destination” (2014). Means to accomplish these desires are detailed more under the opportunities, which includes the rails to trails initiative, the evolution of the Hanna City Work Camp, in addition to the Wildlife Prairie Park being locally owned, Route 336, airport proximity, and annexation of additional land (Larson Consulting, 2014).

Despite threats including unstable and unlikelihood of revenue/grants, a strength of Hanna City is the leadership’s desire to grow (Larson Consulting, 2014). With a backing from the leadership, committed community members, and a more drawn out plan, there are several routes Hanna City can explore that will help the town become a “destination” on the map.

The results of the SWOT analysis found on the Hanna City website are detailed on the following pages.



STRENGTHS

- Small town
 - People know people
 - Reduces fear
- Variety of architecture
- Name recognition
- Restaurants
 - Gil's, Hog Trough, Hot Dog, & Sportsman's Club
- Heritage Days
- Physical location of village
- Public works employees
- Bulk water
- Recycling dumpster
- Fire department
- Well-run fiscally
- Affordable housing
- Farmington School District
- Zoning/planning
- Airport proximity
- Diversified demographics
- Part of regional economic development
- Day care center at the park district
- Churches
- Zane's auto body shop
- Forward thinking leadership



WEAKNESSES

- Not enough for people to do to stay
 - Activities
 - Shopping
 - Necessities/casual
 - Pleasure
- Location
 - Not adjacent to anything
 - Pass-through
 - No intersection of highways
- Lack-locked: land availability
- Demographics
- Not diverse
- Population is primarily WASP (higher end of range)
- People want to stay in Farmington SD, but more choices than what Hanna City may provide
- Wide variance between ages
- Not affordable rental property (culture)
- Can't step up ladder while living in town
- Cultural mobility
- Infrastructure limiting growth in housing
- Getting information to public (media)



OPPORTUNITIES

- Individuals contacted village regarding annexation
- Rails to trails
- Families opening businesses
- Route 336
- Future of Hanna City work camp
- Wildlife Prairie Park locally owned
- Technology
- Openness to growth on part of leadership
- Airport proximity
- Aging population demographics



THREATS

- Aging demographics
- Bulls eye keeps moving
- Identity change (rebranding)
- Infrastructure, water
- Economic grants not as readily available
- Not knowing what the State of Illinois revenue will be (unstable)
- Economic anxiety
- Centralization of services (services/identity/phase out) shrinking

Taking into consideration the strengths, weaknesses, opportunities, and threats the leadership of Hanna City generated, we've developed our own/have further emphasized points Hanna City identified. The opportunities and threats we've noted were created after our initial site visit to Hanna City and after we reviewed the layout of the town on a map to draw out our ideas. Below is a brief description of what we identified and the opportunities and constraints maps we created.

Opportunities & Constraints Details

Based on the SWOT analysis, it is clear there are several opportunities for Hanna City to explore. The main opportunities we've decided to focus on pertain more to the development of the downtown area and the potential for Hanna City to become a rails-to-trails town. Beautifying the downtown area, in addition to adding signage, bicycle racks, and crosswalks can help make the main downtown area in Hanna City more memorable and visitor-friendly. Further, efforts to connect downtown businesses and market their services to potential visitors from the trails can help boost the economy and further develop a sense of pride for those who currently reside in Hanna City.

We've identified the opportunity for Hanna City to transform into a rails-to-trails town with the straight, orange lines drawn on the maps denoting both the transformed rail corridor into a trail, and bike path/refurbished sidewalks throughout the town. The town transforming into a notable town on the rails to trails overall connection in Illinois is not necessarily dependent on the actual corridor being renovated. The renovation can

take place within Hanna City first, which would prepare the town for whenever the corridor is able to become an actual trail. Based on where the trail runs through town, a constraint is the current condition of the trailhead that would lead trail users into the Hanna City downtown area. The view into the town is boring, there is no signage, and there is an empty plot of land consisting of gravel and dirt that makes this area rather unappealing. There is an opportunity here make this an exciting starting point into the Hanna City downtown area. This opportunity (to add signage, benches, trees, etc. for beautification and direction purposes) will allow downtown businesses, such as Gils Supper Club, Warehouse Pizza, County Relics, etc. to connect and attract more visitors by foot/bike travel. Further, the beautified path can be expanded past Main St. and venture down Farmington Rd. to connect The Hog Dog/Hog Trof restaurant to the rest of downtown, supplying visitors and residents with more options such as ice cream in the summer months and hot beverages in the winter – perfect for a trail attraction.

One constraint identified in this main area regarding the creation of a path through downtown is the intersection of Main Street and Farmington Road highlighted in a blue circle on Figure 16. Farmington Road is a rather busy street which makes crossing Main St. for visitors a challenge or possibly unsafe with no established crosswalk. So, a further opportunity is to create a crosswalk at this intersection with the safety of those traveling by foot or bike in mind, something that could easily be included in the establishment of the signage custom of Hanna City.

Other opportunities exist within following through with the renovation plans for the Hanna City Park and in developing more programs for the Hanna City Park District (HCPD). In Figure 17, we've identified this opportunity as usable green space that is encompassed by an orange rectangle. We believe there are opportunities for beautification efforts at this site that would make the park more welcoming and enhance the visual appeal of the downtown area. Further constraints in this same area (around the HCPD operating area) is the condition of the park district's main building, the rundown road and sidewalks, and the fact that there is no pre-existing water lines that run through the park that would be necessary for the splash pad, bathrooms, and drinking fountains that the HCPD has planned.

Although the park renovation within itself is an opportunity, there are several constraints necessary to keep in mind. Although the park currently is in poor condition, with or without the actual park renovations the HCPD has planned, efforts can still be taken to improve this plot of land. In addition to beautification efforts, considering the park is located in close proximity to houses, natural noise buffers such as trees and shrubs can be added along the park borders to separate the areas. Further, the opportunities that exist regarding creating a custom signage system for Hanna City can be expanded to this area, as well, improving the signage of the park and informing more visitors of what the HCPD has to offer. Due to the rundown aesthetic of the park district buildings (and surrounding buildings), an opportunity to enhance and customize this area is to add a mural to the side of a building. Murals are a great opportunity to showcase community values by portraying something of importance to Hanna City while ultimately making the site more appealing, as well.

Finally, the creation of Route 336 is a clear opportunity for Hanna City to attract more visitors who are traveling by car. However, this opportunity is entirely dependent on the state of Illinois transportation plans and is not something that we can necessarily plan for in the meantime due to the uncertainty of where this road would enter Hanna City and what the state of Illinois will require of Hanna City in terms of land for this project. However, if this project does ever occur, a constraint to residents of Hanna City will not only be loss of land, but the potential noise that increased traffic will bring into the town. This constraint can be mitigated by the inclusion of noise buffers around the highway entrance, which we will further the beautification efforts of Hanna City as a whole.

Although several projects are dependent on funding and decisions based on several different stakeholders (IDOT for Route 336 and those involved in the regional bicycle planning for the rail corridor conversion), several efforts on behalf of Hanna City can be taken in the meantime to improve the aesthetic appeal of their downtown area and park district, ultimately piecing together a unique identity for the town that will set it apart from others.

