

The Village of Dunlap Final Report

RST 341 Community Recreation Planning

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Sincerely,

RST 341

Dunlap Groups A and B

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Introduction

Our community is the small village of Dunlap, located near the Illinois River right outside of Peoria, Illinois. Dunlap has a population of around 1,386 people, according to the 2010 census and is mostly surrounded by farmland and small wooded areas. Dunlap was established in 1871 as a small town on the Rock Island Railroad and grew in accordance with the use of the railroad. After the dismantlement of the railroad the village turned into an agricultural community, while now outsourcing a lot of their community members to Peoria.

The Village of Dunlap is typically seen as a gateway into Peoria and does not house many recreational amenities. Dunlap has a great resource at its disposal in the form of the Rock Island Trail, this trail that runs for around 38 miles and connects Peoria, Dunlap, and a few other towns to the northwest.

As a class we have dedicated ourselves to helping to create a more connected and inclusive environment for the people of Dunlap. We are offering our suggestions to the community in ways that we believe that they can improve their town and create new and exciting recreational opportunities. Hopefully we are able to provide a basic plan and implementation strategy for Dunlap that makes it easier for them to make improvements to their town and create a unique environment for the betterment of their community.

Process Description

For sixteen consecutive weeks our class of fourteen students all majoring in Recreation, Sport, and Tourism worked in groups to create a comprehensive report of recommendations for both Dunlap Village and Hannah City. The second week of class we started researching both communities to begin our community assessment. We split our community assessment into parts and each group member was assigned a city and a specific component of the community assessment to complete. After a week of preparation, we each presented our information to the class as a whole so we were all well informed of the background of each town before our site visit.

On February 2nd our entire class took a group field trip to both sites and toured the communities and got an opportunity to meet with the stakeholders and hear their concerns and vision for their community through presentations and one on one interactions. We took notes and pictures throughout our visits and used the information we gathered to come up with facilities, events, and program recommendations for the town. After a few weeks of working together and brainstorming on potential ideas and designs; the stakeholders of the two towns came to visit The University of Illinois on March 16th so that each team could present their ideas.

A few weeks after our presentation the stakeholders of each town sent a descriptive email with their comments and concerns about the recommendations we presented and told us what ideas they wanted to move forward with. After receiving the stakeholders comments each team begin developing a final report that would include a detailed process of each groups recommendations. After submitting the final report each team began preparing their final presentation they will present to the stake holders of each town when we all visit again on April 30th.



Site visit in Dunlap with stakeholders



Site visit in Hannah City with stakeholders

Vision, Mission, Goals and Objectives

Vision:

- Dunlap is a community which values inclusivity within the village. The behaviors and ideals within Dunlap showed that it doesn't matter what your demographic, your background, or your community standing, Dunlap is a place for anyone who wants to be a part of it.
 - o Dunlap needs to develop a community identity. Unfortunately, they don't have any unique physical characteristic in the village apart from the Rock Island Trail. This means they have to dig deep to find an identity. Based on the community placing heavy importance on having activities and opportunities for all members of the community to participate in proves that the community has a value for inclusivity.
 - o Dunlap having an intangible identity of inclusivity is a difficult thing to achieve because it is more of a value and idea than a tangible thing. Dunlap will need to provide amenities, programming, and the overall sense of mind of inclusivity in order for outside visitors to gain that feeling. If Dunlap can achieve this vision, then people that come to the community may leave with changed values from their experience.
 - o Dunlap can couple their intangible identity with the physical identity of the Rock Island Trail. The trail is a unique feature that is able to be capitalized on through programming and events.

Mission:

- To incorporate inclusivity in future programming and amenity implementation in Dunlap

Goals and Objectives:

- Increase Dunlap's participation in recreational activities within the village
 - o Implement a Trail Beautification program that enhances the visual aesthetic of the Rock Island Trail to gain more attraction to the trail
 - o Create Newsletters that get dispersed within Dunlap to keep the community up to date on upcoming events, projects, and to incorporate community ideas
 - o Create a Group Dog Walk program that focuses on raising awareness and buy-in for a future dog park. This program has the potential to be revenue generating and an outlet for partnerships.
 - o Design a Quiet Area for North Park to provide an amenity to individuals who want to engage passive recreation opportunities instead of active opportunities
 - o Implement a walking path around North Park to give people a local "track" to walk and run on while also increasing accessibility throughout North Park.
 - o Design and Create an ADA-compliant accessible playground in order to accommodate anyone who cannot utilize standard playground equipment
- Provide the community with a reason to stay in Dunlap instead of going to Peoria for activities
 - o Host a Street Dance in Dunlap to give the community members an opportunity to participate in a social event in their village instead of going to Peoria

- Implement Bocce Ball courts in North park to provide recreation opportunities for seniors and empty-nesters.
- Host a Bocce Ball Tournament in North park so that the older community members have an opportunity for casual recreation and competition
- Create a Dog Park within Dunlap so that community members with dogs have a place to go to let off steam and energy

Existing Conditions:

General History

The early settlers of Dunlap came mainly from the Northeast from places such as New York, Ohio, and Massachusetts (“History of Dunlap School District”, 2018). Alva Dunlap moved his family—including his wife, their five children at the time, his sister, his brother, and their parents—in 1837 from Sandy Creek, New York, to what is now known as the Village of Dunlap (“Village of Dunlap”, 2018). The house was built by Alva using lumber that he brought with him from a sawmill near Chicago as lumber was a scarce resource and was not readily available in the area at the time. This lack of lumber caused many issues for the people living in Dunlap at the time and quite possibly hindered the early growth of the town.

While the Dunlaps were not the first people to take up residence in the area, their presence made a significant difference to the town and the residents within it and in the surrounding area (“Genealogy Trails”, 2011). Alva himself owned 840 acres of land—however, only 40 of them are part of the current Village of Dunlap. Within his home he had a large and expansive library and on his property was the first school, which his sister taught in. He also owned and operated a sawmill to provide lumber to the area, which helped to resolve the community’s issues with finding resources to use for fencing, fuel sources, and buildings (“Village of Dunlap”, 2018). Farming was a large part of the community and how many people in the town made their living; many residents also hunted local game as the area was filled with deer, wolves, and chickens. The first reaper was used in the county by Alva Dunlap which helped their farming community to remain successful and efficient (“Genealogy Trails”, 2011). In 1842 the Village of Dunlap had enough residents to hold local elections and Alva became the moderator for the Benton Precinct which included both the Radnor and Kickapoo townships (“Village of Dunlap”, 2018).

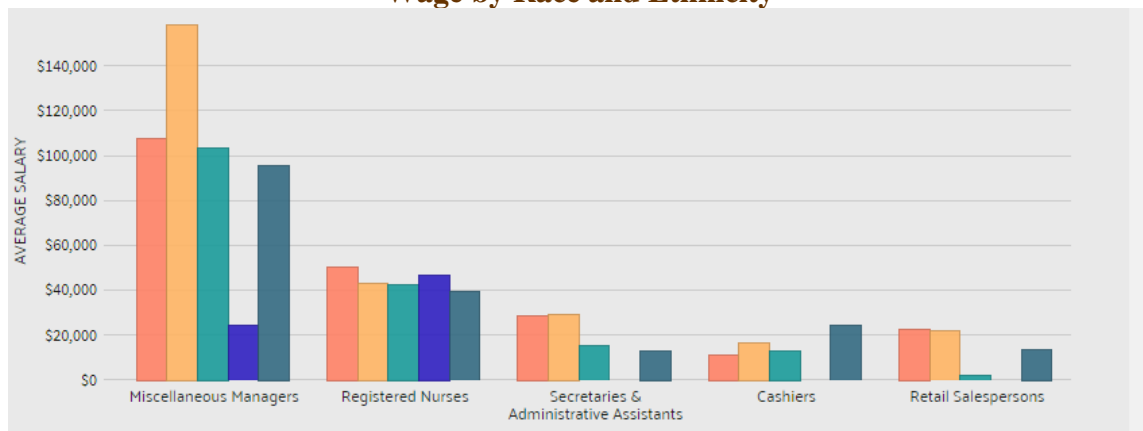
It was soon after this that Alva sold part of his land to the Rock Island Railroad on the condition that the town be named after him. Alva was aware of the benefits of having the railroad run through Dunlap and how it could affect the town, and this is why he was willing to sell his property for it. The Village of Dunlap was officially established on June 12, 1871, but it wasn’t until 1952 that they were granted incorporation. They built a new Village Hall in 1995 and the original homestead of the Dunlaps has since been destroyed and replaced by the Prospect United Methodist Church (“Genealogy Trails, 2011).

Community Profile

The city of Dunlap is 1,351 and between 2015 and 2016 the population dropped from 1,478 to 1,351 and the percentage of people split almost 50/50, 47% are female and 53% being male. The age groups in Dunlap vary, most people are between 45-54 years of age, followed by people aged 35-44 years. The number of people aged 85 years and over are only 3% compared to the national average which is 1.9%. However, there is an increasing number of people that are 25-34 but the current rate is 10.1%. I think this age group is increasing because more people are moving in at this age that increases the number. More specifically, the percentage of males 18 years and older is 48.9 while the number of females is 51.1%. In most ages the population is slightly skewed more female than male.

The community is not that diverse, with most of the people in Dunlap being white, at 95.5%. The minority population is very small with 1.5% of black people. The city is not that diverse, but they do have an Asian population of 2.2%. There are less than 1% of Hispanics in the community.

Wage by Race and Ethnicity

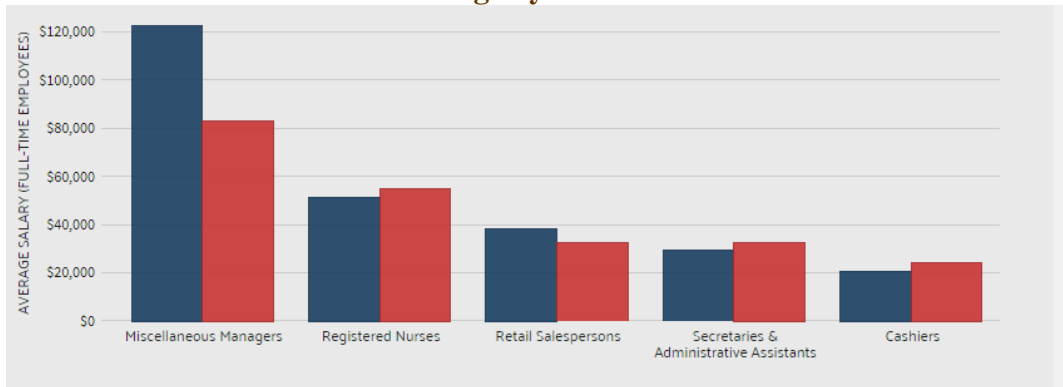


Data USA (2016)

There are plenty of trends that are changing because of the growth of the population. There are 20% of people in the community that completed high school and achieved a degree, and after that there are only 32.1% of people that achieved a bachelor's degree. This number is increasing because there are more people going to college. Their graduate school numbers are also higher than the national average, the number of people who completed graduate school was 20.1% compared to the national average of 11.6%. There are a large number of people in Dunlap that are married and this a number that also increased, more than half of the people in Dunlap are married, at a percentage of 64.9%. That is almost 20% more than the national average, before 2016 Dunlap was almost at the national average for marriage rate. However, there are 25.9% percent of people that have never been married and 6.3% of people that are divorced compared to the national average of 11%. This trend has been steady. In the city there is only one language spoken and that is English. The only other language spoken is Spanish at 4.5%. This compared to

the national average is about the same for most of the communities. The average household income is \$101,667 with a high number of people bringing home 100,000-149,000. This could be because the work industry is mainly split up between manufacturing, educational services, and professional or administrative work.

Wage by Gender



Data USA (2016)

Facilities and Services Inventory and Analysis

Public Agencies and Civil Services

Dunlap Village is a very small community with limited resources. Because their community is so small they share a lot of their public agencies, city services, non-profit, and private for profit organizations with the city of Peoria. Some of their Public Agencies and City Services include: Dunlap Public Library, Dunlap High-School, Dunlap Middle School, Dunlap Valley Middle School, Dunlap Grade School, Hickory Grove Elementary School, Banner Elementary School, North Trail Park, Police Protection, Fire Protection, and Ambulance Services.

Dunlap Library

The Dunlap Library is a public facility located right in the center of the city that serves the community Monday through Saturday. Offering many services, programs, and events such as: Free Wi-Fi, Group readings, book giveaways, games, adult reading challenges, yoga classes and many events for all ages.

Dunlap High School

Dunlap High School is a public four-year high School located at 5220 W Legion Hall Road in Dunlap, Illinois. The high school offers a lot of opportunities for students after school. They also have a strong sports foundation and have sport facilities outside for specific sports like baseball, softball, and cross country that they allow the community to use for Recreation purposes.

Dunlap Grade School

Dunlap Grade School is a public Elementary school located 301 S 1st St in Dunlap, Illinois in the heart of Dunlap just North of the Peoria Metropolitan area. Dunlap Grade School is home to about 250 students in grades K-5.

Hickory Grove Elementary School

Hickory Grove Elementary School is public Elementary school located 3020 W Willow Knolls Road in Peoria, Illinois. Currently they are the home approximately 700 students in grades K – 5. In addition, they also house the District's Bright Futures and Early Childhood Special Education Pre-K programs.

Banner Elementary School

Banner Elementary School is a public elementary school located 12310 W Allen Rd in Dunlap, Illinois. Currently they are home to approximately 375 students in grades K-5.

Dunlap Middle School

Dunlap Middle School is a public middle school located 5200 W Cedar Hills in Dunlap, Illinois. Dunlap Middle School is one of two middle schools in Dunlap Community Unit District 323. This district is one of the fastest growing districts in the Peoria, Illinois area. Dunlap Middle school is currently home to nearly 650 students in grades six through eight.

Dunlap Valley Middle School

Dunlap Valley Middle School is a public school located 13120 Route 91 in Dunlap, Illinois.

North Trail Park

North Trail park located 1621 W Meadowview Drive in Dunlap, Illinois is a part of the Peoria Park District which is shared with the Village of Dunlap. The Park is 25 acres with many recreational opportunities such as baseball, basketball, tennis, fishing, and more. It is a public park and is accessible to members in the community of Dunlap.

Police Protection

Dunlap does not have its own police department. The Peoria County Sheriff's Office provides police protection for the village. Officers regularly drive through the village on patrol, and the Sheriff's Office also responds to emergency calls. Officers on patrol use a Dunlap Fire Department station for breaks, helping them to maintain a presence in the Dunlap area.

Fire Protection

The village does not have its own fire department. The Dunlap Fire Protection District, a volunteer unit, serves the village and the surrounding area. The district serves an area of approximately 52 square miles and has 35 volunteer firefighters. The district does not provide ambulance service.

Ambulance Services

Advanced Medical Transport (AMT) provides ambulance service for the village. AMT was formed by OSF Saint Francis Medical Center, Methodist Hospital and Proctor Hospital in 1991 and operates the largest ambulance fleet in central Illinois.

Dunlap has many public agencies and organizations accessible to, they do not have as many Non-Profit organizations accessible to them. Currently there are only two Non-Profit organizations that serve their community, which are Prospect Methodist Church and Dunlap Recreation Association.

Prospect Methodist Church

Prospect United Methodist Church is located at 300 East Ash Street in Dunlap, Illinois. They are right under the water tower next to Dunlap Elementary School. The office is open Monday through Friday from 8:30 AM to 1:30 PM. They have special services throughout the year and for Christmas Eve, Ash Wednesday Love Feast, Maundy Thursday, Good Friday, and Easter Sunrise Service. They focus a lot of children and offer age-appropriate worship packets for children ages 3–6 (purple cloth bags) and 7–12 (clear plastic bags) with materials relating to the day's scripture lesson are available. They also have a religious based nursery during special holidays and events for ages newborn to five that is ran by paid and volunteered staff.

Cedar Hills Baptist Church

Cedar Hills Baptist Church is located at 12716 N Allen Rd in Dunlap, Illinois. They hold weekly bible study and prayer meetings Wednesdays at 7:00pm. On Sundays they have two services once at 11:00am and an evening service at 6:00pm. During both services they have a nursery staff available. Cedar Hills Baptist Church has no dress code and welcomes all visitors.

Dunlap Recreation Association

Dunlap Recreation Association does not have a designated location. Since the Village of Dunlap does not have its own park district this organization provides some of the services a Park District would. They provide baseball, softball, lacrosse and basketball programs for kids in the Dunlap, IL area. DRA is organized by volunteers and is completely funded by fees, donations, concessions and sponsorships

Private for-profit recreational enterprises

Dunlap

Louisville Slugger Facility: Features a 125,000 sq. ft dome that houses two baseball fields and has 10 synthetic turf baseball fields. There is a full-service restaurant and bar on the complex, Suite Fire Bar & Grille. There are concession stands at each outdoor field and the complex also provides wireless internet.

Peoria/Peoria Area

Riverplex : The Riverplex is a fitness facility that was created by the Peoria Park District and the OSF Saint Francis Medical Center. The Riverplex amenities include a pool, swim lessons, exercise programs, climbing walls, classroom rentals (including kitchen), 3 climate controlled basketball courts, fitness equipment, Kidz Korner (supervised playroom), group exercise, wellness services, and sports leagues (volleyball, flag football, pickleball).



RiverPlex

Peoria Riverfront Museum: Offers access to an amphitheater, planetarium, Land of Lincoln exhibit, and Mythical Creatures exhibit.

Madison Golf Course: An 18-hole course

Mossville Soccer complex: Is used as a focal point for all soccer played in the Peoria Park District

Newman Golf Course: An 18-hole course

Owens Center: An indoor ice skating facility featuring two full-size NHL rinks that offers skate lessons

Kellogg Golf Course: An 18-hole course and executive 9-hole course

Vagabond Tours: a tour planning agency

Recreational amenities and events

Dunlap’s school system provides recreational services to the community via organized sports. The focus of the school system’s services is mainly directed toward the kids enrolled in the school district through organized sport programs. Dunlap Public library offers several programs for the community. The library seems to target kids and families with their programming efforts. They offer some programming directed towards seniors like ‘Knit n Stitch’ but the primary focus seems to be kids and families.

North Park: This park is geared toward active recreation. It contains a football field, baseball diamonds, and a basketball court. The park is used primarily for organized youth sports activities operated by the Dunlap Recreation Association and Dunlap teams in the Junior Football League of Central Illinois.



Central Park: other than a picnic shelter, the park does not contain any recreation structures. The park is geared toward passive recreation instead of specific games and activities

Copperfield Park: Offers a playground that contains slides, climbing apparatuses and a swing set. The playground is designed to have separate play areas for younger children and older children. The park is easily accessible; since the park is set within the Copperfield subdivision, children that live in the other neighborhood are able to walk or ride their bike to the park. Copperfield Park is a model for neighborhood parks that should be built, as additional residential areas are developed in the village.



Dunlap Public Library: Hosts “Book Nights” which involved themed activities based on books

Leslie Rutherford Park: Hosts cricket tournaments and has leisure space

Singing Woods Nature Preserve: Has hiking, nature walking, non-consumptive recreation activities

Peoria/Peoria Area: Bicycle Safety Town: Park that is designed as a place for kids to ride around on their bicycles. Features streets, traffic signals, and one-ways.



Bicycle Safety Town, Peoria IL

Camp Wokanda: Mainly used for camping. Features cabins, dining hall, and program buildings. Programs include nature tours and environmental education. The camp has access to canoe launches, fishing, woodlands, and is a hotspot for hiking/biking trails in the area.

Forest Park Nature Center: Features 7 miles for hiking. The center is environmentally focused and hosts educational nature classes for all ages

Luthy Botanical Garden: Includes access to community gardens and has a tropical conservatory, theme gardens, seasonal shows and hosts various events (weddings, etc.)

Peoria Playhouse: Focused on providing educational opportunities for children to play and develop.

Peoria Zoo: Open to the public year-round, offers behind the scene tours and hosts special events.

Sommer Park South: Reservation/rental only facility that is mainly used for picnics and outings

Tawyn Oaks Field Station: Heavily focused on environmental restoration offering a prairie restoration area and ½ mile of handicap accessible trails and picnic areas



Franciscan Recreation Complex: Advertised as the “One-stop shop” in West Peoria fort recreation and fitness. Features include baseball fields, full size gymnasium, dance studio, kitchen, playgrounds, soccer fields, and pickleball/tennis courts. Peoria Zoo

Proctor Recreation Center: A family friendly recreation center with after-school programs. Includes baseball fields, two gyms, auditorium, lounge area, fitness room, outdoor splash pad, and basketball courts.

Logan Recreation Center: A family friendly recreation center for South Peoria. Offers 3 outdoor lighted basketball courts, soccer field, kickball area, picnic area, water playground, lounge with computer access, multi-purpose recreation rooms, after-school programs, and gardens.

Golf Learning Center: Offers lessons for all age ranges and skills utilizing an indoor putting range, all-season driving range, and par 3 pitch-and-putt course.

Gwynn Family Aquatic Center: Outdoor aquatic center featuring a water slide, diving well, and wet sand play area.

Lakeview Recreation Center: Features two-court gymnasium and three multi-purpose rooms



Golf Learning Center

Greenways and Trails

Rock Island Trail in Dunlap, IL



The Rock Island Trail has increased the interest of local residents in bicycling for recreation. The goals of greenways and trails in Illinois are to provide efficient access between local areas, provide framework that incorporates bicycle and pedestrian accommodations, and complete a continuous trail system in the Tri-County Metropolitan Area. The State-wide plans intend to create a regional greenway and trail coordination that will allow users to access different parts of their county and ultimately the state.

For Dunlap's Portion of the Rock Island Trail, it is one of the more popular sections of the Rock Island Trail. The trail integrates Dunlap into the trail plans of Peoria and then further across the state. Dunlap does not seem to have much focus on the trail entrances and signage and therefore leaves a feeling of under-utilization of the trail within the community.

Environmental and Physical Resources Inventory and Analysis

The environment and resources that surround a town are vital to determining what types of industry will be dominant in the community. Being that Dunlap is in a very rural community with a significant area of flat, fertile land surrounding it makes it a great area for agriculture. The

analysis of the area in determining the land use and circulation of the town can make or break the future success that the town, and community, will be able to benefit from.

Local Land Use

Dunlap, historically, was always an open plains area with wooded areas, plenty of lakes, and rivers crossing the terrain. While most of the area has been cleared and turned into farmland, which was the foundation for this community, the farmland continued to spread and develop to the point where it has become the main ecosystem in the area.

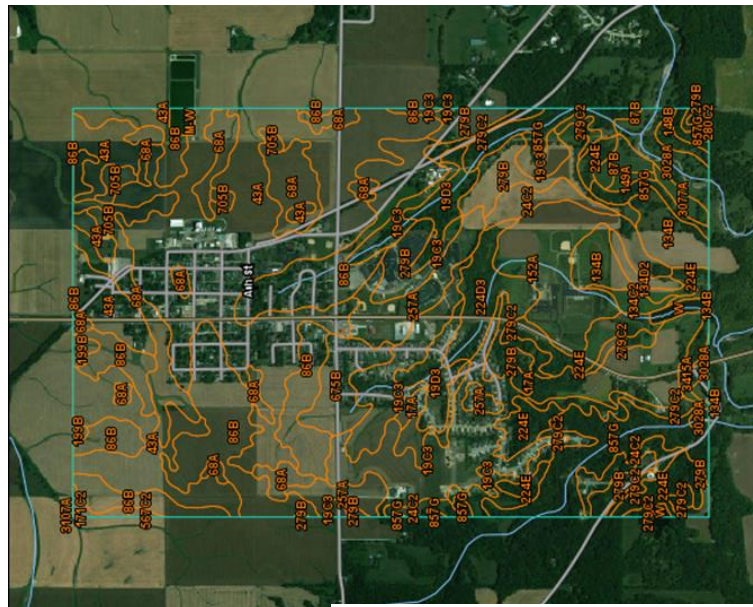
The main ecosystems in the area around Dunlap are cropland and woodland areas. The crop land is mainly comprised of corn and soybean fields and fills a portion of the local job market, but is by no means the main livelihood of the residents. Some of the cropland in the north of the town is being considered for an extension of North Park, however, it is privately owned and they are having a difficult time acquiring the land from its owner.

Threats to the Ecosystems

There are 18 different species that are considered on the endangered species list for Peoria County, these include more well-known animals such as the Lake Sturgeon and American Eel, as well as more unique species, such as, Northern Long-eared Myotis and Starhead Topminnow. Peoria County does a lot of work to ensure that these animals individual ecosystems are kept in proper condition with limitations on fishing and land development.

Soil

There is a diverse range of soil types across the city of Dunlap. The largest percentage of one type is Ipava silt loam which covers 23.1% of the area in Dunlap. The second largest percentage is Osco silt loam which covers 13.6% of the Dunlap area. Both of those two main soil types have low slopes of 0 to 2 and are categorized as prime farmland. This makes the area in and around Dunlap perfect for what it is currently being utilized for, having rich soil and very flat land gives a good look into why Dunlap started out as a farming community.