Opportunities & Constraints Maps

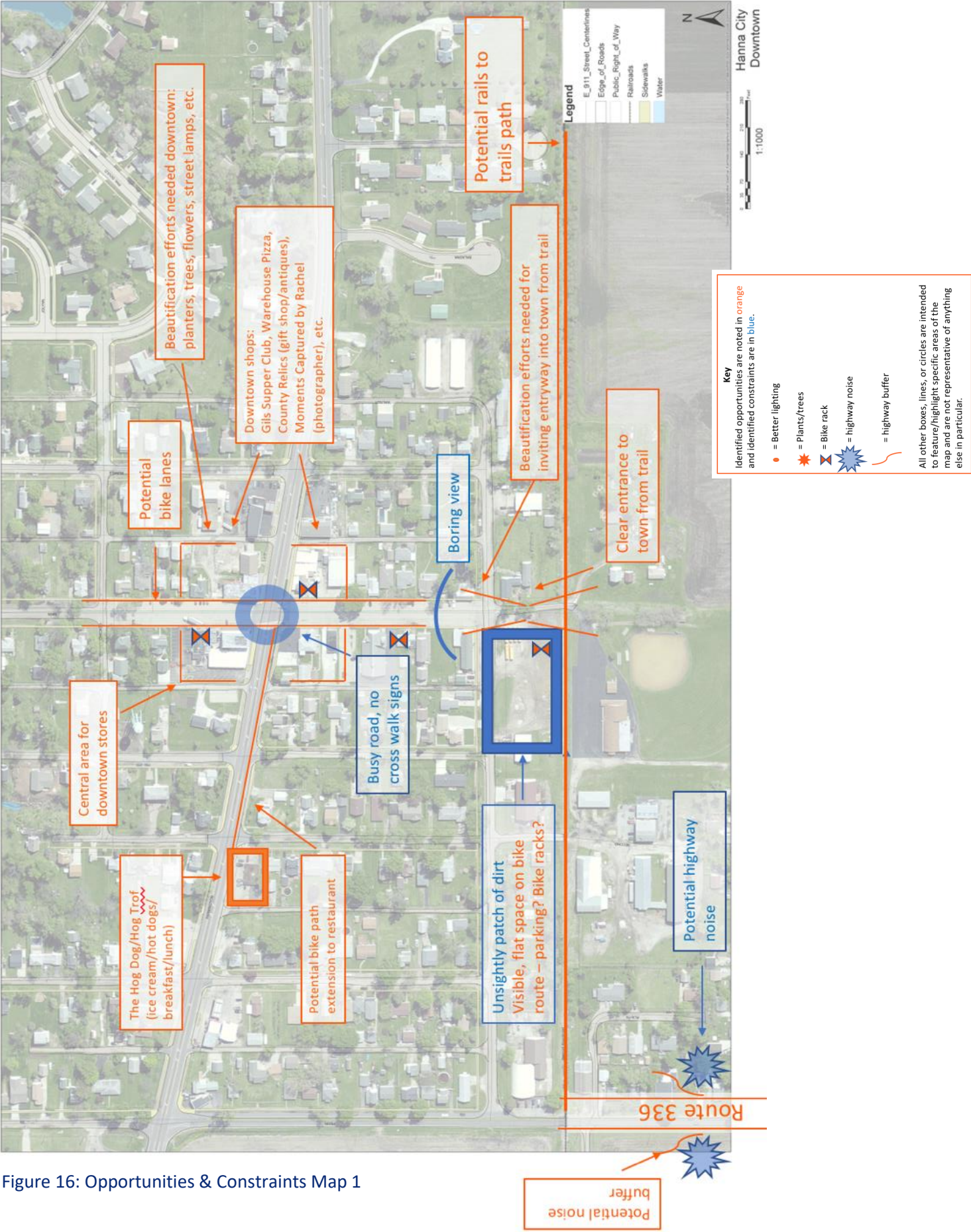


Figure 16: Opportunities & Constraints Map 1

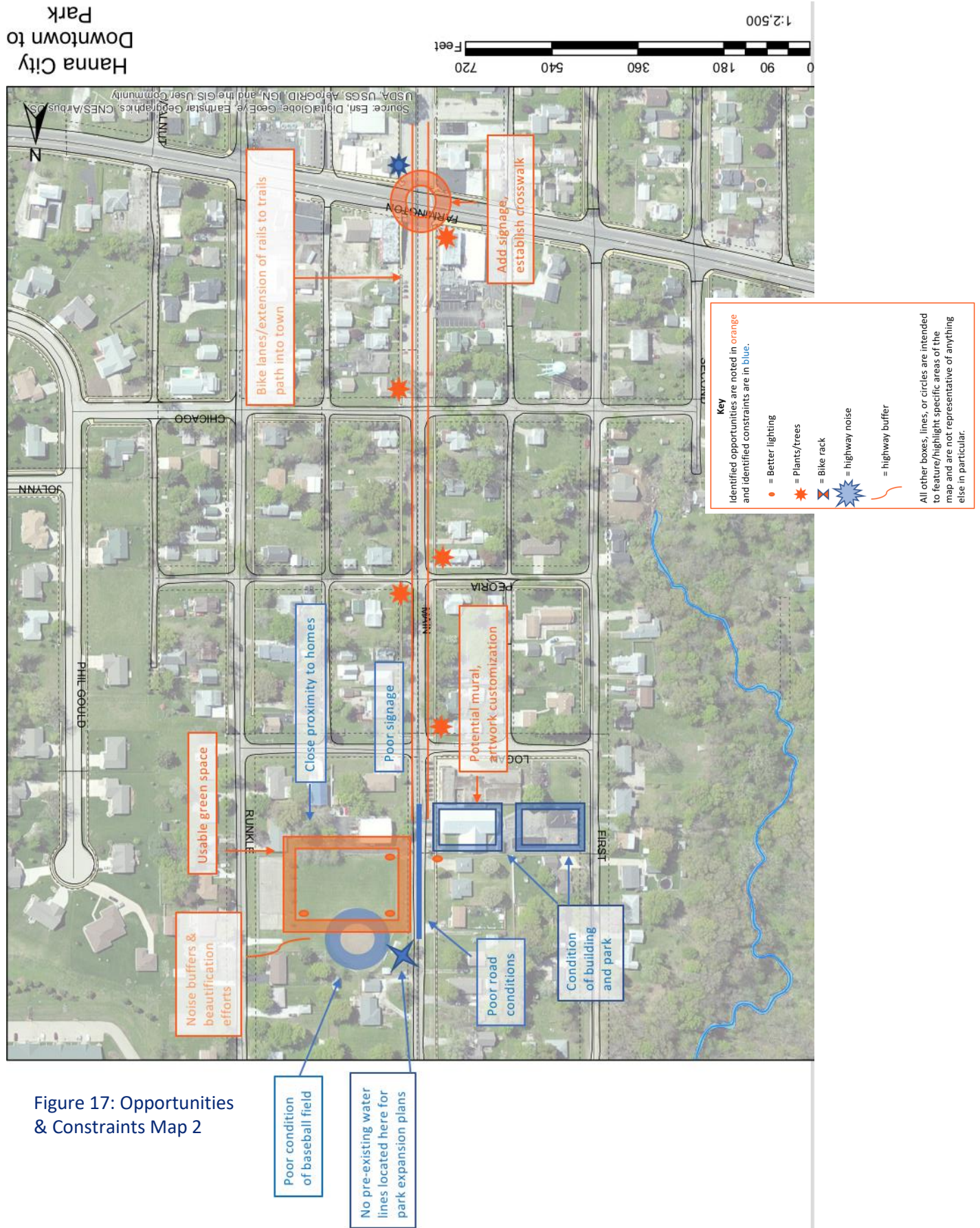


Figure 17: Opportunities & Constraints Map 2

Community Needs Assessment

There is a direct correlation between a city's image and its attractiveness as a place to live, visit, invest, and study (Baker, 2012). Upon researching the existing conditions of Hanna City, it is difficult to identify what Hanna City's image entails that differentiates the town from neighboring areas or other small towns in the US. Thus, utilizing the strengths and opportunities identified for Hanna City, it is critical to develop a strategic plan that capitalizes what the city offers of value.

One important strength we've identified in Hanna City is the potential inclusion of the town within the Rails to Trails route through Illinois. The abandoned rail corridor travels next to the downtown area of Hanna City. Trail users would have convenient access to downtown Hanna City if the trail were to open. Considering this, Hanna City would benefit from revamping their downtown area. Possible components to include in the makeover of the downtown area would be more signage, the addition of local artwork on buildings, beautification efforts such as landscaping and flower beds, and the implementation of street lamps, crosswalks, and bike racks to accommodate trail users.

Creating a stronger sense of community through beautifying the surrounding area of Hanna City will be an important aspect to create stronger ties with the residents and become a pull factor for new ones. Hanna City Park, located across the street from the park district health club will be a main point of concern for improvement. Possible improvements for the park include creating a walking circle on the outer edge as well as a new seating area. A restoration initiative for the park is an essential step in creating a new atmosphere in Hanna City that utilizes an existing value in the town.

Beyond just becoming a rails to trails community, Hanna City has the opportunity to improve the walkways and signage within their town to improve residents' and visitors' experiences when exploring the downtown area. A renovated path, whether we want to consider that a sidewalk or "extension of the trail" into the downtown area, is necessary to make foot travel and biking easier for people. An improved sidewalk with a bike lane will not only encourage more people to travel through the downtown area, but it will make it easier for seniors and young people to get around the town. Unsafe or deteriorated walkways make traveling both by wheelchair and stroller unnecessarily difficult for these groups, in addition to difficult for any age range to travel by foot or bike, as well.

Related to a new sidewalk/bike route is the addition of custom signage into the downtown area of Hanna City. In order to portray a sense of identity of Hanna City to visitors and residents, something must exist to explain this identity and tie everything together. Signage is a great opportunity to do just that – tell Hanna City's story, create a universal, unique look for the town, all while giving people a sense of direction when in Hanna City. Based on our site visit to Hanna City and some of the larger, regional plans that hopefully will go through related to Route 336 and the rails to trails initiative, Hanna City has several unique features that are worth capturing in a brand. One of these features is the locally owned, small business environment that the downtown area creates. None of the restaurants and shops identified in the strengths analysis are chains, making each and every one of them unique to Hanna City. Further, we've been told that Gils Supper Club has "world famous" fried chicken that attracts visitors from all over. Making this a part of what Hanna City represents is valuable and necessary to telling Hanna City's story. In addition, the people behind the HCPD are incredibly dedicated and committed to their *volunteer* positions at the park district, clearly demonstrating the desire and commitment some community members hold towards their town. This is another strength, as pride can be demonstrated in a brand in several different ways by highlighting amenities/events Hanna City residents are proud to be a part of and making this clear to outsiders by marketing (i.e. signage in addition to other efforts).

Although Hanna City is not necessarily a rails-to-trails town yet, this can also become a part of the town's brand by making pedestrian travel an easy and memorable experience. The beautification efforts mentioned above would help this vision come to life.

We believe the overall environment that should be captured for Hanna City relates to a "small town & proud" attitude, one that fully embraces the existing amenities (such as Gils) and highlights other unique offerings (such as the several antique stores that exist within Hanna City). In doing so, people attracted to small towns, antiques, and incredible, unique food joints will naturally be enticed to travel down Hanna City's walkways, increasing tourism through the town and the overall economy of Hanna City.

Increasing the amount of visitors into Hanna City can help boost the economy which can in return help further plans that will enhance current residents' experience in their town. In specific, we are referring to the plans the park district has to renovate the Hanna City Park. We are aware the park renovations are not cheap, so it would be great to see more money come into the town to further this initiative. Increasing funds into the park district itself will also help further this project. In order for this to happen, the park district needs more programs that entice residents to participate. Currently, periodic dances for teenagers take place at the park district's facility which does bring in some revenue. Considering the desire demonstrated by these teenagers to attend this event, we believe that this same population can be attracted to the park district for other recreational offerings, as well. A clear constraint is the desire for community members to travel into other communities that offer more amenities, but by supplying unique experiences for Hanna City residents, possibly some of these people will be enticed to recreate locally more often. Considering the success of planned for, re-occurring events (i.e. dances), the park district's best strategy may be to offer events instead of programs, at least initially, to attract users.

The events should pull local businesses together in order to create a sense of community. We have detailed these events within the program and events recommendations on the following pages. Several of these programs and events can and should be offered at the Hanna City Health Club. This facility has great potential to be a hub for health related activities for the locals. Although PiYo, a fitness class, is currently offered at the Health Club, other programs that utilize the equipment and space more creatively can assist in providing the community with a facility that is engaging for entire families located in Hanna City, as well as potentially profit-generating for the Park District.

Chapter 3: Recreation Recommendations

Programs

Below we have outlined several program ideas to be offered in association with the Hanna City Park District. One of the main focuses of the programs we've included in this report is to offer something for every age group that could potentially visit the Health Center. To truly be a facility that is family-friendly, we must engage the entire family.

After School Program

Description & Visual Representation

After School programs enrich the life of kids and adults in the neighborhood. The kids are provided with a safe place to recreate with friends, and the parents know that their kids are somewhere safe and close to home. The after school program can be run by volunteers like the older kids in the neighborhood or stay at home parents. This is a great opportunity for teens to volunteer and build their resumes, and for parents to get out of the house and get involved in their community. Although the program can be micromanaged by volunteers, we suggest hiring someone to do activity planning, training and supervising volunteers, maintaining program records like attendance and accident reports, and other activities as needed. Many activities can take place in the gym such as: open gym, basketball, arts and crafts, and homework help.



Figure 18: Common After School Activities

Goals & Objectives

- Get the kids involved in the park district which will in turn promote parent involvement
- Provide community recreation opportunities to foster a sense of community
- Support the overall health and wellness of the community by providing an all seasons opportunity to recreate
- Utilize program to promote other activities and opportunities at the park district

Case Studies

Many park districts do after school programs, which end up becoming the backbone of the park district during the school months. Taking a look at the Champaign Park District (CPD) in Champaign, IL, this organization runs after school programs for many age groups and abilities. The CPD runs a program for people from kindergarten to 5th grade and a special recreation after school program. On average, the programs cost around \$100 and \$200 for the children to participate in.

Hanna City's Father Daughter Dance

Description & Visual Representation

A Father Daughter dance is a long-standing tradition in the United States. It is a way to bring family and community members together for a night of happiness and love. Hanna City already creates a pleasant dance atmosphere for their neighboring high school students, it is now time that they extend this opportunity to the families living next door.

This is a new and exciting opportunity for a variety of people. New families may be given their first chance to have this experience. Parents will be over-joyed, and children will be delighted to have a night of bonding with their dad.

The gym would be an ideal location to hold a father daughter dance considering it already hosts multiple dances a year. With children already at the day care facility at the Park District building, Hanna City has an advantage to this opportunity. Advertising will be very important in order to inform those from neighboring towns. Facebook and Twitter will be two vital ways to spread word quickly and easily. Flyers will be a good opportunity to notify those who live within Hanna City. Flyers can also be distributed to nearby schools to ensure a maximum turnout.

Recommendations from locations who have put on a father daughter dance before say to keep it basic. With the possibility of a large variation in age range, it is important to keep certain aspects simple. Finger-foods work best because they are usually attainable, edible, and appetizing for all ages. Additional suggestions include having a prize draw for the fathers and goody bags for the daughters filled with some donated items from nearby places. Further, having a photo-booth or a disposable camera to document the event will make a significant difference when people look back to remember it. The take-home photos can assist in creating an everlasting memory that encourages people to return to the event each year. Having an opportunity for fathers to compete against their daughters in a hula-hoop contest or similar activity is one way to increase bonding opportunities. One final recommendation made to create a completely magical moment is a balloon drop. A balloon drop is a fun and cheerful way to celebrate 'the moment', and is an unexpected surprise that creates a beautiful photo-op – one that the participants can take home with them.

Goals & Objectives

- Create an everlasting memory for participants
- Broaden the horizon for possible dances Hanna City can put on
- Bring more people in from neighboring towns
- Create a family-orientated quality of Hanna City that will attract people in
- Provide potential bonding experience for fathers and daughters of all ages
- Provide an opportunity for community members, and neighboring community members to get together
- Strengthen community engagement and involvement



Figure 19: Daddy Daughter Dance

Case Studies

The Suwannee County Chamber of Commerce is getting ready to put on their third annual Father Daughter Dance. Suwannee County is located in the state of Florida. The county is made up from several little cities with about 44,000 people in total. Their dance started with a limit of 200 people and is now growing to 250. After speaking to Jim Norris, the Chamber's executive director, he remembered the exact moment he knew this event was a success. Once he looked over at one of his friend dancing with his 13-year-old daughter, her head resting on his shoulder, he looked at Jim and whispered, "thank you." At that moment he knew they captured the essence of what they were looking for. Norris' dance was inclusive for fathers and daughters from the age of 3 months to 50 years old.

This June 17th will be Suwannee County's third Father Daughter Dance. It has been such a success in their community that they have been able to increase the number of attendees. With intrinsic and extrinsic rewards, Suwannee County has been able to use their father daughter dances to strengthen community and family ties. Jim is incredibly willing to help others put on an event similar to his own, and his contact information can be found below.



Contact Information:

Jimmy Norris
212 N Ohio Ave
Live Oak, Florida 32064
Phone: 386-362-3071
Fax: 386-362-4758

Link:

<http://www.suwanneechamber.com/father-daughter-dance-2017.html>

Figure 20: Daddy Daughter Dance 2

Growing Gardens

Description & Visual Representation

The Growing Gardens program strives to create a greenspace within the Hanna City downtown area. By "greenspace", we are referring to an open plot of land that will be dedicated to developing a garden with the help of community members. The Growing Gardens program will begin with one plot in a central location. The program will ideally run through the Park District, and each participant will have his or her own section of the community garden to tend to. The garden will primarily be focused around plants that can benefit the town aesthetically, in addition to providing several other benefits to the environment.

The children at the day care facility at the Park District building can also be involved in the creation and maintenance of the garden, as this will provide great exposure for young people to nature and a unique hands-on experience to learn about horticulture. The youth's involvement with the garden would be facilitated through a day camp program or after school program by the Park District.