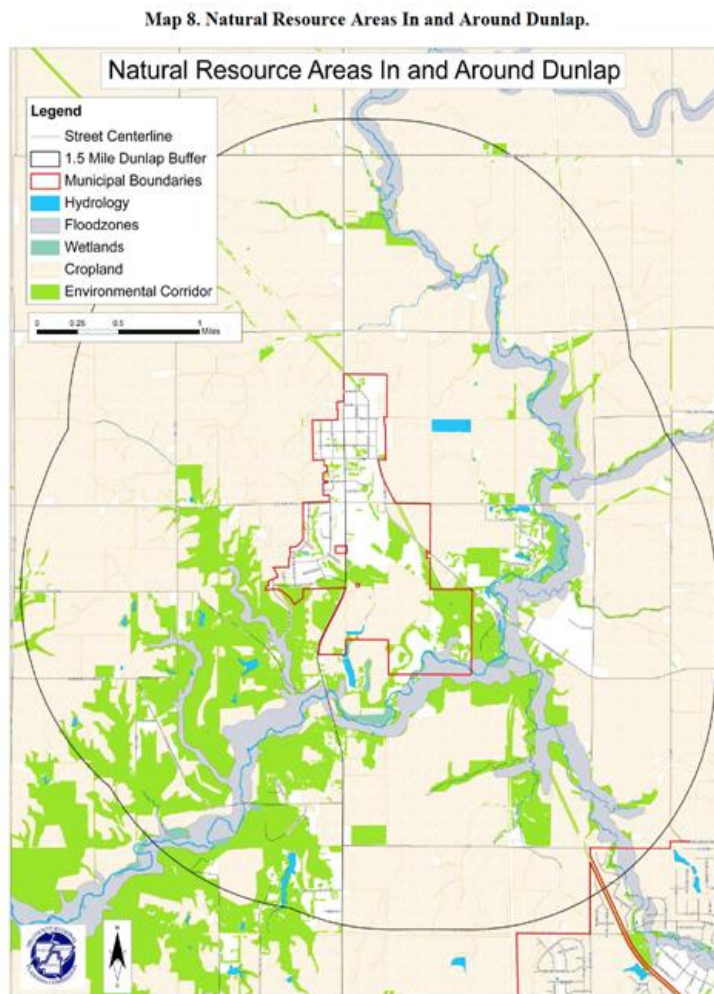


US Geological Survey

The map above, taken from the United States Geological Survey, shows the different range of soils in the area.

Ecological Land Features

There are several wetlands within the area surrounding Dunlap, the most notable of which is the Kickapoo Creek. Kickapoo flows around Dunlap to the South and East. The creek flows past the town from the south then breaks into smaller tributaries where it flows mainly Southwest through the farmlands and towards Peoria. The creek also flows and is held in the Kickapoo Creek Watershed, which is in an area of potential for the town, while these water sources provide some recreation and scenery they are also at risk of flooding, being the only flood plains in the town there is some risk with development around these areas. With the relatively flat landscape flooding in the main sections of town is not a large issue, there are small flood zones just off of the Kickapoo Creek, mostly on the south bank.

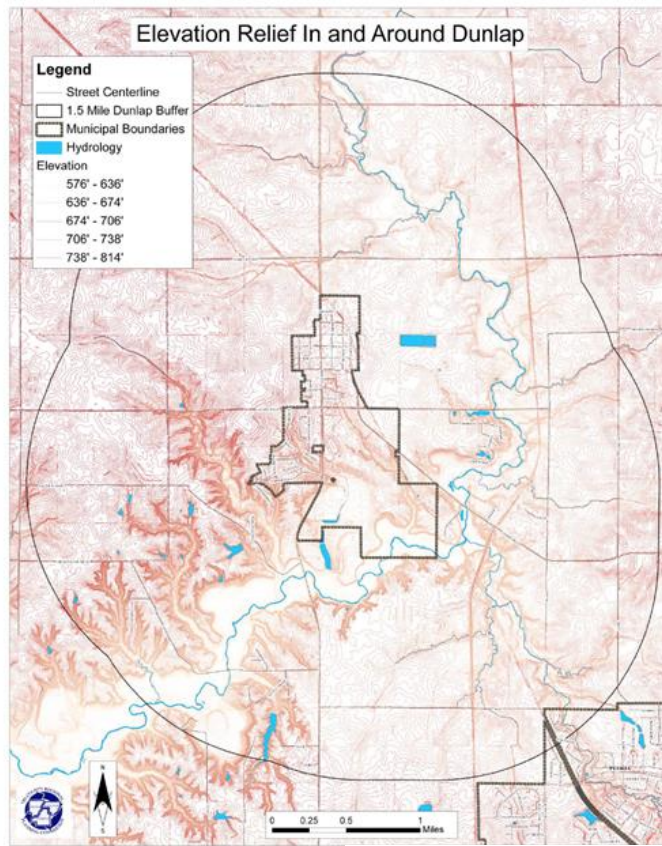


The map above shows the different environmental features of the area around Dunlap. It includes forest area, rivers, flood zones, and town borders.

Topography

Dunlap being in a generally flat area makes topography data slightly less useful in development of the community, however there are two locations in Dunlap where the shift in elevation could cause constraints to development. These two notable depressions are located in the wooded area to the southwest of town, and one of the two is located just beyond the Copperfield subdivision which would limit development even further. The topography near the water does not have much fluctuation, and therefore does not provide too much of a harm toward expansion. However, the depression near the Copperfield subdivision could limit further construction of houses and expansion of the neighborhood.

Map 9. Elevation Relief In and Around Dunlap.



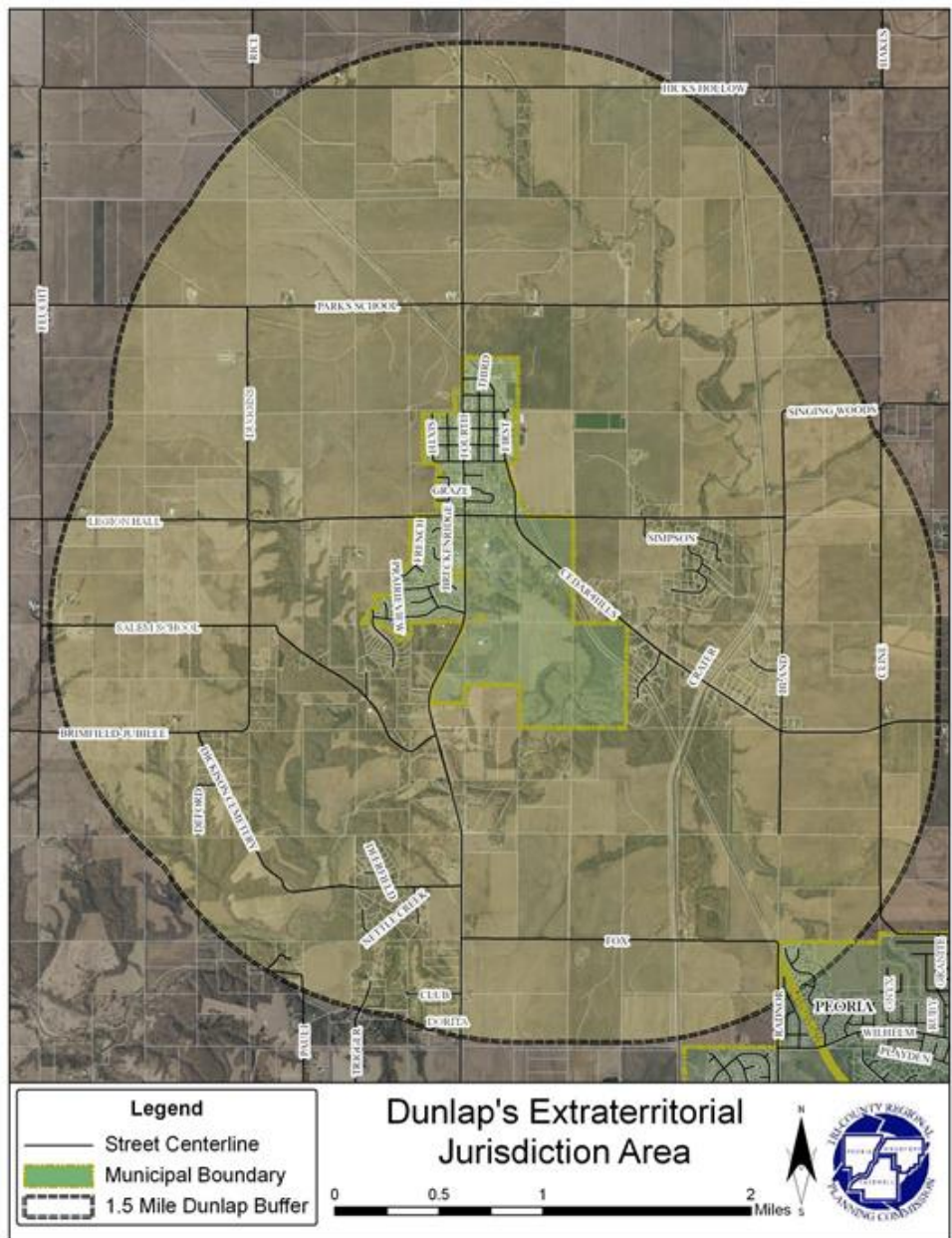
Dunlap Comprehensive Plan (2011)

The map above shows the different heights of the plain and the hydrology related to those heights.

Circulation

The map below shows the main roads that run through the city of Dunlap. The Main road that runs through Dunlap is Highway 91, or 4th street when in town. It runs North to South through the entire stretch of Dunlap and has direct access to the High School and connects to Peoria. A couple of blocks from 4th street is 1st street which also runs most of the length of Dunlap, but then turns into W Cedar Hills Drive which then connects to Highway 41 and continues into Peoria. 1st street has direct access to the Rock Island Trail which runs for 38.2 total miles and

goes from Peoria, through Dunlap, and into Toulon. There is a private airport near Dunlap, which is not open to public use.



Dunlap Comprehensive Plan (2011)

Above shows the land boundaries and the main roads in and out of Dunlap.

As stated previously the main use of land around Dunlap is farmland and has been such for many years, however there is more forest land and natural waterways than a large majority of small farm towns in Illinois which provides a lot of opportunities for recreation. With the small number of parks in the Village of Dunlap it is more common to use parks and land in Peoria for activities being that they are relatively close and there are more opportunities for a larger variety of activities.

Background Data

Dunlap strategic plan was released in December of 2011. “During that time, they had hope to bring on a park district as well as providing recreational facilities for users of all ages, and develop recreational programs for users for all ages” (Bishop et.al,2011). However, they were not able to establish a park district, yet they are able to still work with what they have now. Dunlap parks and recreation has a major impact on their community. “Their goals are to bring more people into the community by attracting them with their programs as well as their excellent park facilities” (Bishop et al, 2011). They want to make everyone feel welcomed.

Though Dunlap is well known for their sports and their parks, they also have a famous trail that many people love to use. The trail is called Rock Island trail. It is roughly 40 miles long, and is mainly used for leisure biking, walking, and running.

Dunlap was also trying to establish a park district. They decided to do a survey in which would state, how people felt about establishing a park district as well as if the parks and the programs now should be improved, and lastly stating what they may want to see in Dunlap. “The results came back and many were undecided about the park district. However, out of the survey, they realized that the people wanted increased recreation programming, the establishment of a park district, to improve existing parks, establishing a community/ recreation center, building a new playground, and building a swimming pool/ aquatic center” (Bishop et. al,2011).

Dunlap does not have many recreational services but the biggest one that they have is Dunlap Recreation Association. They have four different sports that they offer, and it is a great opportunity for children in Dunlap to be a part of. From a technology information standpoint, they have all of their information posted on their website. If there are any questions about any of the sports that provide, they have a tab for each of them, they also have a headline section on the homepage to show recent new and upcoming events.

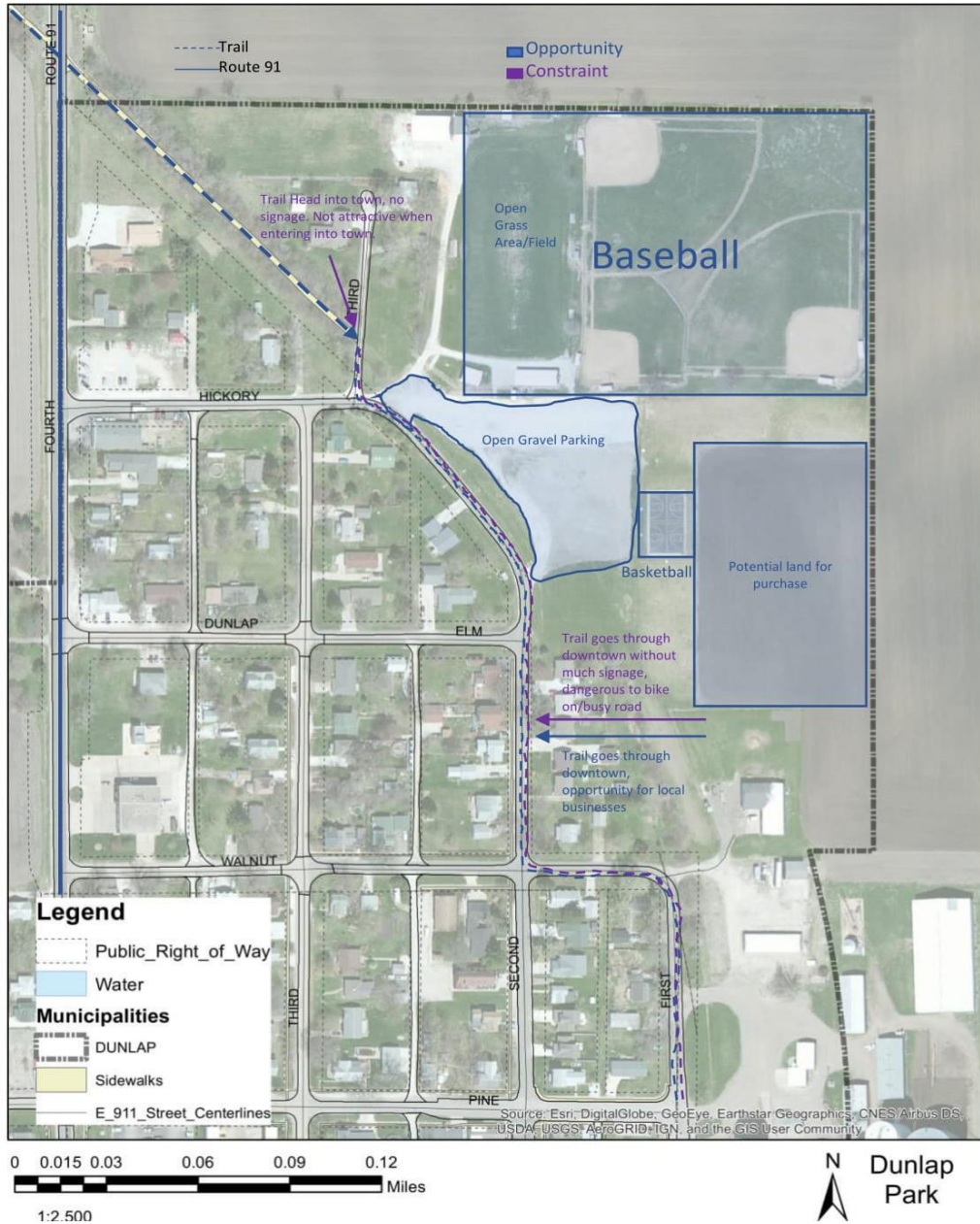
Opportunities and Constraints Analysis

Dunlap's strengths are in their space available, location of spaces, organized youth sports, and they have the Rock Island Trail running right through their downtown area. They have three different public parks with sports field and open area to accommodate almost any activity. If necessary, they can also host events at their school's sport complexes which adds to their available space. The location of their spaces are well spread out within the community so that everyone has a space available to them within convenient distance. Dunlap has strong organized youth sports programs and has a large outreach for participation because of the large school district. The Rock Island Trail is a very interesting feature to the community because it adds a unique recreation space and it acts as another corridor to allow for bicycle commuters to stop and take their time in Dunlap's downtown area.

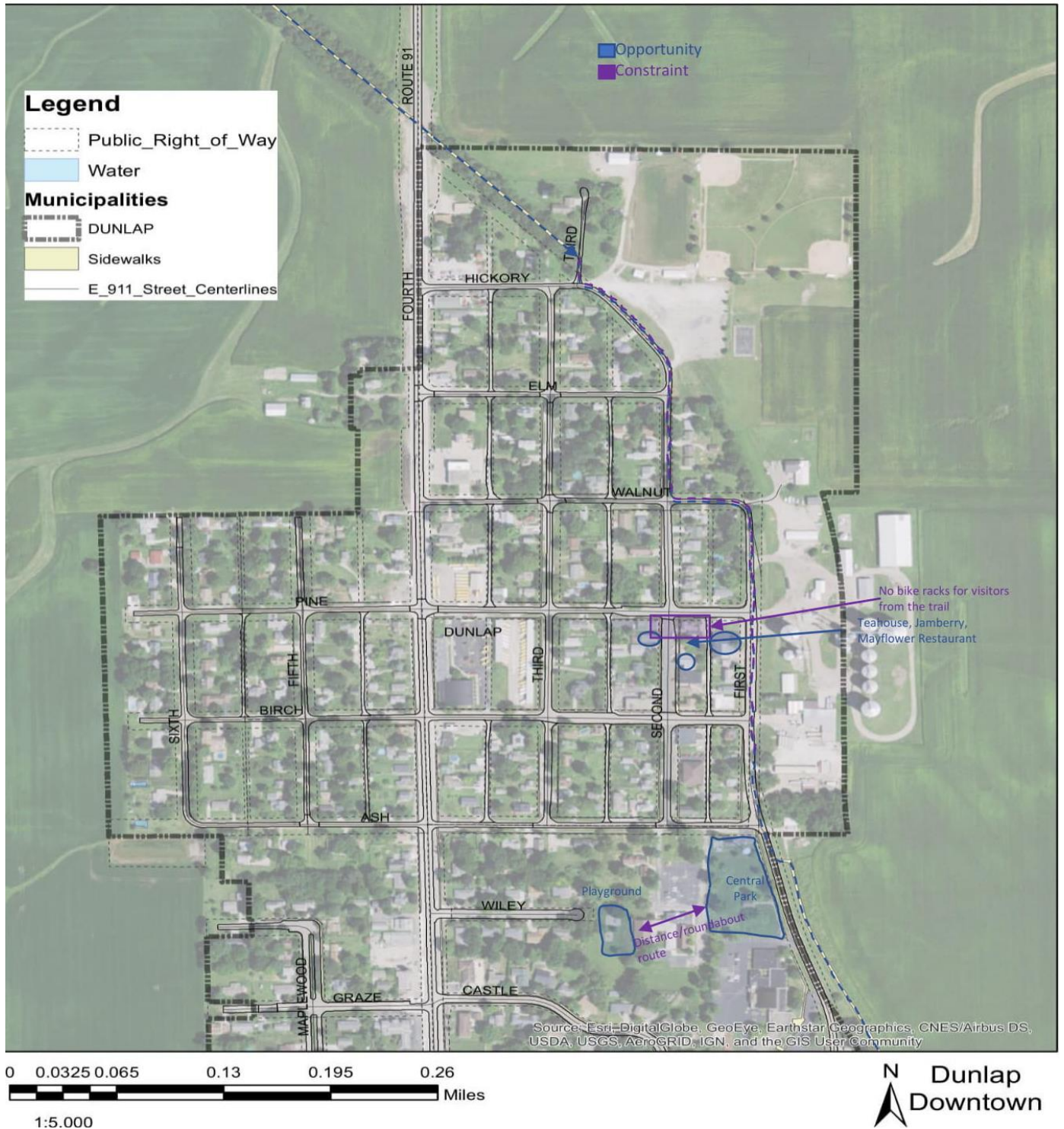
Dunlap's weaknesses are their lack of recreation outreach to the adults of the community. The majority of adults work in Peoria and take advantage of Peoria's recreational opportunities. The opportunities that Dunlap offers are suited for youth sporting events with their sport complexes and for small kids with their several playgrounds. Dunlap doesn't necessarily have much space to create new recreational facilities because they assessed the community and found out that they value having open space. The main way to create new recreation opportunities will need to be through creative programming to keep the adults in Dunlap for their recreational needs.

Opportunities and Constraints for Dunlap are laid out on the maps below. Their main opportunities are their spaces for sports and events. The Rock Island Trail presents itself as an opportunity and constraint within Dunlap. It is an opportunity due to the fact that it runs right through downtown and gives potential business to the area. It is a constraint because there isn't much signage on the road to let people know that it is part of the trail, the road it shares is a particularly busy road in the town, and it is potentially dangerous for bikers. The lack of signage for the trail is currently a constraint but can turn into an opportunity if they bring in creative designs for signage to bring more exposure to both the trail and to Dunlap. Similar to this, the trail entrances/exits to Dunlap are not visually pleasing. This is a big opportunity for Dunlap because they have the space to create something that expresses the feeling of Dunlap for people to see when they are entering the town to give them something to look forward to and when they are exiting the town to give them something to look back upon.

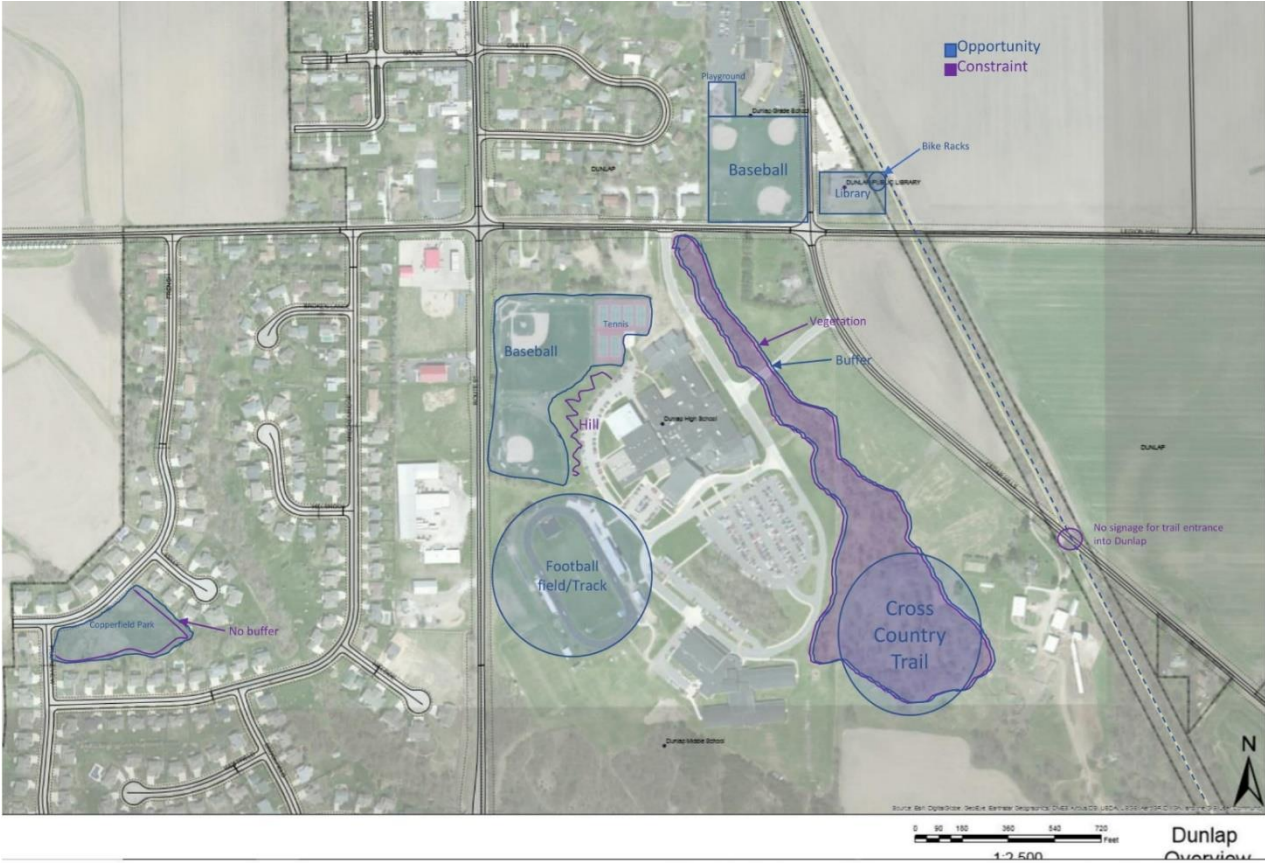
North Park Opportunities and Constraints



Central Park Opportunities and Constraints



Downtown, High School, and Copperfield Opportunities and Constraints



Community Needs Assessment

The community may have some parks and programs within the village, but the challenge is about spacing and what might they need that will benefit them. Based off of research, the site does seem to lack programs for adults as well as having activities for kids to do who may not be interested in sports. Though Peoria is close enough to use their programs and facilities, it still becomes a challenge for parents. The challenge that most parents face is working in Peoria but having to drive back home to get their kids and going back to Peoria. Dunlap is in need of recreational programming to keep the community members in Dunlap to fulfill their recreational needs. The community has a mix of age demographics and currently Dunlap is only catering to a small portion of that demographic. The Dunlap Recreation Association is actively providing recreation opportunities to the youth and doesn't have much for the older population. The village of Dunlap needs to communicate with the Dunlap Recreation Association on plans to provide opportunities for that age group.

Currently the Dunlap community members are mainly using Peoria's facilities for exercise and social programs. Dunlap may not have the right facilities to accommodate this need, but they do have the right amenities. They have enough open park space to facilitate social programs or exercise programs in the park. They also have the Rock Island Trail within the village and can use the innate characteristics of the trail to compliment an exercise program. Our proposed recommendations are mainly based on the feedback the community gave us. The proposed programs and events are geared towards adults and seniors, although anyone can participate, because Dunlap showed interest in creative programming opportunities that aren't focused on organized youth sports.

Group A Recommendations

Programs

Yoga in the Park

This program would take place during the Spring, Summer, and Fall depending on the weather. There can be two time-slots per day, 6-7am and 7-8am, during the weekdays so it does not interfere with school and work, as well as time-slots at 8-9 and 9-10 on Saturdays where most people will have a more open schedule. The program can be held on as many days per week as is necessary after seeing what the general interest from the community would be, but it would most likely be more practical to only hold it once or twice during the week and once on the weekend. We would need to find a yoga instructor to lead the classes, and we would provide online registration to get a typical feel for how many people to be expecting for an average lesson. We would hold the lessons on the large field in copper field park, where we could have a quiet and relaxing experience. Yoga mats will be provided to rent for those who do not have their own, hopefully this will encourage the participants to get their own mats and use them more frequently and incorporate yoga into their everyday lives.