Figure 21: Pavement Behind Park District

The plot of land dedicated to the creation of the community garden would ideally be located right outside of the Hanna City Park District's main facility. In fact, the Park District could consider utilizing the area behind the Park District's facility that is currently pavement (figure 21). By placing raised garden beds on the pavement, this area could be transformed into a greenspace that is incredibly convenient for day care attendees and HCPD members to tend to or just visit.

Figure 22 details a potential, simple layout for a garden comprised of seven individual garden plots, a compost box, and two benches. The benches are intended to encourage interaction between community members and offer a place to rest underneath the shade of the pictured tree. Further, benches are a great way to invite other people into the garden to sit and appreciate nature.

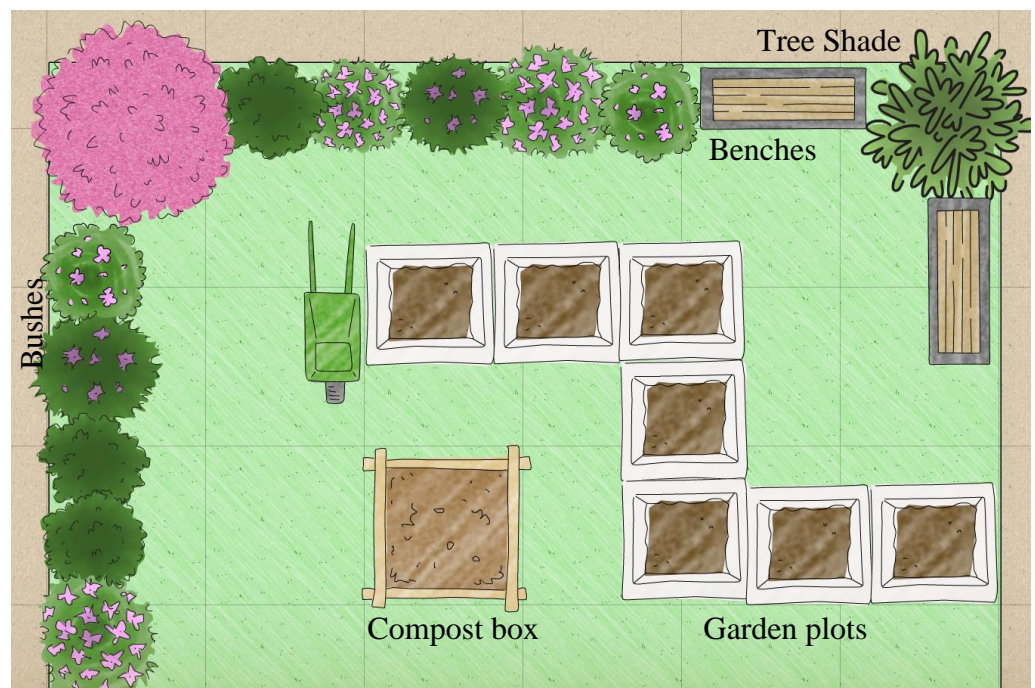


Figure 22: Community Garden Outline

Notice the gardening plots are located in a pattern that facilitates a walkway throughout the garden and discourages people from walking directly through to access the benches. By setting up the gardening plots this way, we are reinforcing the separate territories of "gardening" and "relaxing" or "walking". The garden layout is intended to be simple and function as a place where community members can socialize.

Goals & Objectives

- Provide an opportunity for community members to get together and garden
- Turn abandoned or unused lot into productive greenspace
- Create a culture within the community that focuses on enhancing the downtown area
- Allow for intergenerational communication and interaction
- Improve quality of life of community members and provide unique avenue for recreation, exercise, therapy, and education
- Establish a reason for people to want to help maintain the downtown area
- Create a catalyst for conversation and the creation of a community gardening group
- Further beautification efforts of the downtown area

Case Studies

The Quincy Community Garden is located in Quincy, IL and was started in 2016. The garden is maintained by community members who garden, compost, and grow their own food and flowers, and is sponsored by the Quincy Park District, the City of Quincy, and the University of Illinois Extension. It is open to any residents who reserve a plot through the UIUC Extension.

The primary goals for this garden are to build bridges between neighbors and communities, improve nutrition, increase access to low-cost produce, educate people about gardening, provide access to garden space, and generally make the city of Quincy greener and cleaner (American Community Garden Association, n.d.).

Although previously unsuccessful, the Quincy Community Garden found success when local youth were involved in creating and maintaining the plot of land through after school programs, and it continues to be a success through the involvement of the entire community.



Figure 23: Quincy Community Garden Sign



Figure 24: Quincy Community Gardener



Figure 25: Raised Box Garden Plot Example

Monthly Date Night

Description & Visual Representation

Once a month, host a dual movie night for parents and kids. In one room you can do a showing just for parents while in another area, there can be a showing just for kids. Parents can use this as a way to occupy their kids for one night out of the month and to do a date night if they wish. They can choose to just pay for movie night for just the kids, just for the parents, or both. This program will help foster healthy relationships among families while promoting involvement in the park district and use of the health club. Because this is an event that will happen once a month throughout the year, it will not need a full-time staff and should be sustainable with only a couple of volunteers. You will need someone to run the point of sale and to supervise the children.

Goals & Objectives

- Provide an event that the whole family will enjoy
- Promote healthy relationships in the community
- Encourage involvement with the park district
- Use to promote other activities and opportunities at the park district

Case Studies

As a part of their night out in the parks initiative, the Chicago Park District runs movie in the park. These movie nights take place many times throughout the year and are promoted by the Chicago Park District and the individual parks via word of mouth, marketing, and signage. Although this is not an exact replica of the proposed Monthly Date Night program, the programs are similar enough to compare. These movie nights are popular in all the parks within the Chicago Park District, and they draw crowds especially during the summer when they can do a movie outside in nice weather.



Figure 26: Chicago Movie in the Park

Fitness & Creative Classes

Description & Visual Representation

As part of the Hanna City Park District fitness program offerings, we are proposing several different new fitness class ideas.

Step Aerobics: A relatively low impact fitness class that can be enjoyed by everyone. The class will provide more options for community members to be physically active as it combines muscle strengthening, cardio, and balance. Due to the focus on balance and everyday movements performed in step aerobics (i.e. stepping up on a box – similar to walking upstairs), this class is a great option for seniors, thus the target population would be adults and elders. The only additional equipment needed for this class is a step box, which is pictured in



Figure 27: Step Aerobics Class



Figure 28: Step Aerobics Equipment

figure 28. These steps can be found on Amazon for as little as \$29.99/box. For a class to accommodate 6 people, this would amount to roughly ~\$180. Although funding may not be available to purchase equipment for specific classes, all fitness club members can use these boxes for a variety of exercises when the class is not in session.

Zumba: Zumba is a fun dance class option to add to the class offerings that requires no additional equipment. The class combines Latin and International music to create a dance party environment for those who participate. The upbeat nature makes this class cardio-focused, one that has the potential to interest a younger age group to become more involved at the Hanna City health club.



Figure 29: Zumba Class



Figure 30: Children in Zumba Class

Circuit Crew: This class would be a way for older adults to go through the existing fitness equipment together in a big circuit. Each exercise would be part of a set order, and the participants will work their way through the exercises in timed intervals, switching exercises when each time is up. The class has the potential to create a supportive fitness environment among those who participate, and to encourage the use of the equipment that already exists at the health center. As seen in figures 31 and 32, there are several pieces of equipment already in existence at the health club that could be used for this workout group idea.



Figure 31: Hanna City Park District Gym Machines

Hanna City Hikers: The concept behind this program is to encourage people to get together and walk through the town. The participants (“hikers”) would meet 1-3 times a week to walk together through the streets of Hanna City, essentially becoming a walking group. Creating a designated time for people to go outside and be physically active together has the power to foster movement through the town and encourage people to be active together. Anyone would obviously be welcome to join the hikers, and it would not make sense to charge a fee for this program unless it was combined with other events, such as the group becoming a community that participates in other activities, such as bingo or trivia, together.



Figure 32: Hanna City Park District Cable Machine

Walk in the Park: Similar concept to the Hanna City Hikers program we’ve proposed, but this group is intended to be a little slower paced and more “leisurely” -- to facilitate conversation and use of nearby parks, possibly the existing park to the East of the Park District building. A walk club is a great health and wellness program that will promote use of parks and develop a sense of community. When people have a group they can recreate with, the individual is more likely to be involved in the activity. The group atmosphere holds participants accountable for continuously going on walks, provides a sense of safety, and encourages social interaction in the community. A walking club is great for all ages but can provide a great opportunity for older populations to get outside and get active. We would suggest this program is overseen by a volunteer to make sure everyone is okay on the walk and can provide general help if needed.

Goals & Objectives

- Provide more class options for members of the health club to be more active as a community
- Add versatility to the current offerings that takes into consideration the interests of different generations
- Form a community among current Hanna City Health Club members and encourage these members to utilize the facility together

Case Studies

Step Aerobics: Kim Sousa, the lead developer of the step program at Racquetball World in Santa Ana, CA, has witnessed the step classes grow from improvised stepping together to an eight-class schedule due to the growing customer demand. The praise for the classes comes from mostly older adults or those who cannot handle high impact exercises, and in addition to being a good cardiovascular workout, participant’s are most

impressed with the lack of personal injuries and body pains they've experienced since starting this form of workout (Fair, 1990).

Zumba: At the Houston Parks and Recreation Department, Luis Cruz, a youth ambassador, praises Zumba as his first successful initiative to promote health and wellness for his community. By incorporating Zumba, Luis claims the Parks and Rec Department has been able to provide a positive, safe environment that allows a diverse set of people to participate in. The positive energy from the dancing encourages engagement in recreation and fitness and has the power to tackle community's health problems by fun engagement (National Recreation and Parks Association, 2017).

Circuit Crew: Exercising with a group of people has potential to provide external motivation when participants are feeling demotivated, provide participants with a "team environment" that is supportive and holds them accountable, diversity workouts, capitalize on endorphins, give a competitive edge if desired, push participants harder, and increase participant's commitment to their fitness routine (Steinhilber, 2017). Although working out with others is a feature of all group fitness classes, providing a circuit for health club members to work through together is an excellent way to encourage use of the equipment and encourage interaction among members, ideally fostering all of the benefits mentioned above.

Hanna City Hikers: Participants in outdoor walking groups have seen improvements in blood pressure, resting heart rate, body composition, lung function, and overall mood (Steele, 2016). The same article reported that a walking group based in Aurora, IL has improved the quality of lives of the participants who reported that they "have more energy to enjoy life" now that they participate weekly in their walks. Further, walking together as a group results in conversation and social bonds that has become increasingly difficult to foster in today's day and age that is overly dependent on mobile devices (Steele, 2016). Tips for starting your own walking club can be found at www.heart.org when you search "Start or Join a Walking Club".

Walk in the Park: A walking club can be started by anyone and has been in many communities around the country. The second wind running club in Champaign, IL serves the Champaign-Urbana area. The club has over 500 members and offers individual memberships for \$20 per year and family memberships for \$30 per year. This club accepts people of all abilities, and allows any form of recreation whether that is walking or running. The club members also do runs as an established group to work to receive sponsors/raise funds by participating in respective runs.

Bring a Buddy Day

Description & Visual Representation

Once a month, allow members of the gym to bring a buddy with them to work out for free. On these days, the Hanna City Park District can run a special promotion for sign ups that provide a membership at a discounted rate for the first year. Other than promotional material, there is not much work on the part of administering or supervising. This program is a great way to introduce people to the gym who may have never been there and to encourage signing up for a membership due to great deals.

Goals & Objectives

- Introduce community members to the gym
- Increase gym membership
- Support the goal of health and wellness in the community

Case Studies

Referral programs are great way to get people to buy memberships for any services including for gyms. Many gyms run promotional programs during growing periods, new years, and other times when people are inclined

to seek out gym memberships. The YMCA of Middle Tennessee runs a referral program called better together buddy that offers 20% off for the current member and buddy for as long as they remain members. This is a great way to incentive people to join the gym and stay at the gym if they have friends that are members there, as well.

Events

Neighborhood Nights

Description & Visual Representation

Neighborhood Nights was developed to give the community of Hanna City a designated night to come together and bond over local talents and food. Local and neighboring residents will be invited to perform in a block party type setting. Local food vendors will also be invited to set up stands/trucks for the festivities. This would ideally take place in the park on a small outdoor stage, and a sound system may be necessary depending on the scope of the event. Attendees are welcome to bring their own lawn chairs, food, drinks, and games.

This event has the possibility to grow and develop to draw in people outside of Hanna City. Small backyard talents are constantly looking for places to perform and this offers a great way for these performers to showcase their abilities.

Figure 33 offers an idea of the casual setting surrounding this event. This is meant to be low stress and for the entire family. A stage that is easily set up and torn down in an outdoor setting is ideal in transforming an area for different events.