Goals & Objectives:

- Create a healthy environment for the community to come together for an activity that promotes a healthy lifestyle
- Help form a stronger bond between members of the community by bringing them together for a bonding experience.

Need:

The need for activities that bring the community together is something to look at in this case. Having a place where you can gather with your community members and have an enjoyable experience is something to cherish, and this could be a great gateway into creating that type of community connection.

Inclusion:

This is an activity that people from any age can participate in, being that the cost will be low and there is no set facility. It gives so many opportunities for anyone who wants to be a part of it. The program is open to everyone who wants to join and will offer benefits to anyone from any age group. Looking out for your health is very important and it is never too early or too late to start.

Staffing:

This program will require a yoga instructor for each class, depending on the number of people interested in taking part. It may be smart to look for two or three who would be able to take over various time-slots. Additionally, it only costs \$150 and the passing of an online test to become an instructor so there is potential for community members to fill the role.

Case Study:

The Urban park district holds a yoga in the park program every Saturday in Meadowbrook park from June to August. Their program runs from 9:00-10:00am on Saturday mornings and has an online calendar showing the times and dates. They offer their program for free and have yoga mats to spare if some people do not have their own. Our program could follow a similar strategy depending on participation and general interest.



Gardening Club/Trail Beautification

The Gardening Club is a program that would be open to anyone of any age who wants to learn more about gardening. There would be an annual membership fee of approximately \$20 that would include access to monthly informational meetings, interactive and engaging workshops, and various fundraising events throughout the year. Informational meetings can include topics such as vegetable gardening, houseplants, wildflowers, floral design, pumpkinology, and any other topics that members request. Workshops would include activities involved in the trail beautification process such as designing flower beds, choosing the right flowers for trails based on maintenance and cost, and planting the flowers at the trail heads and along the trail itself. Various fundraiser events that can be held would be a Spring plant sale, a seed sale, and a garden tour. A partnership opportunity could be Greenview Nursery, as they currently contribute to the Peoria Garden Club.

Goals and Objectives:

- Develop and encourage community members' interest in all aspects of gardening
- Provide community members of any age with a social and recreational program to participate in
- Foster relationships within the community and promote bonding experiences
- Provide information and educational meetings to members based on their interests and existing knowledge
- Aid in the beautification process of the trail

Location: The location of the trail beautification is mainly at the trail heads where people are coming off of the trail and seeing Dunlap for the first time. This is a way to make a good impression on people passing through the town on the trail as this is the first thing they'll see in the town. Other locations would be anywhere along the trail, but focused around the benches and bike racks as this is where people will be stopping to sit and look around and it should look like a pleasant area to spend time.

Need:

The current community does not provide many recreational programs for older people in the community, and a gardening club would fill in this gap. While younger people are still able to join and participate in the club, this is a great opportunity for elders in the community to turn a solitary activity into a social one and provide them with a recreational program to fill their time. There is also a need for trail beautification because it is not currently aesthetically pleasing and it doesn't make a great first impression about Dunlap to people passing through on the trail.

Staffing:

While there is no official staff for this program, there would need to be leaders in the club to hold the responsibility of planning and hosting the meetings and events. These would be volunteers in the community who ideally already have knowledge about gardening. The Peoria Gardening Club has a variety of different positions for people to hold, including President, Vice President of Programs, Vice President of Membership, and Civic Project Chairs. Having these different



Flower beds located at trail heads



Case Study:

Flowers around benches along the trail

The Peoria Gardening Club currently hosts monthly meetings on the first Thursday of each month September through May and has been a successful program within the community for 86 years. These meetings contain information about various aspects of gardening and are approximately two hours long. They provide workshops once per month that typically revolve around creating crafts for gardens. They also host fundraisers in the Spring and Summer to raise money for their programs and fees. While Peoria is a larger community and has access to more members and opportunities, our program could follow the same guidelines and ideas.

Events

Walk the Trails



Walk the trails would be an annual event that happens every first day of summer, June 21st. People would all meet in the middle of town and walk the trail that goes through the town. This is a free event that would bring the town together and encourage the people that participated to shop with the stores in town. This event is not targeted toward one audience, so the whole town are welcomed to come out. The event can be led by anybody in the community, word would spread by word of mouth. People in the town would be encouraged to wear any Dunlap clothing that they have.

Goals and objectives:

Bring the town together in order to further build the town's sense of community. Also to encourage people in town to get out and shop with the stores in the area.

- Have a day set annually for all people to get together in the community.
- Use the trail in the community to get the full town experience.

Need:

This program would be a perfect opportunity for the town to utilize the trail and bring the community together right before the summer. This event would also bring excitement to the children who just got out of school for the summer.

Inclusion:

This program would be available for all ages to participate in and would welcome all members of the community to participate.

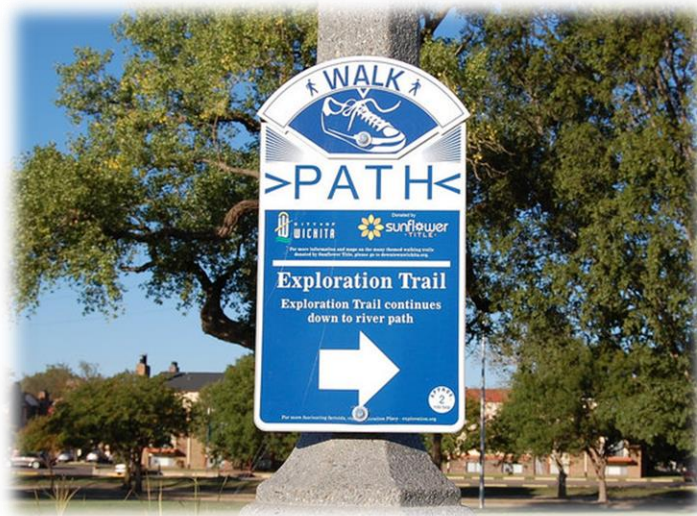
Staffing: There could be one person in charge of orchestrating where people would meet before the walk, and where they would end.

Evaluation:

After the trail surveys could be sent out to assess the community and to give the people a chance to respond to how they felt about the hike and what improvements they want to be made.

Example town:

In Wichita, Kansas they have a day where all people walk the new trails through the city. On Wednesday, May 18, 2011 the whole city got together at 11am and walked the new trails through the city. This was a free event that was created to start a fun, cheap event that brought the town together and informed them about all the events and deals in town. Even the mayor participated in this event and the walk led them to many different places and destinations in the town.



Street Dance

A street dance would be a great opportunity for everybody in the community to get together and put on a performance. The event would happen every summer at the end of August. This event could be led by anybody in the community and it would help improve the sense of community. The event would happen on 2nd street and it would be from 12-9.

Need:

This street dance would be a chance for people in the community to collaborate and bring ideas together to further develop the sense of community. This event would also give a chance for street vendors to set up and promote their products.

Inclusion: The street dance would attract people of all ages to come out and enjoy each other's company. There would be a-lot of people that would come and participate in the street dance and the vendors would have products that attracted all ages.

Staffing:

There would need to be one person in charge of getting people to park their cars on both sides of the street to close the road off. Each individual vendor would be informed when the street dance was so they knew when to come out to the event.

Evaluation: After the street dance, surveys could be sent out to the people to see how they felt about them and if they enjoyed the event.

Goals and objectives:

To incorporate all ages of the community in the street dance

- Making this event annual and getting vendors to set up at the dance and sell their product.
- Bring the older crowd out specifically to the street dance
- Increase the awareness of the vendors in town and getting them more recognized.

Example street dance



The dance mile is an example of a block party or street dance that benefits the community. The dance mile is a more advanced concept of what the street party could turn into but for Dunlap it would be a small event that happens on their main street.

Facilities

Trail Enhancements

Greenway trails are recognized for their ability to connect people and places together. Having one in your community allows many opportunities such as enhancing existing recreational opportunities, providing routes for alternative transportation, and improving the overall quality of life in an area. The amenities we are recommending are simple but extremely valuable to communities. We believe adding these suggested amenities along specific areas of The Rock Island Trail will help encourage and promote these opportunities and have a high positive impact on the culture and community as a whole.

Goals and Objectives:

Add amenities near trail that provide convenience

- Benches
- Bike parking
- Bike maintenance stations
- Pet waste eliminators

Make trail more appealing to promote more use

- Replace old signage with new colorful, simple, and noticeable signage
- Beautify trail by adding flowers and amenities

Recommended Amenities

Benches:



Adding benches along the Rock Island Trail will give trail users a reason to stop into town potentially increasing visitors. There's a lot published research on the many impacts and benefits of having public spaces. Researchers have found that having public rest areas in a community

increases social welling being and allows people to connect with one another. Access to free public benches is also beneficial for physical health, because they can provide resting places for those with limited mobility to walk around. They also provide places to sit for people who want to meet in large groups. By increasing social well-being and allowing opportunities for people in the community to connect with each other the village can foster robust community spirit and pride throughout the village.

Added benches should provide:

- ADA accessibility
- Visibility
- Comfort

Bicycle Racks and Maintenance Stations:



Adding more bike parking will encourage more bicycle riders to use the trail and encourage current riders who use the trail to stop in those areas.

Bike parking should be:

- Easy to find
- Near businesses
- In high traffic areas
- Secured and off the side walk

Bike Maintenance Stations:

A bike maintenance station provides the tools necessary to perform basic bike repairs and maintenance, from changing a flat to adjusting brakes and derailleurs. The tools are securely attached to the stand with stainless steel cables and tamper-proof fasteners. Hanging the bike from the hanger arms allows the pedals and wheels to spin freely while making adjustments. Adding a few of these stations adjacent to Rock Island Trail will give bikers who use the trail quick access to a repair station providing them with convince and a sense of safety knowing that have those resources easily accessible.



Stations should be:

- Located in high traffic areas
- Easily accessible
- Visible

Pet waste eliminators & Trash Cans

Pet waste eliminators keeps the community clean.



- Encourage pet owners to use trail
- Convenient to dump trash
- Promotes clean environment

Trail Signage:

Signage is an important component in every town. Improving trail signage and its uses can have a huge impact on facility use, visitors, local businesses, and the overall quality of the trail. Ideal signage will include information about nearby rest areas, attractions, green spaces, local businesses and emergency services.

Suggested Designs:



Ex. Entrance to trail sign

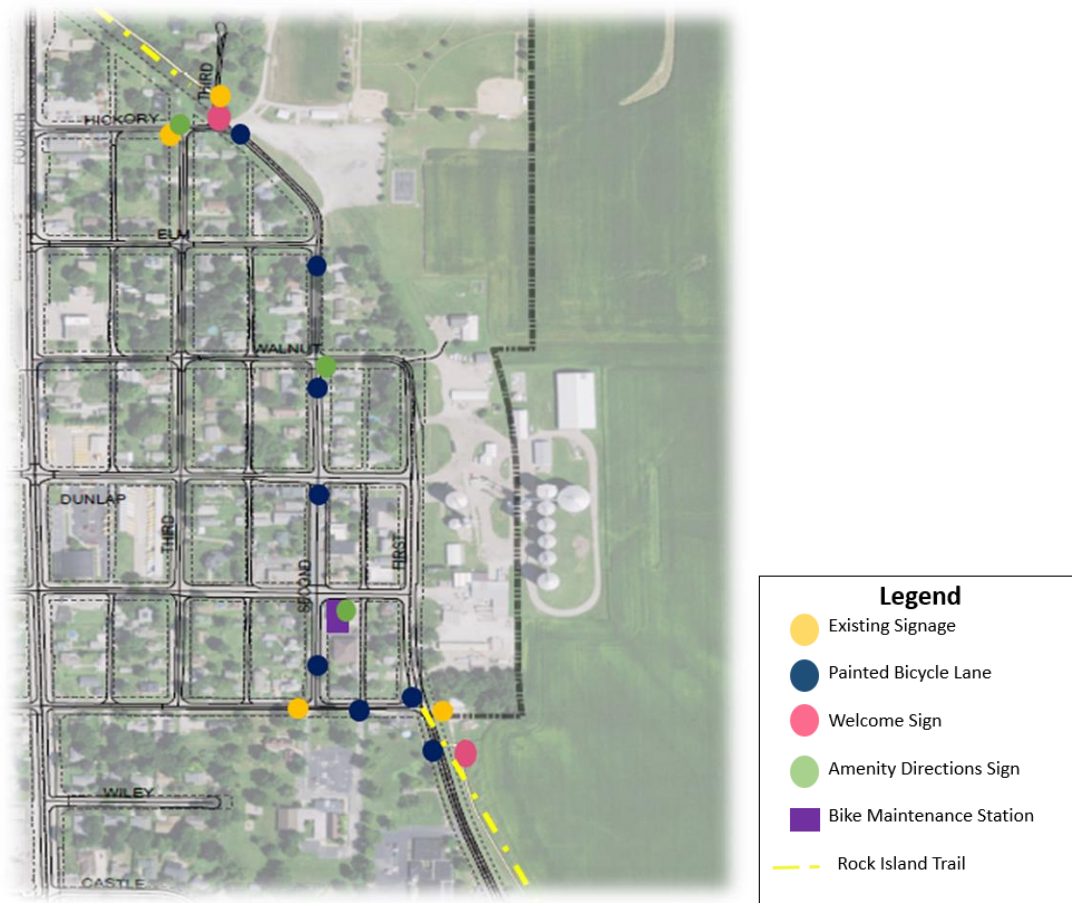
Rest Areas & Green Spaces

Local Business
Nearby Park
Emergency Services



"4 x 4 x 72" Post Trail Marker made of fiberglass reinforced composite metal

Suggested Signage Locations Map



Signage Recommendations

Existing Signage: Dunlap Village has existing signs near some of the suggested areas but existing signage is either difficult to see or confusing.

Painted Bicycle Lane: A painted bicycle lane that leads trail users into the downtown area will help to facilitate where bikers on the trail go. It will also provide a safer route for bikers into the downtown area



Welcome Signs: Welcome signs at the entrance from Rock Island Trail into Dunlap will provide trail users basic information about the town such as: Name, map, miles of trail, current location.



Amenity Directions Sign: Amenity Directions sign should be placed throughout the downtown areas ideally they will inform people of nearby rest areas, green spaces, restrooms, local businesses, and more. These signs can be used as potential advertisement.

Bike Maintenance Station: The suggested area for the Bike Maintenance Station is next to City Hall in the downtown area. We thought that would be a good location because again it will pull more people into that area. Also, when City Hall is open people who use the Bike Maintenance Station could also have access to public restrooms and water.



Trail Beautification

Easy to maintain flowers will be a great addition that adds color and beauty to the trail. We recommend planting flowers that are both easy to grow and maintain.

Suggested Flowers:



Cone Flowers



Black Eyed Susan

The purpose of these trail improvements is to maximize the impacts and benefits of having a greenway trail in Dunlap Village. Greenway Trails provide a wide variety of health, economic, and social benefits in many communities. Our goal is that with these small enhancements to your trail that your community will experience the same impacts and benefits.

Case Study:

Ludlam Trail

6 miles

Miami, Florida

“The development of Ludlam Trail will save the community between \$1.68 million and \$2.25 million annually in direct medical costs related to lack of physical exercise while leading to approximately 4,931 to 6,579 area residents becoming new exercisers. Residents within the Ludlam Trail Study Area can expect to lose or keep off between 32,664 and 109,939 pounds of weight annually by burning between 2.19 million and 7.39 million calories (kilocalories) per week while exercising on Ludlam Trail.”

Trail Benefits Study: Ludlam Trail Case Study (2011)

<http://www.miamidade.gov/parksmasterplan/library/trail-benefits-report.pdf>

Greenway Walking Path of North Park

A greenway is a place where you can feel removed from the constraints of your town and enjoy the nature around you. It gives you a peacefully place to take a walk and relax while doing something active. The greenway that we are suggesting will wrap around the baseball fields, practice field, and some of the landing being purchased. We will make use of the small boarder of land on the outside of the baseball fields fence and the newly purchased area of land right next to it to create this place of escape. From measurements to scale on the map we estimate that you will have no trouble having a walking path around ½ of a mile, and making the plans so that the measurements are exact or very close to an easily recognizable length can help the public to know how much they have walked in a day and promote the idea of walking for a set distance and possible going longer and longer each time they come out. Other amenities will include benches along the path with plenty of tree coverage for shade and a view of the baseball fields so that parents who are walking the path can watch their kids who are playing. This would be a great place for a day with the family, the kids can play while their parents can sit and enjoy themselves while not having to worry about their kids being safe. Additionally, the greenway would be closed from dusk till dawn and we advise against artificial lighting in the area. Studies show that areas that are lit at night may seem like they are safer to most people, however, there is no correlation between light and reduced crime rates. All that the lighting does is make people feel safer, it does not actually make the area any less susceptible to dangerous activities. We want the people who visit the park to be safe and enjoyable for all of the community. Greenways can be a fantastic addition to their community, they bring beatification to any area they are developed in and serve numerous recreational purposes.



Goals & Objectives:

- Provide the community a place where they can exercise in a peaceful and natural environment
- Have a recreational area where people can come together and recreate in a safe environment with their family.

Needs:

The community lacks the aesthetic of a natural walking path, while the rock island trail is there it is not always the best for walking, and the sections that merge into town are not very safe for walkers to cross. Having a walking path with quiet spaces and benches to relax near to where your children are playing will be a great benefit for the community. Being in a community that recreates together and looks more natural and pleasing is a great way to strengthen the feelings of community.

Inclusion:

The walking park can be a great place for anyone to come and enjoy themselves, all ages can benefit from walking the trails and enjoying the natural scenery. With no stairs or limitations, besides the park's curfew, anyone can come and go as they please and have no trouble participating in the wonderful experiences that are possible there.

Staffing:

The only staffing that this would require is the cleaning of the trail and general upkeep of the park, with cleaning any trash in the park, mowing the grass, and sweeping off the sidewalks the time and energy will be minimal. This of course is not including the construction of the walking path and the planting of the trees.

Case Study:

In Clifton, Illinois there is a Greenway that follows the main road through the town. It was headed by a committee designed to get people interested in the prospect and was able to be very easily funded by a lot of donations by the people of the town and by grants the town applied for. The Clifton Greenway is now a staple in the community and is in plain view every time you drive thorough the town. When passing you will no doubt see a member of the community walking the path, taking their dog for a walk, or riding their bikes and enjoy the natural environment. After an interview with John Caspary, the head of the greenway project, he told me some of the details of the project, including that it was built in two parts, it took around five years to complete the entire project, and their budget was around \$500,000.



Project Development

Budget

In this section we provide a budget for each proposed recommendation. The budgets listed consist of estimated cost from online vendors. The budgets listed are to provide a general idea of what each recommendation may cost the Village.

Trail Improvements Budget

Item & Quantity	Vendor	Unit Cost	Est. cost
Benches (4)	http://www.thebenchfactory.com	\$528.68	\$2,114.72
Bike racks (4)	https://parkwarehouse.com/product/parktastic-7-bike-wave-bike-rack/	\$175	\$700
Pet bag dispensers (2)	https://www.dogwastedepot.com	\$119.99	\$239.98
Bike Maintenance Station (1)	https://www.theparkcatalog.com	\$695.00	\$695.00
Trail Marking Post Signs (4)	https://www.berntsen.com/Parks-Recreation/Trail-Posts-Signs-Decals/Land-Recreation-Trail-Post-Signs-Decals/ctl/ShoppingCart/mid/894/LastProduct/1640	\$84.35	\$337.40
Trash Cans(4)	https://www.uline.com/BL_6786/Wire-Mesh-Containers	\$180	\$720
Custom made Entrance Signs	TBD	N/A	TBD
Painted Bike Lanes	TBD	Varies	TBD
Installation Fees	TBD		TBD
	Estimated Total Budget		TBD

Greenway Budget

Item & Quantity	Vendor	Unit Cost	Est. Cost
Concrete walkway	TBD	N/A	\$160,000.00
Benches (5)	http://www.thebenchfactory.com/classic-park-benches	\$200-\$500	\$1,750.00-\$2,500.00
Pre-Grown Trees (5)	https://howmuch.net/costs/tree-install	\$1000	\$5,000.00

Water Fountains	https://www.supply.com/shop	\$1000.00	TBD
	Estimated Total Cost		\$174,650.00

Yoga in the Park Budget

Item and Quantity	Vendor	Unit Cost	Est. Cost
Yoga Mats (20)	https://www.walmart.com/ip/CAP-Fitness-Yoga-Mat/46335643	\$10.00	\$200
Instructor	Community Member	N/A	Fair
	Estimated Cost		TBD

Gardening and Trail Beautification Budget

The budget compiled contains general information based on various budgets from other towns and villages. This information comes from a sample budget provided by the Oregon Garden Clubs Organization and Topsham Garden Club’s 2013 budget proposal. The actual amounts will depend on the specific flowers used in the beautification process, the amount of flowers used, how many donations are received, how much money is earned from fundraisers, the amount of members, and the amount of gardening supplies needed based on amount of members and what they themselves already have. There may be additional expenses as well based on if the club joins the state and national garden club organizations which provide benefits such as program help, awards and scholarships, newsletters, and project suggestions. Some of these expenses such as trail beautification and gardening supplies will be most expensive at the beginning of the program, and will decrease after the first year.

Street Dance Budget

Item and Quantity	Vendor	Est Cost
Rental of 3x10 Banner	https://www.buildesign.com/custom-banners	\$50.40
DJ Cost	TBD	\$100 per hour
	Estimated Total Cost	\$450.40

Potential Funding Resources and Partnerships

Partnerships

Local Businesses- New trail amenities include new signage that directs trail users into community areas and towards local businesses; because this is a form of advertisement local business make consider making donations towards trail enhancements because it has the potential increase local visits and business.

School District - Car Wash: A car wash is an easy and simple fundraising idea. The supplies you need is simple and inexpensive. Choose what type of washes you want to provide and the price. The village could partner with local schools and use a small percentage for trail amenities and donate the rest to the schools' recreational programs.

Green View Nursery: We were informed that Green View Nursery a large landscaping company that serves a lot central Illinois could be a potential partner in beautification of the trail. They could assist starting a community garden, designing, and planting materials.

Fundraisers

Taste of Dunlap -This can be a food tasting event similar to the Taste of Chicago where you invite all the local chefs in your town or nearby areas to cook their best dish and set up a table. You can charge a fee for chefs to participate and set up a booth and charge for raffle tickets that people would need in order to taste the food at each table. This can be located in the downtown area and can potentially become an annual event.

Donations

Donations are a great way to get your community involved and interested in the amenities that you are placing inside of your town. When you donate a tree or a bench to the community your bond with it grows, we want the members of this community to feel like they are connected to the new facilities. Being open to donations from local businesses and families while making the recreational amenities for the town can get them recognition such as, having a plaque on a bench or bike rack that your money went towards funding. There could even be a possibility of having something such as the greenway dedicated in your name if the amount of your donation helped to make it possible. The more connection people feel to the areas around their town, the greater sense of community they feel.

Grants

Public grants are often given to communities that are trying to improve their amenities or develop new ones, many are given only to non-profit organizations. As in the case of the Clifton, Illinois greenway, having a non-profit organization in charge of the creation of the trail helped enormously with the receiving of grants. Grants were a major part of the funding for their greenway and having applied for around a dozens of them it was a huge reason that they were able to create the greenway at all.

Phasing Plan

Phase I

This stage will mainly consist of the planning and budgeting of the items that you intend to incorporate into your community. You need to look at the needs of your community and pick the programs and facilities that you want, with that you can begin to fundraise, look at potential grants, partnerships, and look for community donations.

- Decide which recreational amenities your community needs
 - Yoga in the Park & Walk the Trails- Summer
 - Street Dance- End of Summer
 - Gardening Club- Next Spring
- Advertise to the community
- Start writing grants
 - Greenway & Trail Enhancements
- Lay the groundwork and start managing your budget

Phase II

Once you have chosen the amenities you are going to move forward with you will need to start laying the ground work. This means, for example, the integration of the walking path in north park needs to have the land purchased from the farm land set and prepped for permanent use, the first and largest trail signs will need to be put up, and resources like yoga mats, gardening tools, and the cleaning of the trail area.

- Infrastructure prep
 - Develop land in North Park
- Resource sourcing
- Beautification
 - Planting along trail

- Bids for construction

Phase III

This stage will mostly consist of the construction and implementation. This is where you start the phases of building the facilities and implementing the programs. This stage can take less than a year for some of the projects, however, it could also take up to around five years for something such as the greenway walking path.

Once you have the chosen programs and events chosen from your previous stage you will start to incorporate them into the normal flow of your town. Hosting the first street dance, or the instillation of a monthly gardening club can set a standard and a repeating pattern that could end up being a staple in your community. When the people of your town start to see the work that is

being put into the town and how it is improving the atmosphere they will become more invested and excited about future prospects.

- Start of construction
 - Focus on Trail Improvements
 - Move on to Greenway with time
- Making routines out of events
 - Walk the Trails & Street Dance every summer
- Getting the people of the town informed and involved

Phase IV

This is the wrapping up of all that you have worked for this will include some dedications to high donors, grand opening, and the regular implementation of programs. With this stage you will see the community members start to incorporate these new amenities into their lives, and the amenities themselves will see more use. This is an important stage where you need to get the people of your community involved and excited, having small events at the openings and overall being excited about the additions will have a huge impact on the future success of your new amenities.