Figure 33: Neighborhood Music Festival

Goals & Objectives

- Give community members a reason to come together in a casual setting
- Showcase local talents
- Draw attention from neighboring communities
- Give use to the park area for those who may not normally use it
- Introduce a family friendly activity

Case Studies

The event Community Music Night started in Boulder, CO. This event is described as “a musical community inspiring local professionals to pursue musical roots while fostering community spirit”. This event is hosted throughout Boulder and has been a hit allowing for follow up events to be held.

The goal of this event is very similar to our goal for this program in Hanna City. Creating community involvement is vital. Seeing that this type of event could work in another small town setting gives reason to believe it could work in Hanna City, as well.



Figure 34: Neighborhood Music Festival 2

In addition, Lexington, IL hosts a weekly event called Concert on the Lawn. This event entails live music from 6pm-9pm every Friday in the park. Attendees are encouraged to bring lawn chairs, blankets, and a picnic. The Lexington Booster Club also sells sandwiches, small snacks, and drinks. All drinks must be purchased at the event since they offer alcohol. Admission is \$10 and the event kicks off each summer on June 1.



Figure 35: Lexington Concert Logo

Facilities

Mural Creation

Description & Visual Representation

A mural adds value to a neighborhood by telling a story of the people who live there. Beautifying the streets of Hanna City is the first step to creating strong community ties. A sense of belonging is something people look for when choosing where to live.

It's not often when people are given a chance to be involved in something as remarkable as creating art for your whole city to see. With children already at the day care facility at the Park District Building, these kids would be the most fitting for this task. Giving these kids such an opportunity may have the ability to inspire them to continue to contribute to Hanna City as adolescents and young adults. Parents will be proud of the work their kids have done, and the kids will always have that reminder of their home.

Hanna City is filled with buildings that a mural could potentially be crafted on. One location we deemed to be the best is next to Gil's Supper Club. This wall has the most potential because it will add a greater sense of a downtown area and is suitable material for murals (brick).

Goals & Objectives

- Beautifying the streets of Hanna City
- Telling a story of the residents who live there
- Creating stronger community ties
- Giving community members of sense of place and belonging
- Adding a sense of worth to Hanna City
- Increasing community engagement and involvement

Case Studies

Belvidere, Illinois is also called the City of Murals, as the town has been part of an on-going project for over 12 years regarding murals. Belvidere's has been filled with murals for the last 100 years, but today you can see a reflection of the city's history. Fred Brereton has been the mayor of Belvidere for 12 years. Brereton states that the idea of the murals was first promoted by the community, picked up by the Governor and then with so much interest in the projects, Belvidere was formally declared "the City of Murals".

Further, in Urbana, Illinois a dog has been painted on the side of a house (figure 38) in a nice neighborhood. The dog painting has become a part of the community and adds to the overall attitude and image displayed in Urbana. This is a great example of how artwork can be utilized throughout Hanna City to add character and further the unique artsy/antique feel.



Figure 36: Possible Mural Location



Figure 37: Belvidere Mural

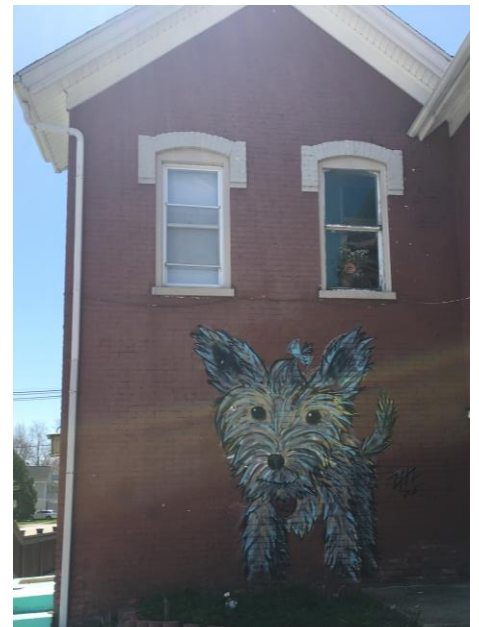


Figure 38: Urban Dog Painting

Downtown Walkway

Description & Visual Representation

The idea to renovate the downtown Main St. area aims to make the intersection of Main St. and Farmington Rd. more pedestrian friendly while creating an easily identifiable theme for Hanna City. As mentioned in the Needs Assessment portion of this report, an attribute of Hanna City noted during our site visit was the small town-antique feel we got from Main St. Both South Eden Village and Country Relics, two antique stores, are in Hanna City, and could serve as a great attraction from those traveling on and off the trail, in addition to populations of people who travel specifically for the purpose of visiting antique stores. Given these two attractions that already exist, incorporating a theme that includes antique features makes sense for the downtown area. Further, the Heritage Days festival that occurs during the summer is a huge asset of the community, and therefore the downtown Hanna City area should highlight the heritage and history of Hanna City showcased at this event. Finally, the existing slogan for Hanna City is “A small town... where you make big friends”; so incorporating concepts that encourage friendly interactions and human connections is necessary.



Figure 39: Sample Bike Lane with Planter & Stripped Buffer (National Association..., 2017)

Given utilizing street space for a bike lane, striped buffer/planters, and 45-degree parking spaces, a considerable portion of the roadway could be utilized. However, Main St. currently is far wider than the standard main streets seen in other downtown areas, in addition to the required width of streets in general. If there is disinterest in narrowing Main St. by these measures, the direction in which parking exists can be adjusted to include parallel parking instead, which would open up a considerable amount of road space, though the amount of parking as a whole would decrease.

The minimum width of a bike lane between a curb and roadway is 5 ft. (Mathews, 2016). Striped buffer markings range from non-existent to 2-5 feet or more in width. The width of the markings should therefore be as narrow or wide as desired to leave comfortable travel on the roadways. For the purposes of our design, we've included a 1 foot buffer area to incorporate reasonably sized planters.

The theme we'd like to foster in Hanna City emphasizes the artsy, antique side of the town. The first initiative in accomplishing this would be to request donor, antique benches from the local antique stores. These benches would each be unique and aid in providing the town with an authentic look.



Figure 40: Sample Bike Lane with Planter & Striped Buffer 2



Figure 41: Sample Antique Benches

Further, we'd like to incorporate overhead, draped streetlights to provide an artsy inviting feeling to the downtown area. These draped streetlights are often seen in beer gardens or other community gathering spots. The lights provide a pleasant look and are far less expensive than adding traditional, large lampposts along Main St.

The draping lights would hang over the sidewalk and cross back and forth attaching at periodic flowerbed posts. In the proposed plan, these lights exist over the sidewalk on Main St. both North and South on Farmington Rd. (North side starting at Gil's and ending just before the large parking lot begins after the Warehouse Pizza unit ends, South side starting at the gardening store and ending at the Post Office).

We've identified three places where antique benches could be placed that would invite pedestrians to walk along the sidewalks and periodically rest. The first location exists just outside of the antique store next to the Post Office. The second is just North of Gil's, and the third is across the street from Gil's by the photography shop.

The idea behind the flowerbed flagpoles is another effort to create an overarching theme and pleasant image for Hanna City. The flowerbeds can provide a fresh and beautifying appeal to the sidewalk image and help attract people into the town. The flowerbed combined with a pole to attach the light and potential flag can be seen in figure 42.



Figure 42: Flowerbed w/ Pole

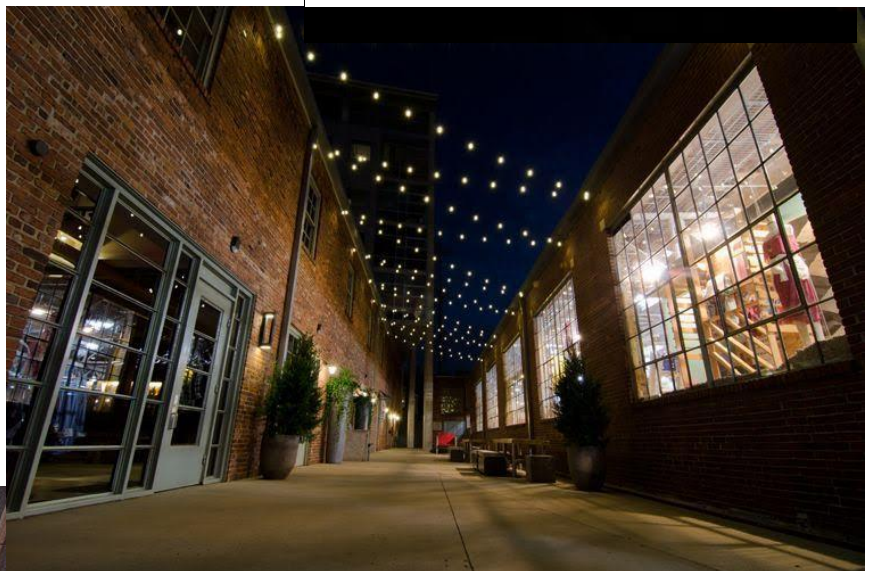


Figure 43: Draping Lights 1



Figure 44: Draping Lights 2

We suggest at least one bike rack to be implemented near the antique benches to allow people to stop their travels and visit the town on foot.



Figure 45: Simple Bike Rack



Figure 46: Town Flag for Pole

Goals & Objectives

- Preparation for future rails 2 trails conversion
- Increase foot traffic through town
- Encourage use of bicycles
- Increase safety for crossing streets
- Enhance look of town
- Increase connectivity
- Create and implement custom Hanna City way-finding signage
- Refurbish sidewalks
- Establish bike path
- Add green spaces along path

Case Studies

The town of Quincy, IL has seen a population decrease by about 5,000 people in the past 30 years due to growth of areas outside of the city's limits, causing its main downtown area to struggle. However, with the help of volunteers (dozens of committees assigned various tasks and planning) and a city-planning consultant, the city has a new plan rolling to foster future growth. The plan is prioritized around seeking young residents to move in, which is similar to what Hanna City has desired to see happen. By implementing a successful campaign to attract restaurants, taverns, coffee shops, and investors, several new businesses have opened since the beginning of this plan, in addition to 15 new apartments opening up in the core downtown area (McGauley, 2017). The small town's growth occurred once proper planning was established, which ultimately brought in investors and sparked interest in other resourceful parties.

Park District Signage

Description & Visual Representation

This suggestion refers to putting up signage outside of the Park District building outlining upcoming activities. A simple board with brief information can act as a way for people to stay in tune with the happenings and events of the Park District, and serve to inform those who may not utilize the Internet.

Goals & Objectives

- Expand marketing reach beyond internet users
- Provide a way for community members to know what is going on in the town

Examples



Figure 47: Park District Signage



Figure 48: Outdoor Marketing Signage

Additional Community Engagement Suggestions

Programming & Marketing Intern

Description

Due to the desire of the Hanna City Park District to develop their current program offerings and branch into day camps and other events, we recommend seeking out a full time intern that can dedicate his or her efforts to these developments and to fostering a stronger bond with the community.

Included below is a sample internship job description to be held at the park district for reference, and a separate job announcement to be distributed. The job description and announcement include details about the position's tentative job duties, necessary and preferred qualifications, and suggested ways to apply. The difference between the two is that the job description supplies more complete information to be distributed to interested candidates, where the job announcement is intended to capture potential candidates interest more quickly (no lengthy descriptions).

The interview guide serves as a roadmap for conducting proper interviews of potential hires, and the candidate evaluation form is a means to ensure each candidate is being evaluated fairly, both included below.

Suggested places to distribute the Job Announcement to produce qualified candidates:

- The University of Illinois Recreation, Sport, & Tourism (RST) department
 - Contact Bin Lizzo, RST Internship Coordinator or Patty Pyrz, RST Academic Advisor
- Other universities with recreation or related departments
- Bluefishjobs (associated with National Intramural-Recreational Sports Association –NIRSA)
- National Recreation and Parks Association (NRPA) website

When thinking about hosting an intern, some necessary considerations that will need to go into a budget for an intern include:

- Whether the position will be paid
- The ideal duration for each internship
- Providing living quarters for the intern
- Feeding or offering food to the intern
- Other benefits that make the position more enticing

Job Description: **Hanna City Park District Internship**

Job Identity: Programming & Marketing Intern

Summary of Duties and Responsibilities: The Hanna City Park District (HCPD) is seeking a creative, independent thinker for an internship position that will foster a deeper connection between the HCPD and the community. The intern will have the opportunity to gain experience in a wide-range of areas, including programming, administration, day camp, special events, and marketing. This position allows for flexibility and freedom, as the HCPD desires to strengthen several current offerings and develop new ones. For example, the intern would be in charge of *developing* the HCPD's new programming and day camps, not simply manage what currently exists.