- Dedication plaques
 - Connecting People with new amenities
- Grand openings
- Small events in congratulations
- Enjoyment

Marketing Recommendation

Marketing Assessment

The recreational amenities that we are purposing for Dunlap are all in good health and have the thought of community building behind them. With our walking trail and trail improvements we are giving the community a chance to be active and participate in a positive and natural environment. With our programs such as trail beatification and social events we are giving the members of your town a change to grow together in their community. As far as financial benefits to Dunlap, you will see little gain from most of the amenities, however, you could see income from events like the street dance and money coming into the town from people on the Rock Island Trail who, with the new improvement, will be more likely to stop off in the town. Aside from the small bit of increased tourism and potential earnings off of the program you will mostly see a significant cost to the town, however, with proper fundraising and grant proposals you can minimize the direct costs to the town.

In a similar situation with the town we cited in our greenway project proposal they saw an increase in the number of people who were using the path for recreational running and biking, this shows an interest in the general activities and a possible increase in those activities due to the new space in which to do it. If we can have more of the community in Dunlap participating in these activities and pursuing a healthy lifestyle our walking path will be more than successful.

Community Branding

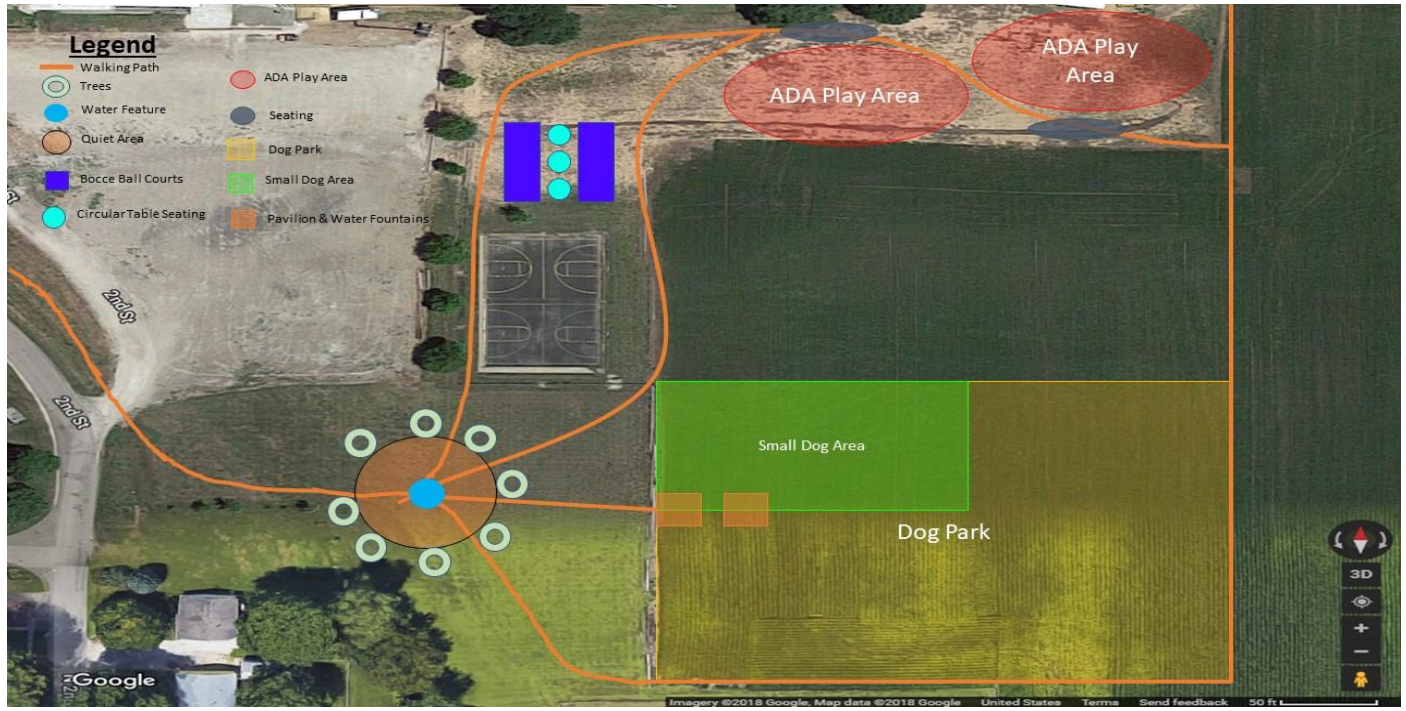
Dunlap Village doesn't have a solid brand as of now but with our recommendations we are more than confident that will change. With the expected outcomes of our recommended trail enhancements, facilities, events and programs we anticipate that Dunlap Village will start to build their brand around being a small, close and inclusive beautiful community.

Marketing Plan and Strategies

Our strategy to market our program will be through social media, word of mouth through the town and also promotion. Most of our audience are on Facebook so it will be easy to communicate our programs to them. We could also put our events on the Dunlap website but we hope that most of the marketing is done through word of mouth. However, with a-lot of people being on Facebook this attracts an older crowd that will come out to our events. Once adults come then they will bring their children, who would bring their friends. Once children know about the events then we can go into the middle school and other schools in the community and tell the children and teachers about our programs. This marketing through the school will ensure that people know about the programs. There are also other marketing strategies that will work such as passing out flyers inside popular stores, and posting flyers around town. Constantly seeing these flyers will convince people to come to the event and it will bring the community together.

Group B Recreation Recommendations

Facilities



The map above is showing the facilities that we recommend implementing and their relationship to one another. As of right now, there is a lot of open space in North Park and can benefit from installing fresh amenities. The dog park is dependent on obtaining the east plot of land, but the other amenities are only contingent on time and financials. The backbone of our facility recommendations is ensuring that all of them are inclusive and that they can integrate well with North Park.

Bocce Ball Courts

Bocce ball is played like curling in that you want to get your ball as close to a target ball as possible while knocking the other team’s ball away from the target ball. Dunlap is in need of an amenity that attracts adults besides baseball/softball fields. Bocce ball is also in line with Dunlap’s vision of having its amenities inclusive because it does not restrict anyone of any age or ability level as it is currently a Paralympic sport. This is a relatively inexpensive amenity when considering the cost of other similar facilities and is, for the most part, self-maintaining.

Bocce ball official court regulations are 90ft x 13ft but due to limited space and the fact that Bocce ball courts can be modified to fit any space we are recommending 60ft x 10ft courts. This size allows for two courts to be in the targeted area while having enough room for accessible seating and walking areas. They can be smaller than this, but it might feel cramped while playing. The optimal surface for a Bocce ball court is synthetic sport turf.

The storage of the balls is a somewhat complicated thing. They need to be readily accessible, but they can't be left out at the courts because there is the chance of theft/vandalism. We recommend having the Bocce balls in a centralized location, such as a town hall or something of that nature, for people to check-out and return. We do not recommend associating a cost with the check-out of balls because we visualize this amenity to be free and open for everyone.

Goals and Objectives:

- Provide a small sports space for people to come and enjoy themselves without having to take up a large area like a baseball field
 - If using a baseball field for recreational purposes, the person may feel like they aren't using the space to its fullest potential and are restricting someone else from using its potential
 - Bocce ball courts are small and have a specific purpose to be fulfilled
 - Give people in Dunlap something they can participate in that is not focused on youth sports
- Implement an amenity that is inclusive to all members of the community
 - Some age groups, specifically seniors, are wary and self-conscious about participating in sporting activities
 - Bocce ball is an activity that can be played at one's own pace (similar to golf) and does not require a high amount of physical exertion
 - By providing circular benches and umbrellas, it invites people to watch without being in direct sunlight and without being restricted to only facing a certain direction
 - Potential for a Bocce ball sub-community
 - If the walking path and Bocce ball courts are both implemented, the walking path would go passed the courts and bring attention to the courts themselves and the game at hand



North Park



Bocce Ball Courts in North Park

Case Study:

Randolph Park in Arlington, Virginia has implemented Bocce ball courts within their park. They have provided seating options and have planted trees and shrubs to give it a more natural feel. They have made their courts by rental only which provides the town with a little extra money to help with refunding the cost and potential maintenance of the courts.



Randolph Park, Arlington Virginia (Arlington)



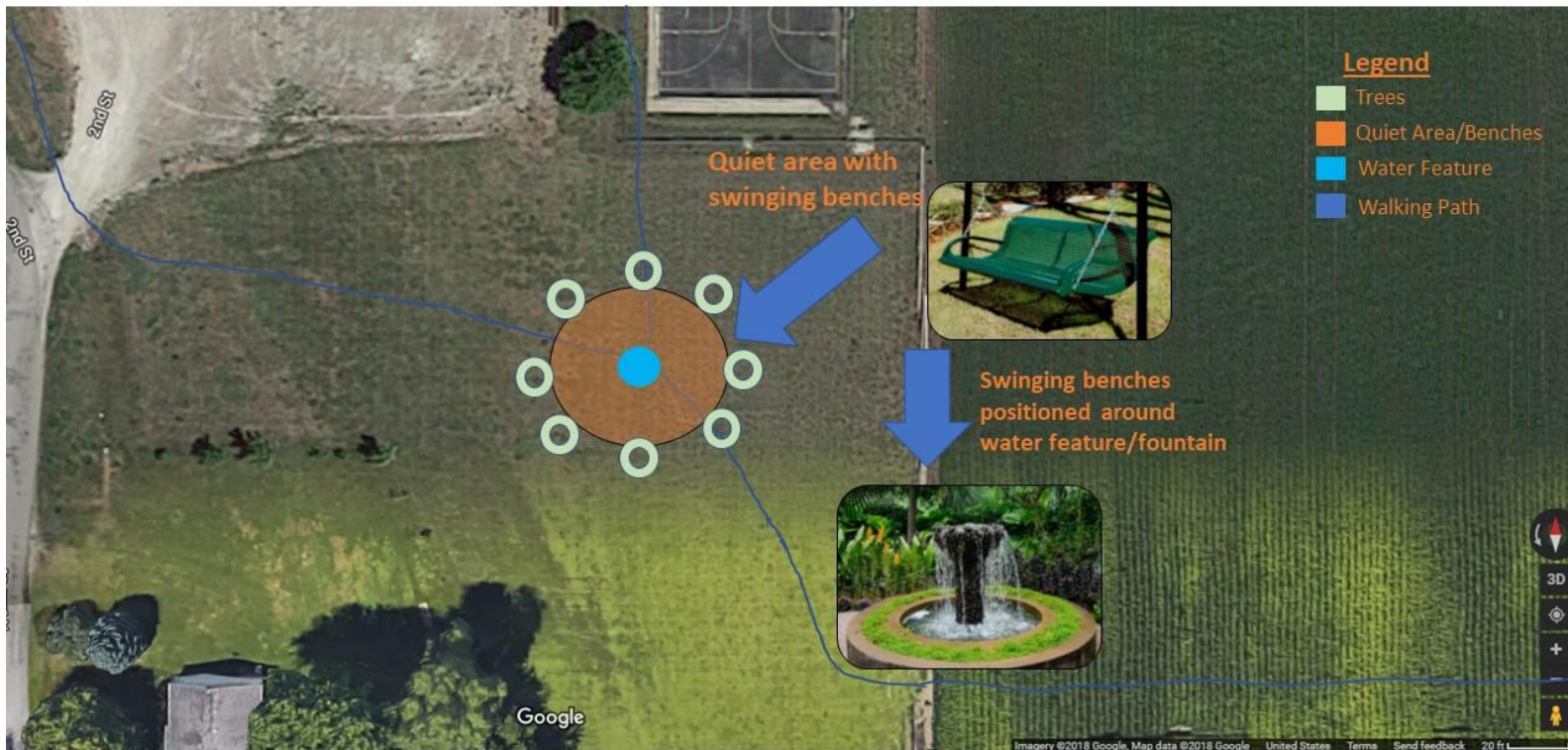
Randolph Park, Arlington Virginia (Arlington)

Quiet Area

Quiet areas are a place for people to go to feel relaxed and secluded. These areas tend to have a lower amount of external noise than other places, hence their name. Parks utilize quiet places to create a micro-environment that feels like it is a part of nature. This is achieved by utilizing trees, shrubs, and other natural plants. The addition of a calm water feature can become an attraction as much as the space itself. It creates a focal point to base design around and also provides a relaxing background noise for the people visiting this space.

Goals and Objectives:

- Create a place of relaxation and peacefulness for the community
 - The community does not currently have a natural space within village limits apart from the Rock Island Trail
 - The Rock Island Trail can be deterring to some because it is a trail and has the connotation of it needs to be walked on and has nowhere to sit
 - The implementation of a quiet area will give the community a space where they can sit down and gather their thoughts
- Provide a place for special needs community members to go
 - Dunlap noted that they would like to see a place in their parks that would be inviting to everyone, especially those with special needs
 -
 - The qualities of being appealing to the eye, soft on the ears, and good on the body will prove as an excellent place for anyone who wants to just get away without having to travel very far
 -



Quiet Area in North Park

Seating:

- The seating in the quiet area must be inviting. The use of swinging benches gives the feeling of relaxation because they can move and aren't quite as fixed as traditional benches. The seating needs to be facing in a direction that proves a purpose (i.e. facing the water feature) and have its back to something comforting (i.e. the tree line). The Prospect Refuge Theory states that people like to be in an area that they can freely see out but feel like they are sheltered. If the seating was in the middle of the area, then people will feel vulnerable and will be on edge. By having the seating around the edge of the tree line gives the feeling of shelter which leads to enhanced relaxation.