Essential Functions:

- Excellent written and oral communication skills
- Knowledge of marketing tools and the initiative to get more community members engaged
- Ability to promote HCPD offerings on social media and grow follower base
- Commitment to developing programs to build greater community engagement
- Knowledge of how to form and distribute surveys
- Creativity in the development of day camps for youth and providing more family programming
- Persistent with developing relationships and partnerships with community members and other local organizations that could be a resource
- Ability to solve problems independently in a professional manner

Working Conditions:

The internship schedule includes some nights and weekend hours depending on the calendar, but is ultimately flexible due to the nature of the field of recreation. Internship schedules include working with University semesters (spring/fall) for credit, and/or summer (May-August). Depending on the season, hours and days vary weekly depending on current events, programming, camps, etc. Schedule is arranged upon the start of the internship.

Relationships & Key Contacts:

The intern will report to _____. The current person holding this position is _____, who is located at _____.

Qualifications:

- Working towards or earned a bachelor's degree in recreation or related field
- Knowledge of programming and marketing
- Competent in Microsoft office and related online software

Job Announcement: **Hanna City Park District Internship**

Job Title: Programming & Marketing Intern

Essential Duties:

- Promotion of current program offerings
- Development of new programs, day camps, and events
- Foster community engagement through interaction and marketing efforts
- Creation and distribution of surveys
- Develop partnerships with local organizations
- Coordinate multiple projects at once
- Develop and maintain plan to better utilize current space
- Help with set up and clean up of programs, camps, events, etc.

Requirements:

- Working towards or earned a bachelor's degree in recreation or related field
- Knowledge of program development and marketing
- ~1 year of previous work experience in related field preferred

Closing Date to Apply: _____

Where to Apply, How to Apply, Whom to Contact:

Apply by emailing your current resume, a cover letter, and 3 professional references to _____. For more information, e-mail the _____ at _____.

Salary Info: _____

Job Benefits:

Free club memberships/access to the facility, schedule flexibility, and free uniforms.

Equal Opportunity Statement:

The Hanna City Park District is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, religion, color, sex, gender identity, national origin, age, protected veteran or disable status, or marital status.

Background Check Statement:

All offers of employment are contingent upon results of a background check.

Interview Guide: [Hanna City Park District Internship](#)

1. Introduction
2. Explain job info
3. Ask if candidate has any questions before beginning interview
4. Begin interview questions:

Tell me a little bit about yourself.	
Explain why you are passionate about recreation or why you are interested in this position?	
What experiences have you had working with children? Day camps?	
What practical or educational experience do you have with programming?	
What does developing community engagement look like to you?	
What experience do you have with developing marketing materials?	
Describe a time you had a disagreement with someone and how you handled this situation.	
What is your availability like/when will you be able to work?	

5. Ask for any additional questions
6. Explain information on selection process
7. Thank and walk candidate out

Candidate Evaluation Form: [Hanna City Park District Internship](#)

Position:	Evaluator:
Applicant:	Date:

Please use this form as a guide to evaluate the applicant's qualifications for employment. Check the appropriate numeric value corresponding to the applicant's level of qualification and provide appropriate comments in the space below. (Subtotal = Weight x Rating, Total = Sum of Subtotals)

Rating Scale:	4 - exceeds requirements 3 - meet requirements 2 - little evidence for requirements 1 - no evidence for requirements	Weight Scale:	3 – critically important 2 – important 1 – semi important
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Criteria	Evaluation				
	Weight	Supporting Evidence	Lacking Evidence	Rating	Subtotal
Candidate's understanding of programming/marketing: (knowledge of the position and its requirements)	3				
Relevant background/ special skill set: (explore past working experiences)	3				
Motivation/Initiative: (ability to think and act independently, why does this person want this position?)	2				
Professional Impression: (self-confidence, maturity, and presence?)	2				
Interpersonal/ communication: (ability to express ideas clearly, & experiences involving team settings and customer orientation)	2				
Flexibility: (responsiveness to change, tolerance for ambiguity)	2				
Organizational Fit: (potential to fit the culture of HCPD)	2				
Total:					

Comments (any additional perceptions of the candidate's strengths and any concerns that should be considered):

Surveys

Description

Utilizing surveys is a great way to obtain user feedback. Collected feedback can be used to improve facilities, programs, staff, activities, marketing, and more, in addition to gauging interest of proposed programs, events, and facility renovations. As helpful as surveys are, it is often difficult to get feedback. There are many reasons why people may not take user surveys. The surveys may be too long, they may not feel comfortable sharing sensitive information, they do not think their opinions will count, or they simply do not know about the survey or how the survey could potentially result in something beneficial for them or the community. One way to encourage user feedback is to make your surveys short and to the point. When surveys take a long time, people are discouraged and likely do not do complete them. Providing surveys that are more palatable will encourage participation. Another way to encourage survey engagement is to show that the respondent's opinions matter. As mentioned above, people do not see the benefit of surveys if they do not see the impact of their responses. One way to combat this feeling is to follow up with survey respondents detailing how you are using their feedback. This should be done with different forms of communication like direct email, newsletters, poster boards in the park district, and meetings. Survey respondents should also be provided with different mediums to take the survey such as in-house and online.

In-house surveys: Conduct surveys immediately after a program or event to obtain information regarding the participant's experience

Online surveys: Google forms is a free service that provides the flexibility to make several different forms of surveys. Google forms allows users to create customer satisfaction surveys, opinion surveys, conduct event registration, in addition to several other useful forms. Google forms is a highly customizable service that is easy to use and is a great medium for online surveys. These surveys can be emailed to people, posted on the Hanna City website, or shared to social media. Once the data is collected, you can input the information directly to Google forms where you can then analyze the data.

Gym survey Sample

1. Email address *

2. How often do you visit the gym?

Mark only one oval.

- ☐ Once a month
- ☐ Once a week
- ☐ A couple times a week
- ☐ Every day

3. Do you partake in any classes?

Mark only one oval.

- ☐ Yes
- ☐ No

4. Overall, how would you rate your experience at our facility?

Mark only one oval.

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

5. What would you like to see offered at our facility in the future?

Chapter 4: Project Development

Budget

Description

We have included a sample budget for several of the programs and events we have proposed. The prices used on this budget are based off industry standards for the items, and therefore may over or underestimate the total costs of actually running the programs and/or events. However, when preparing to start a new program or event, it is useful to have a basic understanding of what these services may cost in order to determine fees that should be charged. Please also note that this budget does not take into consideration any revenue from these services, as this will be dependent on the amount of participants and the fees charged/units sold.

Name:	Item	Units	Price/Unit	Needed Units	Total	Notes
PROGRAMS:						
Growing Gardens Program						
	Stakes	set (1)	\$ 20.00	1	\$ 20.00	Comes in 1 set
	String	spool (1)	\$ 5.00	1	\$ 5.00	
	Compost Box	box (1)	\$ 100.00	1	\$ 100.00	
	Mulch	pkg. (1)	\$ 25.00	1	\$ 25.00	
	Wheelbarrow	wheelbarrow (1)	\$ 30.00	1	\$ 30.00	
	Tools	-	\$ 20.00	-	\$ 20.00	Probably can have volunteers bring tools
	Hose	hose (1)	\$ 20.00	1	\$ 20.00	
	Seeds/starts	packet (1)	\$0.50 - \$5.00	5 to 15	\$ 25.00	
	Raised Beds	bed (1)	\$ 75.00	2	\$ 150.00	
	Benches	bench (1)	\$ 50.00	2	\$ 100.00	
TOTAL:					\$ 495.00	
Fitness Classes:						
Steps Aerobics Class						
	Room Rental Fee	-	free	-	\$ -	
	Instructor	hour (1)	\$15/hr.	12/wk.	\$ 180.00	
	Step Boxes	box (1)	\$ 30.00	6	\$ 180.00	
TOTAL:					\$ 360.00	
Zumba Class						
	Room Rental Fee	-	free	-	\$ -	
	Instructor	hour (1)	\$15/hr.	12/wk.	\$ 180.00	
TOTAL:					\$ 180.00	

After School Program						
	Various Snacks	-	-	-	\$ 30.00	Various Snacks: Apples, granola bars, apple juice
	Various Arts/Craft Mat.	-	-	-	\$ 30.00	
TOTAL:					\$ 60.00	
Walk in the Park						
	Brochures/Posters	-	-	-	\$ 25.00	
	End of the year bbq	-	-	-	\$ 100.00	
TOTAL:					\$ 125.00	
Monthly Date Night						
	Movie Liscensing	ea	\$ 150.00	1	\$ 150.00	
	Popcorn	ea	\$ 20.00	1	\$ 20.00	
	Soda	pk	\$ 15.00	2	\$ 30.00	
	Cups	pk	\$ 16.50	1	\$ 33.00	
	Decorations	ea	\$ 30.00	1	\$ 30.00	
TOTAL:					\$ 263.00	
Neighborhood Nights						
	Speakers	system (1)	\$ 500.00	1	\$ 500.00	(Mid Price Range)
	Addmission Fee	fee	\$ -	-	\$ -	(Within neighborhood, free admission)
TOTAL:					\$ 500.00	
GRAND PROGRAMS TOTAL:					\$ 1,983.00	
EVENTS:						
Daddy Daughter Dance						
	Volunteers	people (1)	\$ -	5 Volunteers	\$ -	Volunteers should be finalized 1 week before dance (Chaperones, Dj, Monitors, Food and Drink)
	Speakers	system (1)	\$ 500.00	1	\$ 500.00	(Mid Price Range)
	Refreshments (snacks, drinks)		\$ 50.00	n/a	\$ 50.00	(Chips, cookies, lemondade, water)
	Balloons	ct.	\$ 5.00	1	\$ 5.00	
	Balloon bag Drops	ea.	\$ 7.99	2	\$ 15.98	
TOTAL:					\$ 570.98	
Mural Day						
	Volunteers	People (1)	\$ -	15		
	Paint	gal. (1)	\$ 25.00	12	\$ 300.00	Variety of colors
	Brushes	brush (1)	\$ 2.00	30	\$ 60.00	Varying sizes, etc
	Gill's Fried Chicken side, biscuit (For Volunteers)	box (1)	\$ 4.00	15	\$ 60.00	Feed Volunteers since a lot of help and coordination will happen
TOTAL:					\$ 420.00	
GRAND EVENTS TOTAL:					\$ 990.98	

Potential Funding Resources and/or Partnerships

The completion of larger projects such as any renovations to the downtown area of Hanna City will likely be dependent on utilizing grants. Millions of dollars are available for the development of small, rural towns, and Hanna City has the potential to receive some of these funds given the leadership seeks out available opportunities.

Potential Grants

Grant	Funds Available	Available To	Purpose	Agencies Involved
Strong Cities, Strong Communities Visioning Challenge	\$6 to six cities, \$1 million each	Cities	To support the development and implementation of comprehensive economic development strategic plans. The towns that receive the grant run a “local challenge competition” that involves teams submitting proposals for the plans that establish a vision and approach to stimulate local economic development.	Economic Development Administration, US Department of Housing and Urban Development
Community Facilities Grants	\$2 billion	Municipalities, counties, special purpose districts, non-profits	Assist in development of community facilities in rural areas and towns of up to 20,000 in population. Can be used to construct, enlarge, or improve facilities for health care, public safety, and community/public services.	United States Department of Agriculture

The grants listed above are just an example of the dozens of available grants out there. Some useful places to keep on hand for seeking out grants include <http://www.reconnectingamerica.org/resource-center/federal-grant-opportunities/> and www.planning.org/divisions/smalltown/grants.htm.

Smaller projects, such as the community garden and select programming, can also be fully or partially funded by grants:

GRO1000 Grant Program by Scotts Miracle-Gro

The GRO1000 grant program is an annual grant program to fund community gardens through 2018. If applied for before the end of the year, this grant could help fund the creation of the HCPD’s community garden, as government entities, school districts, and non-profit organizations are eligible to apply for these grants. There are two grant categories: Grassroots Grants and Showcase Grants:

- Grassroots Grants
 - Funding up to \$1,500
 - Awarded to local communities to help bring edible gardens, flower gardens, and public green spaces to neighborhoods across the United States
- Showcase Grants
 - Awarded directly to mayors for the installment of edible gardens, public gardens, and green space development

- Programs that show a positive impact on the community, involvement of area youth, a health and wellness benefit, and plan to donate some of the food to those in need are given priority in funding
- Link: <http://www.thegranthelpers.com/municipal-grants/community-garden-grants>

JC Penney Cares Grant

This corporate foundation focuses on supporting educational organizations and programs, including afterschool programs. Thus, this grant could potentially be used to fund the proposed after school programs at the HCPD. More information is available at: <http://www.thegranthelpers.com/education/after-school-programs>

Partnerships/Sponsorships

- Central Illinois Artists Organization
 - Partner with this organization to showcase their artists work around Hanna City
 - Could aid in the beautification efforts of Hanna City, particularly in the creation of the murals
- Gil's
 - Potential sponsor of Neighborhood Nights
 - Could provide their friend chicken to attendees at a booth

Phasing Plan

The first stage of completing any of this report should involve efforts centered on communicating with community members the vision, mission, goals, and objectives of the Hanna City Park District and the town as a whole. The best way we believe this will be accomplished includes surveying current users of their experiences, implementing some of the marketing recommendations we've provided, and beginning the process of searching for and hiring an intern.

The marketing recommendations involve becoming more active on social media to portray the current and future events. This is the first step to informing community members of the opportunities they can participate in. Without this step, the goal of engaging more community members will fall short.

Sending out a survey to current users of the fitness facility will provide valuable information regarding where the next efforts should be focused. This can help determine whether to focus on, say, implementing a specific fitness class over holding more dances vs. coming up with more creative classes such as arts and crafts instead.

Beginning the internship search is the first step in finding affordable help to assist in implementing many of the other suggestions we've provided. The job description, job announcement, interview guide, and candidate evaluation form have all been supplied in this document and are ready-to-use. A suggested implementation plan for these elements follows:

Phase I

1. Create and distribute a survey to current users

- Obtain user interests and what they'd like to see from the Park District
- This will inform the next steps to be prioritized regarding programs and events
- Gather email addresses from respondents

2. Implement marketing recommendations

-
- Draft newsletter utilizing suggested software (MailChimp)
 - Utilize email addresses obtained from surveys
 - Distribute information about upcoming programs/events weekly or bi-monthly
 - Utilize park district signage to display opportunities for people who may not be online

3. Begin internship search

- Contact Bin Lizzo at the University of Illinois with interest to find an intern (this will tap into UIUC's RST student body)
- Post provided job description information on website, other social media platforms, and websites specific to hiring
- Utilize interview guide and candidate evaluation form to interview and select an intern that will match the Park District's values and mission
- Once the intern is obtained, this person can begin working on several of the other recommendations we suggest focusing on next.

Phase II

The programs and events we believe should be first priority are those that do not come with any or very little financial obligations. The suggestions that fall within these criteria are listed below.

4. Implementation of low cost programs

- Bring a Buddy Day
- Walk in the Park
- Hanna City Hikers
- Circuit Crew
- Monthly Date Night
- Daddy Daughter Dance

5. Implement more extensive programs

- After School Programs
- Growing Gardens
- Step Aerobics (have to purchase steps and hire instructor)
- Zumba (have to hire instructor)
- Neighborhood Nights

6. Begin searching for and applying to grants for Phase III

Phase III

This portion of the implementation plan is centered on bringing the larger vision for Hanna City and the rails to trails initiative to life. Proper funding is critical to the success of achieving any of the recommendations we've suggested in this report related to the downtown walkway renovations.

7. Search for and apply for grants

8. Follow through with any money awarded and begin implementing downtown walkway suggestions

Chapter 5: Marketing Recommendations

Marketing Assessment

In all of the above proposed programs, events, and facility improvements, case studies from similar projects or towns were included to demonstrate that these ideas have happened elsewhere and have the potential to happen in Hanna City, too. Marketing is involved in the process of not only informing target markets once these ideas become available, but spreading the word and gaining support of the *potential* of these ideas occurring in order to gauge interest and gather support.

Currently, the primary form of marketing we've identified for the Hanna City Park District exists on the Park District's website (<http://www.hannacityparkdistrict.org>) under "Events". The Events tab lists ongoing events, such as the middle school dance and fitness classes, as well as information about Heritage Days and the local library. The extent of information that exists for the fitness classes and other special events on the website is the date, time, and fee. There is no event or program description or pictures to accompany this information. If a community member who has no knowledge of what "PiYo" (the current fitness class offered) is, and was provided no descriptive information or images to gain a better understanding, he or she may be discouraged to attend due to uncertainty or misinterpretation. In fact, the use of images has the potential to boost understanding of information from 70% to 95%, and increases website "click-through" rate by 47% when compared to posts including text-only (Ashton, 2015). Thus, the current state of the Park District website could benefit from some tech renovations involving more, relevant and descriptive information via images and infographics.

On Hanna City's main website (<http://hannacityil.com>), the "Events" tab consists of an empty calendar with "there were no results found" displayed at the top. Although there may not be any "big" events occurring currently, it could be useful to market for the ongoing community events on the town's website, such as the Park District's classes/programs, events at the library, and upcoming volunteer opportunities in the area. Otherwise, this is wasted opportunity to inform community members and visitors of local events/opportunities that currently exist or will exist in Hanna City.

Community Branding

The bulk of our recommendations are centered on providing opportunities for the community to become more involved within the Hanna City Park District. The fitness, creative classes, and special events provide outlets to recreation and pursue healthy habits with other community members and families. The gardening group has the potential to aid in community beautification efforts while supplying community members an opportunity to form bonds and build friendships. The proposed renovations to the downtown area make the walkway more pedestrian friendly and provides opportunity for people to sit, relax, and talk with others while they move through Main Street.

All of these recommendations were made with the village of Hanna City's original slogan in mind: "A small town... where you make big friends". The opportunity to engage with others is key to harnessing the friendship portion of that slogan. Although Hanna City is a quaint and pleasant town to begin with, the implementation of the programs, events, facilities, and additional recommendations provided in this report have the potential to strengthen this environment and further community engagement into the future.

Reaching beyond this original goal of engaging the community more at the Hanna City Park District, the desire to renovate the downtown area and include antique items has the community brand of highlighting Hanna City as an antique gem in mind. Although major downtown renovations may seem extensive and expensive, the

recommendations we've provided are cost efficient and can further the goals of community engagement, ultimately strengthening the existing brand of Hanna City.

Marketing Strategies

There are several best practices that should be followed to start and market a program to the community. When it comes to running programs, one major step in developing a sustainable delivery method is recruiting and maintaining volunteers. A variety of recruitment methods originally suggested by the National Recreation and Park Association are suggested below:

Meet Kids Where They Are

- Schools, after school clubs, sports leagues, religious institutes
 - Benefits:
 - This is where kids spend a majority of their time. Several of these groups require kids to volunteer for a certain amount of hours, so tapping into these requirements would result in several mutually beneficial relationships being built. Many agencies see parks and recreation programs as a beneficial learning opportunity for kids, so by aligning your programs with teens already engaged in these agencies, there is potential to provide the park district with cost efficient help.

Use Preferred Communication Channels

- Facebook, Twitter, Instagram, Snapchat
 - Benefits:
 - Utilizing social media outlets has the potential to appeal and engage youth at larger numbers. Considering the overwhelming task of utilizing social media, here are a few things to keep in mind:
 - Keep it brief (no skimming!)
 - Polish the language used (short, abbreviated words!)
 - Use photos and videos (make it interesting!)
 - Be consistent and direct (don't beat around the bush!)

"Use A Friend" Recruitment

- Use influencers or leaders in the Hanna City community to bring in friends (spread the word!)
- Create content to distribute online that is easily shareable:
 - Tell-a-friend buttons/links on website (Figure 51)
 - Emails sent to existing volunteers to forward to friends
 - Social media posts that can be shared

Newsletters

Sending newsletters to community members is a useful way to keep the community up to date with the programs and events going on at the park district and surrounding areas. Newsletters can incorporate anything that needs to be communicated to the members. This could include events and programs happening at the park district, local neighborhood events, renovation, and so on. With the help of a newsletter service, creating and maintaining a newsletter is simple. The service that we recommend using is MailChimp. MailChimp is a service that allows you to create newsletters with a drag and drop interface, create sign up forms for your newsletter, create campaigns, and allows you to view reports and data insights. You can use these services for free for up to 2,000 sign ups and 12,000 emails per month.

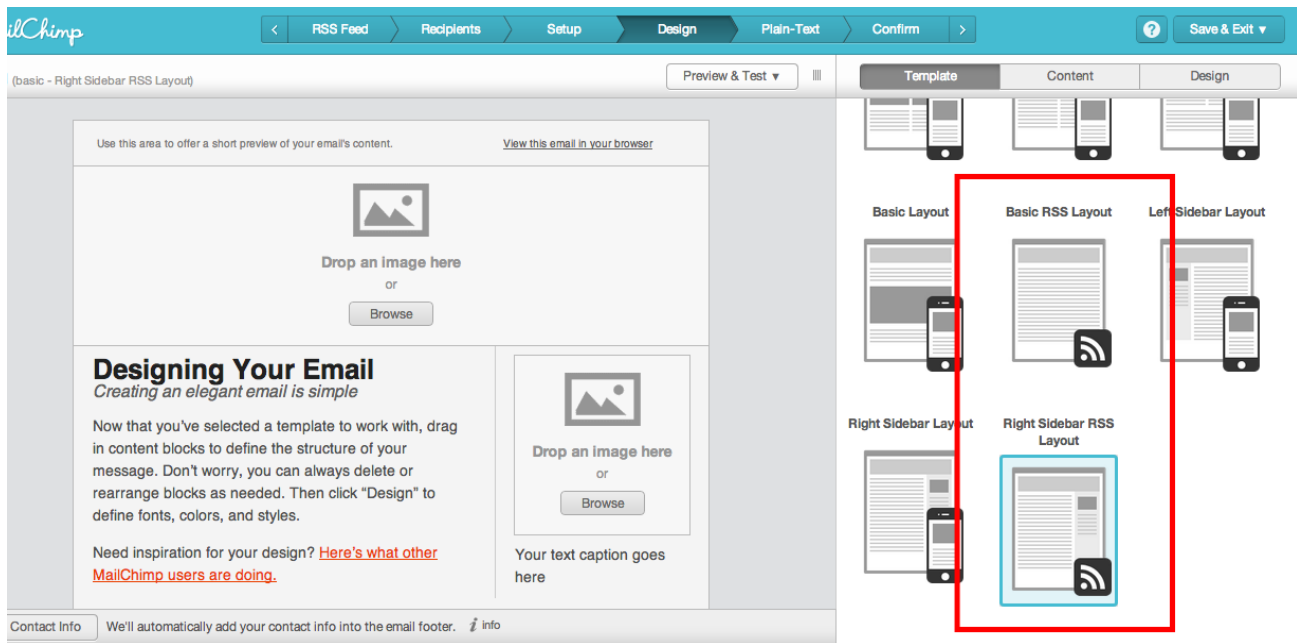


Figure 49: Newsletter Templates

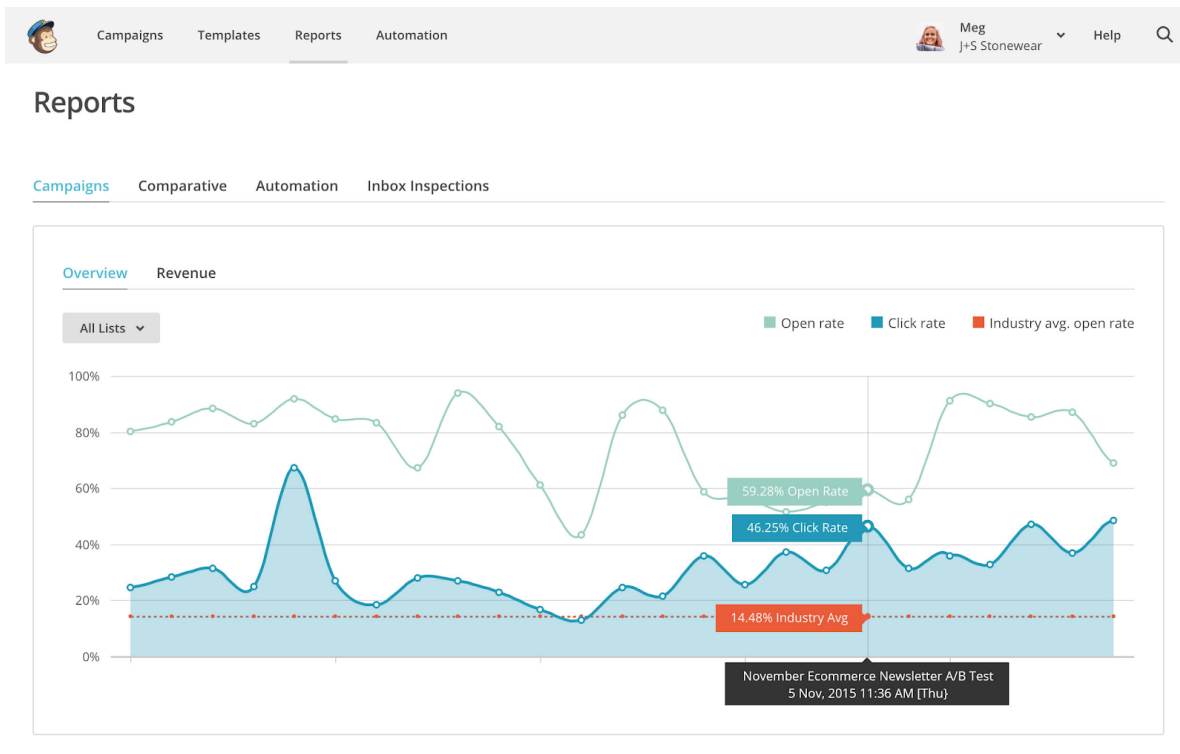


Figure 50: Newsletter Report Example

Specific Marketing Plans

Marketing of the Park District

The community is likely to support a park district that seeks to improve by offering more programs and events for Hanna City. Therefore, future marketing of the Hanna City Park District should be centered on the idea of showcasing how the facility is improving and the events/programs that can and will be held at the facility to harness all possible support and obtain new members. With the development of the social media sites for Hanna City and the distribution of more relevant and up-to-date information, community members will likely become more motivated to stay in the loop about current and upcoming offerings, and more people will be inclined to follow these pages.

Although the population as a whole in Hanna City is aging, the age demographics are still varied. Age distribution obtained in our site visit reports the following breakdown:

- 25.8% under the age of 18
- 6.9% from 18 to 24
- 29.4% from 25 to 44
- 22.5% from 45 to 64
- 15.4% who are 65 years of age or older

The target market for the Park District's health club should be all of these age groups, which can easily be accomplished with accommodating programming. By incorporating some of the new programs we've proposed, all age groups in the community should feel there is something for their capabilities and interests at the facility. For example, Zumba can be held in the gymnasium and all ages can participate. Zumba can be marketed towards families by promoting the class's fun atmosphere and therefore encouraging entire families to participate. The step aerobics class will be especially good for seniors with movement limitations who are more conscious of their health and therefore should be marketed to this group. Advertising the improved Park District with its variety of programs and events will encourage people to visit the facility, and by utilizing marketing techniques tailored towards specific age groups, the right population/audience can be captured.

Marketing for specific programs held at the Park District should keep in mind that these classes are supposed to be both fun *and* for the health of the participant. Raising awareness for the start of the programs should include colorful fliers in the mail to capture the community's attention, in addition to advertisement and updates on the website and all other social media platforms. These advertisements should include statistics on the success and effectiveness of the programs and a statement about how all abilities, backgrounds, and ages are welcome.

Twitter & Instagram

1. Post high quality photos of the following: The Fitness Facility, town restaurants, mural ideas, events, park developments, town officials, random community members, any interesting feature of the town
 - a. Photos should be posted on a weekly basis
2. Updates on town events such as the dance and other park district offerings, restaurant deals and specialties
3. Advertise for new park district programs
 - a. Post reminders for events happening that day
4. In user profile information section, include:

-
- a. Contact information: phone/fax Number, address, town website, other social media pages/platforms
 5. Follow pages of businesses in the area and within driving distance so their post can be re-tweeted, and the followers of Hanna City can see
 6. Allow residents and visitors to inbox the page photos that can be posted
 7. Post links to applications and opportunities to get involved in the community/employment
 8. Encourage communication
 - a. Provides board member-to-community member interaction and community member-to-community member interaction

Facebook Page

1. Post high quality photos of the following: The Fitness Facility, town restaurants, mural ideas, events, park developments, town officials, random community members, any interesting feature of the town
 - a. Photos should be posted on a weekly basis
2. An event calendar and updates on town events such as the dance and other park district offerings, restaurants deals and specialties
3. Follow/friend pages of businesses in the area and within driving distance so their post can be shared, and the followers of Hanna City can see
4. Post links to applications and opportunities to get involved in the community/employment
5. In user profile information section, include:
 - a. Contact information: phone/fax Number, address, town website, other social media pages/platforms
6. Provide a short town bio and general information in “About Me” section
7. Opening and closing (hours) information for the village/municipal building
8. City map
9. Examples of quality town Facebook pages:
 - a. <https://www.facebook.com/thevillageofmatteson/>
 - b. <https://www.facebook.com/ParkForestIL/>

Website Reconstruction

1. Start off with a different color scheme and incorporate some formal and informal fonts depending on the topic/subject/content
2. Keep the slide show visual, but show other parts of the town that are aesthetically pleasing (utilizing the high quality photos taken for the other social media platforms)
3. Link to all other social media platforms (figure 51)
4. Have the cities hours of operation front and center on the website with all contact information easily obtainable
5. Add a section to the website with important links to:
 - a. Community and social media sites
 - b. Education/school info/site
 - c. Local entertainment and activities

-
- d. Medical sites
 - e. Easily accessible information for senior citizens
 - f. Tv network/newspaper info
 - g. Transportation options → highlight plans of becoming a rails to trails town and consider starting up a support group for the bike route plans
6. Add photos of families and their children, unique events in action, and diplomatic/political meetings and movements to the site on a regular basis
 - a. Do not let the website become outdated
 7. Update the section on the city's history, mission and vision statement, and goals
 - a. Constantly update goals and objectives that are being accomplished
 - b. Keep community up to date on the development plans for Hanna City
 8. Add opportunities of employment/volunteering/internship to the opportunities section of the website
 - a. Post application links here
 9. Add pictures of the facilities to accompany the facility description and information
 10. Add events and offerings to the calendar
 - a. Update this regularly – can be a job for the intern
 11. Update information on the park district programs – provide better descriptions and visuals

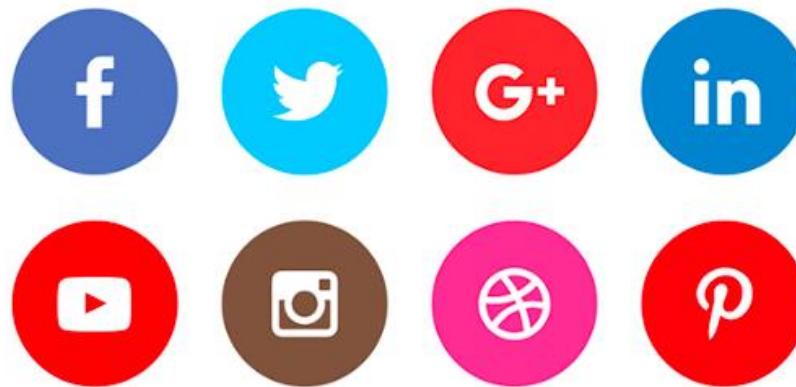


Figure 51: Social Media Links Example

The small icons pictured in Figure 51 are commonly displayed on organizational websites to provide easy access for website browsers to access the organization's other social media pages. For example, if someone were to search for programs on Hanna City's main website, unaware that the Park District has a site of its own, this person could easily click on the Facebook icon that would automatically connect his or her browser to the Park District's Facebook page. Here, this person will likely find more useful information, and will be pleased that he or she didn't have to continuously use Google to find the information he or she wanted to obtain. Currently, there is no easy linkage for site browsers to find access to the city's other websites (such as linkage from the town's website to the Park District's website). However, this sort of website configuration is relatively easy to program, and it provides easy access to other relevant sites that may encourage visitors to continue to browse Hanna City's platforms.

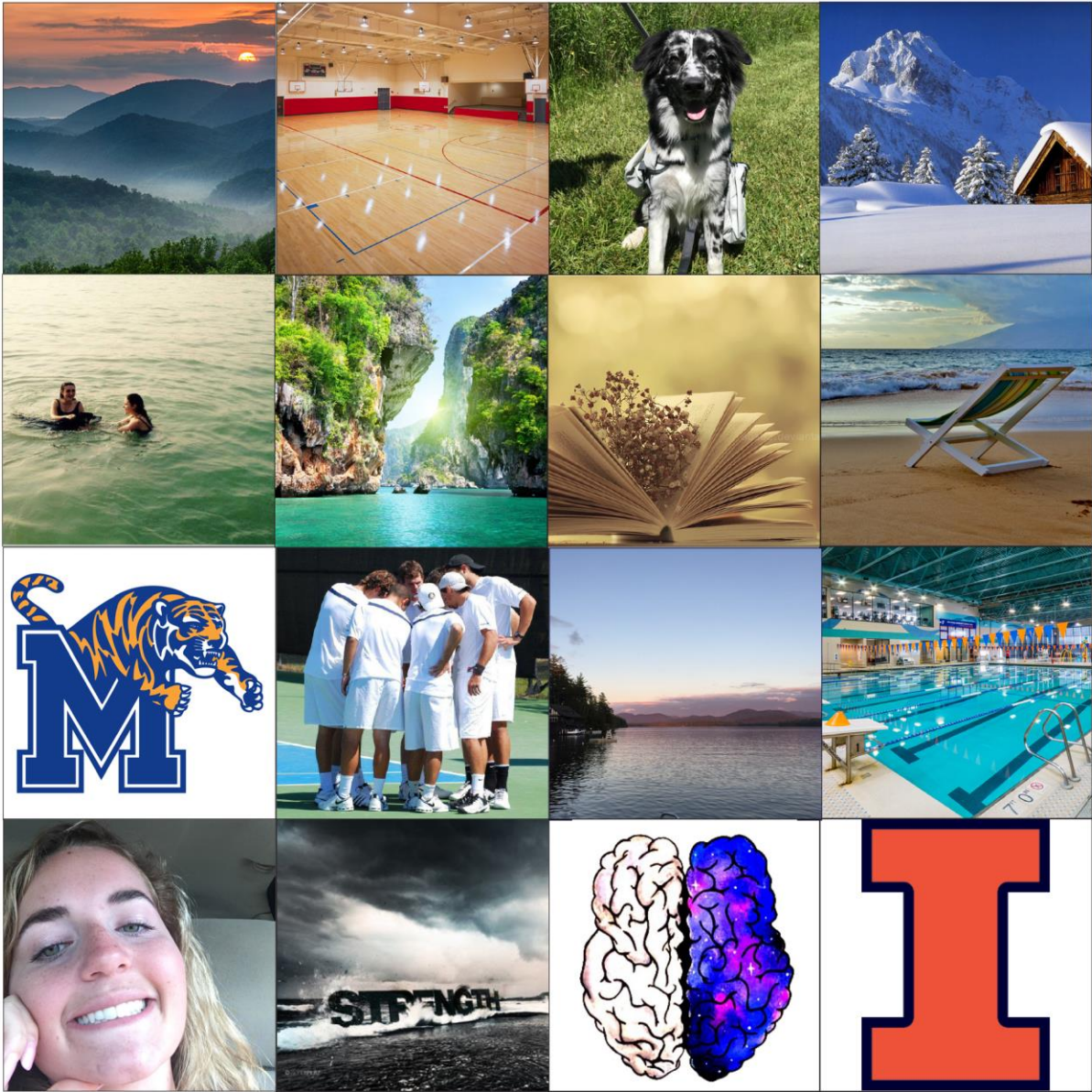
Chapter 6: Conclusion

Final Note

In conclusion, Hanna City already holds a history and character that cannot easily be created nor destroyed. It is time to begin building off of this town's strong bones and foster a tightknit community as well as give the town a more recognizable and memorable brand. These goals can be accomplished through the variety of suggested programs and events, and maintained through the introduction of an intern to Hanna City and by developing a larger presence for Hanna City and the Park District online.

The ideas and visions presented in this report were all developed based on the needs expressed by community members and town representatives. These ideas are mostly feasible, both long and short term, aimed towards a variety of ages, and invite the community to come together to create a more cohesive environment. Most of the focus is on the expansion of the Hanna City Park District, as we believe it has the potential to provide more beneficial services for the surrounding neighborhoods than it currently does. Given the endless opportunities for Hanna City and the Park District to expand, we are excited to witness the town take hold of some of these ideas and continue to grow for years to come.

Thank you to all stakeholders involved for this incredible opportunity. We have thoroughly enjoyed working with you this semester, and we are excited to see what the future holds for the development of Hanna City.



**C O M M U N I T Y
R E C R E A T I O N
P L A N N I N G**

Figure 52: RST 341 Class Logo

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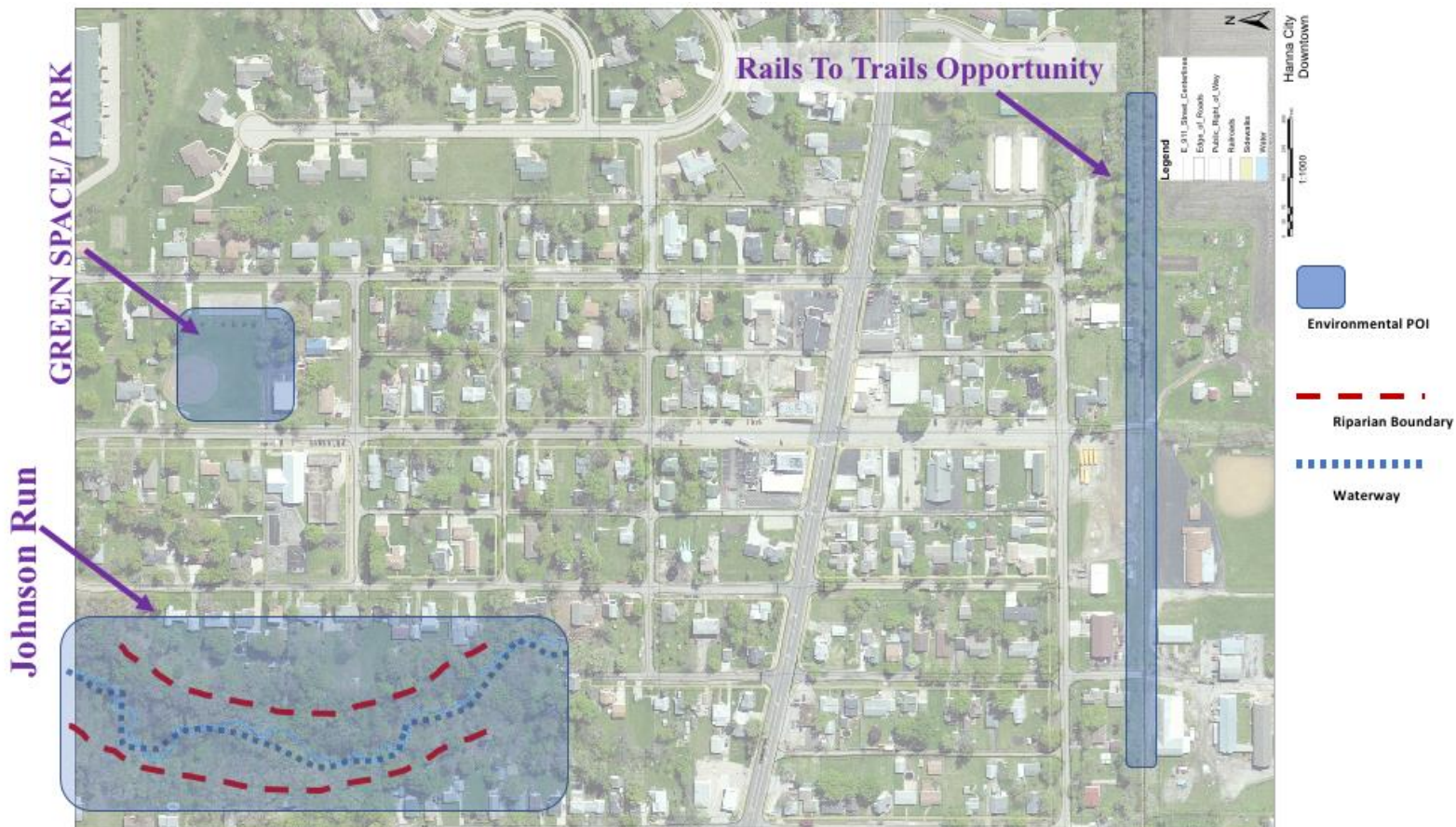
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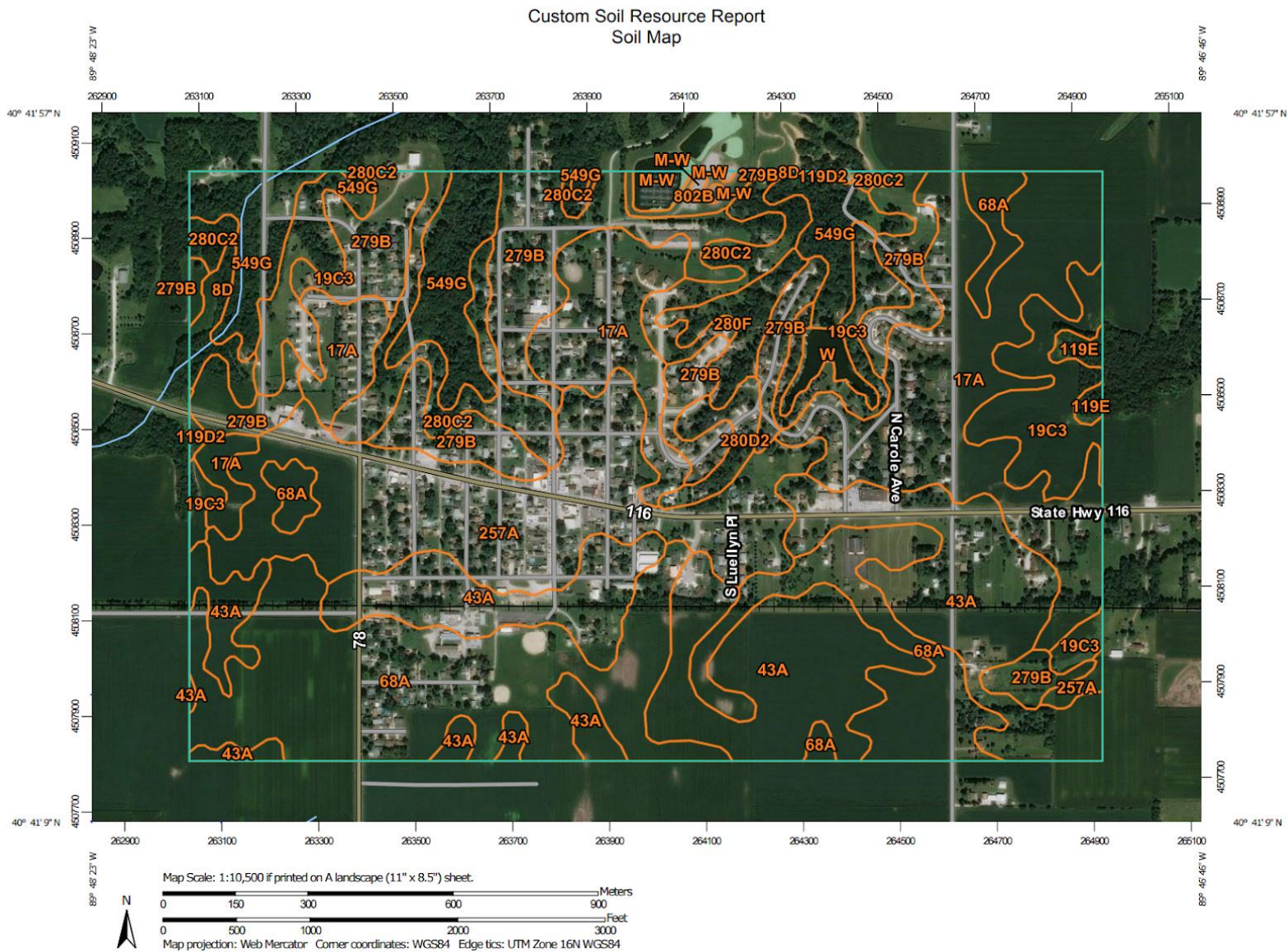
Appendix

Hanna City Environmental and Physical Resources Inventory and Analysis Maps (A-F)

Map A: Key Environmental Features Map of Hanna City (Major Project References)



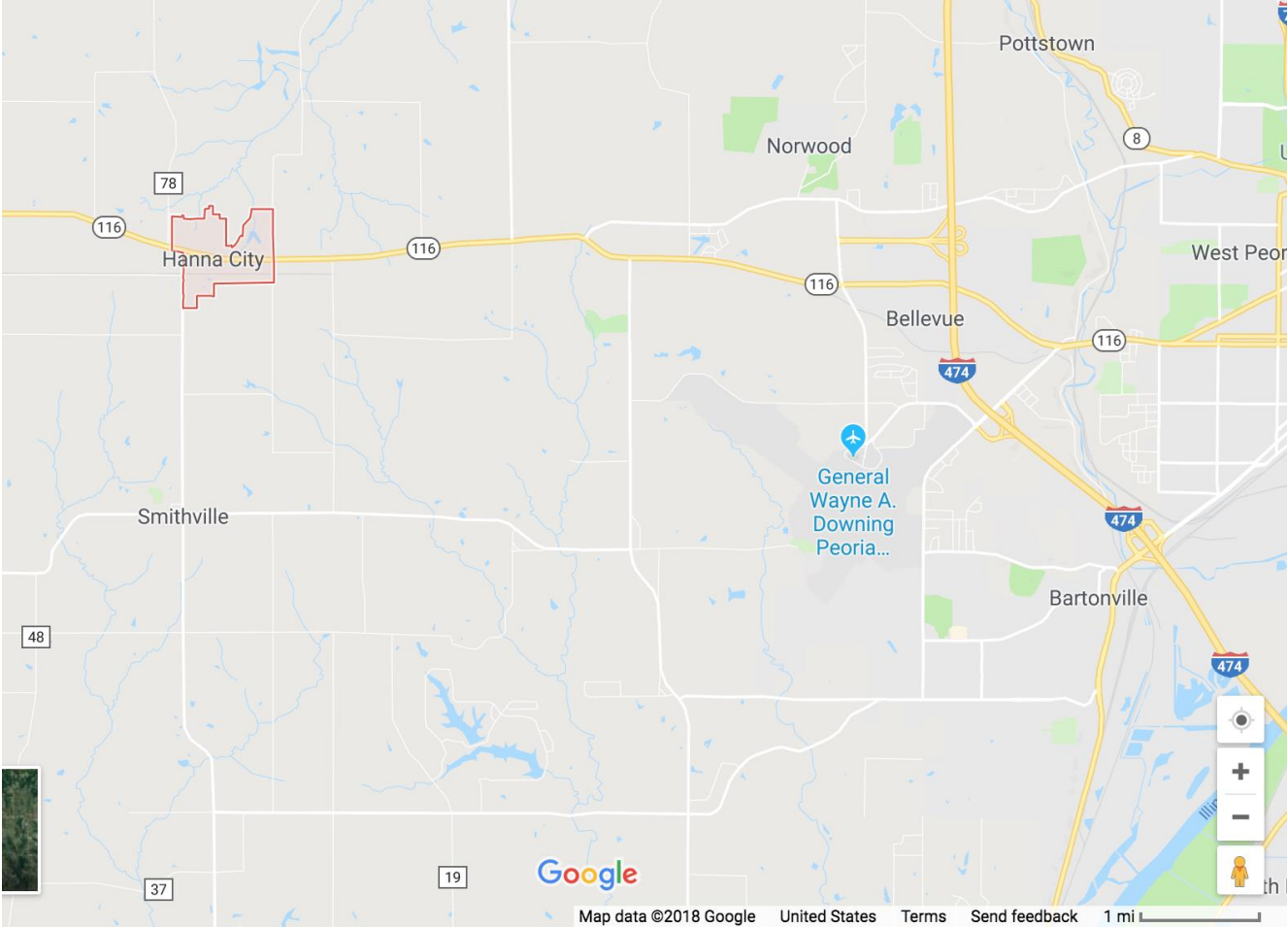
Map B: Soil Survey Map and Needed Appendices



Map B (Map Unit Legend)

Map Unit Symbol	Map Unit Name	Acres in AOI	Percent of AOI
8D	Hickory silt loam, 10 to 18 percent slopes	4.9	0.8%
17A	Keomah silt loam, 0 to 2 percent slopes	94.2	16.3%
19C3	Sylvan silty clay loam, 5 to 10 percent slopes, severely eroded	40.4	7.0%
43A	Ipava silt loam, 0 to 2 percent slopes	106.5	18.5%
68A	Sable silty clay loam, 0 to 2 percent slopes	100.0	17.3%
119D2	Elco silt loam, 10 to 18 percent slopes, eroded	0.8	0.1%
119E	Elco silt loam, 18 to 25 percent slopes	2.5	0.4%
257A	Clarksdale silt loam, 0 to 2 percent slopes	70.1	12.1%
279B	Rozetta silt loam, 2 to 5 percent slopes	70.1	12.1%
280C2	Fayette silt loam, glaciated, 5 to 10 percent slopes, eroded	29.6	5.1%
280D2	Fayette silt loam, glaciated, 10 to 18 percent slopes, eroded	5.6	1.0%
280F	Fayette silt loam, glaciated, 18 to 35 percent slopes	7.5	1.3%
549G	Marseilles silt loam, 35 to 60 percent slopes	35.9	6.2%
802B	Orthents, loamy, undulating	2.7	0.5%
M-W	Miscellaneous Water	2.7	0.5%
W	Water	3.4	0.6%
Totals for Area of Interest		576.9	100.0%

Map C: Circulation (Major Roads and Transportation Routes)



Google Maps standard road map of region

Village of Hanna City Official Zoning Map

Adopted May 21, 2013

LEGEND

B-1
B-2
R-1
R-2
R-3
R-P
B-4