Water Feature:

- By having a water fountain, it gives a soft and subtle acoustic to the area. Without the fountain, the sounds from outside may pierce through to the area. The sound

of flowing water coupled with the barrier of trees will mask the other background noises of North Park and the nearby street. The water feature will also help attract and keep wildlife, such as birds, in the area to compliment the natural feel of the area.

- The contrary is also true, that if the fountain is too large or too loud then it will detract from the natural feel of the area. The key is to have a fountain fit to the size of the area. In the case of Dunlap’s North Park, a fountain that sprays water up will generally be too large and noisy for this space. A fountain that either trickles water down or has a gentle flow of water will do the trick.



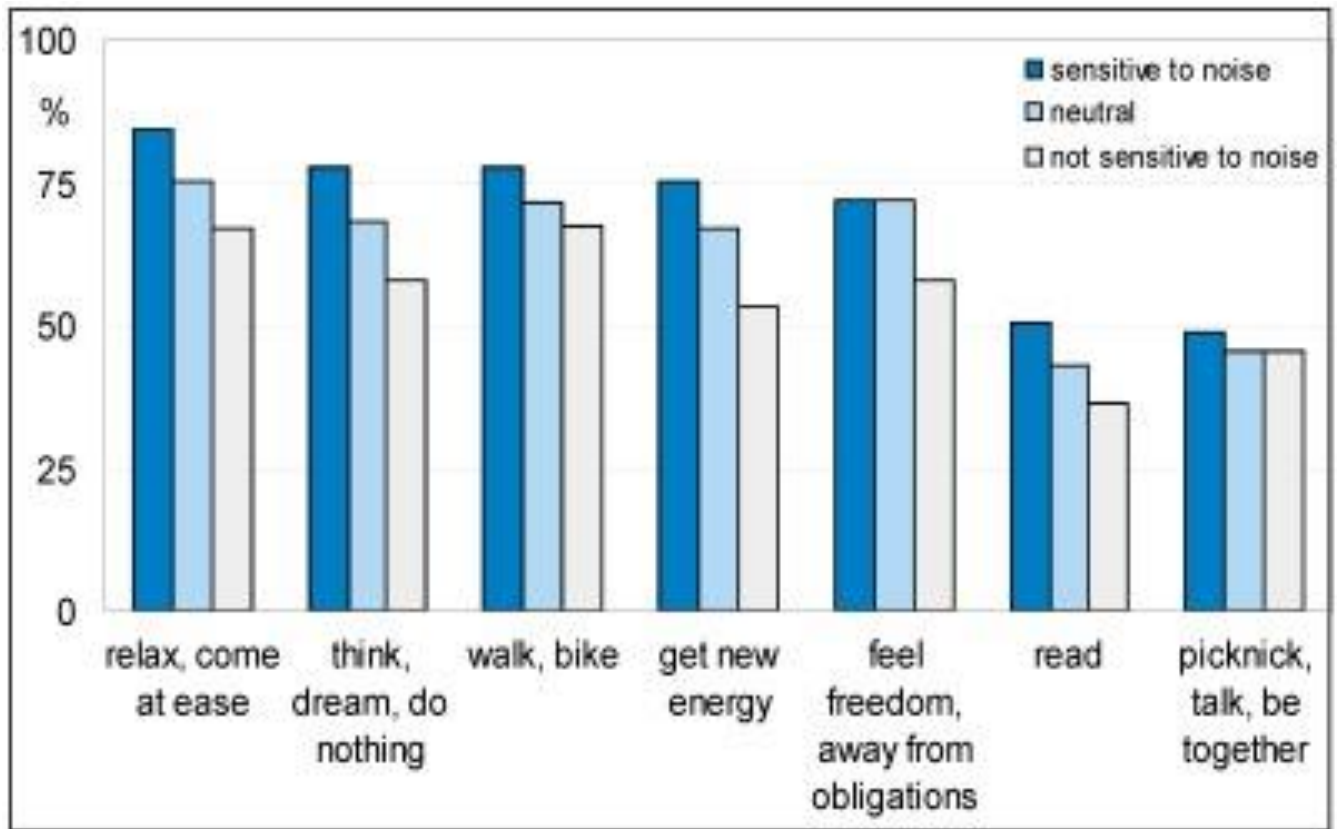
Case Study:



Sivaji Park (Dendukuri, 2012)

Study:

There was a study done that assessed the need of quiet areas in a community. This study focused on Amsterdam, but I believe that it can apply to almost any community. The study conducted a survey among community members to assess the importance of a quiet area in relation to certain activities and over 75% of respondents said just to “relax or come at ease” and roughly 75% said to think and feel away from obligations. The study also asked respondents what characteristics they think belong in a quiet place and the top answer was greenspace and water presence (Booi, 2012). Through further analyzation of the study, it showed that people that are more sensitive to noise or other sensory inputs find quiet places as an important area. This relates to Dunlap’s goal of providing a space for community members with special needs because quiet places aren’t giving off much stressful external stimulus.



(Booi, 2012)

Dog Park

A facility that we think would be a good addition would be a dog park. The facility would be ran by Dunlap Recreation Association. It would be located where the open space is at North Park that is potentially going to be purchased. There would be a large open space that is fenced in for larger dogs, and another fenced in smaller area for dogs that might be timid. It would also be located right off the trail, so people that are walking past would be able to see the park. The total area of the fence would be 1300 ft. total. It would be important for all dog owners to come

together and build a better sense of community with one another while also spending time with their dog. The dog park will be an off-leash facility to allow for free running and interaction.



Dog Park at North Park Analysis

The dog park would be in the area that is shown above in the diagram. There are a few walking paths that are shown, but the one in the middle would be the path to the entrance of the dog park. We will separate the two dog parks from the small dog park and the big dog park, so they will not come encounter with each other. That will also be the location where members will swipe to get in. Also, towards the entrance is where the pavilion and water fountains will be located. The water source will come from the quiet area as shown in the diagram, the quiet area is located near the dog park and they will share the same water supply.



Case Study

One case study to look at is a case study that was done for Jacksonville. The dog park is ran through a membership fee. Depending on whether it is free or not. By making it ran by a membership fee. Ensures that all the dogs have went through the process of being cleared and has all its vaccinations. Something the Jacksonville Bark Park would also do would be getting the dogs a screening annually to reinsure that everything is still good. As far as keeping the park in order, there would be regular scheduled maintenance to making sure everything is in order. Potential funding sources for the park would include multiple pet companies that would help, and some funding grants that would help fund the park. There will also be a list of rules and regulations for the park, so users and staff know what to do and what not to do. There would be five total phasing plans and the sixth would be left up to the city of Jacksonville, and the budget for the first 5 would around \$500,000.

Project Development:

- The dog park is a very important place for the people of Dunlap because there are not many places that they would be able to take their dog and play, so the park would be much needed. Also, as stated earlier it brings in another social aspect to the city where people and dogs can gather together and socialize and talk about different things within the community. It is also something that people everywhere would like. In saying that a source of funding it could be through taxes. People around Dunlap would find the area important enough that they would agree upon paying taxes for it.
- Another suggestion could be a membership fee. Charge people a yearly fee, so when they come to the park all they would have to do is sign into the park, and they would separate dogs that have all their vaccinations and the ones that do not. Other sources of funding could be through a grant which is not a bad idea and could also be an alternative way to help pay for the park, as well as trying to find a sponsorship and a partnership. But

for the main way of trying to achieve the funding goal would be through taxes and a membership fee.

- The best way to go about keeping the park clean for free, would be to reach out to local clubs and animal shelters to see if they would help organize a volunteer “park cleanup day”. It would also help to reach out to local pet stores and groomers to see if they would help donate to the park. If the cost is too much for the budget one thing that could be taken out could be the drinking water fountain to help save some money. In replacement, encouraging people to bring their own water to the park for themselves and for the dog.

ACCESSIBLE PLAYGROUND

Another facility that would be a good idea would be an ADA accessible playground. It would be a good area for everyone to come together and play no matter what physical complications that they might have. The goal of the accessible playground is to provide an equal opportunity for all children in the Dunlap community and to enhance amenities of North Park. The objective of the playground is to meet all the ADA requirements to having an accessible playground and having a safe playground that everyone would enjoy and love playing at. It is also a great way for everyone to be able to have a park near them to go to outside of school. Also, with it being in North Park near the fields it would add to a nice complex to accommodate everyone with having to traveling across the village, it would all be in one spot.



On the diagrams above it shows the basic outline of how the playground will look. The walking path will give people multiple ways of getting to the park. Coming from the east path or the west paths people will be able to enter through. The path also goes through the park giving people are accessibility through the play area. It will also be seating as shown above, on both sections of the play area.



There is a newly built accessible playground in Joliet, IL. It is the state's first official accessible playground that was built by United Cerebral Palsy of Illinois Prairieland. The facility its self-cost \$230,000, which was completely funded through donations. While the playground is accessible to people that are in a wheelchair or have other physical disabilities, it is open to everyone in the community. Some of the amenities of the playground include two-swing sets, multiple ramps, a rubber surface that allows wheelchair users to move freely on, and a large boat that glides back and forth. The playground brings a good sense of community to everyone in the community. A lot of the parents talked about how much they loved the playground for the child and every child in the community because it brought them together where everyone can play and not feel left out. There was also a 69-year-old lady who had never been on a swing before and was finally able to get on a swing for the first time because of this playground that was built. She was very emotional in doing so, that she laughed and cried. The playground is also ran by the United Cerebral Palsy Center which is right next to the playground.

Programs

The Dunlap school district and the Dunlap Public Library offer an array of programs to the community already but tend to only focus on a narrow demographic of the community by mainly focusing on the youth and young families. There is currently a gap in recreation opportunities for people that do not want to participate in strenuous sporting activities, but also want to participate in something that keeps them active. By capitalizing on the gap in opportunities, our recommended programs will fill the gap and also bring awareness to future recreational amenities.

Group Dog Walks

With the addition of a new dog park in Dunlap, there can be a program that gets not only the dogs exercise, but the owners as well. With the implementation of a Group Dog Walk program, there will be opportunities for dogs, their owners, and other Dunlap community members to engage with each other on a relaxing walk on the Rock Island Trail. The program will be designed as a bi-weekly or monthly program on a Sunday afternoon.

Local businesses in Dunlap, such as JamBerry and Her Majesty's English Tea Room, can have the opportunity to help promote their business and the program through sponsorship. The businesses can provide free samples, coupons, and have the opportunity to spread information about the business. By having other services included in the program, it gives the people of Dunlap another incentive to attend even if they don't have a dog. Dunlap can also partner with non-profit organizations like Friends of Rock Island Trail to help keep the trail clean and pristine.



JamBerry table and awning

Program Goals and Objectives:

- Give the community members of Dunlap a consistent opportunity for low-stress, physical recreation
 - Ensure that group dog walks happen on a consistent schedule and that the schedule is posted in an accessible place for the community to find
 - Create flyers, social media posts, and other media to help the program gain traction in the community and to help spread word about past programs
 - Encourage dog owners and non-dog owners alike to attend the programs as it is a program that caters to all people who like to walk and be social
- To build community and create a dog walk sub-community to bring more activity/attention to the Rock Island Trail
 - A group dog walk isn't focused on a specific age group and can cause interaction between all ages in the program, creating a different sub-community than a typical sports outing would
 - Bring the people of the dog park together with the people of the trail and help intertwine relationships within the community to help prevent cliques
 - Potential to evolve the program into something that the community looks forward to

Community Need:

The people of Dunlap have stated that they have a strong desire for a dog park. With such a feeling of need for a dog park, there will undoubtedly be need for programming around this amenity. The idea for a group dog walk came from the large amount of positive feedback that the community gave for the implementation of a dog park. The group dog walks can serve as a basis for gaining awareness for the dog park before it is built. The program has potential partnerships with local businesses (Jamberry making dog-friendly biscuits) and pet stores. As the dog park gets closer to being constructed, the dog walk program can host special events with fundraising, sponsors from pet stores, veterinarians, and local businesses through setting up booths and raffle prizes themed around the dog park. By implementing the group dog walk program as an awareness campaign, it encourages and enhances community buy-in for the dog park and helps build relationships with other stakeholders which will, in turn, help increase success of the new dog park.

Inclusion:

The group dog walk program will accommodate anyone who wants to participate. It will be focused on dogs and their owners, anyone in the community is welcome to join to interact with the dogs or with other community members. This program encourages involvement by people of all ages and demographics. The group dog walk will also welcome anyone who is already on the trail to participate in the program. The program is designed and meant to be inclusive and reaching out to all persons.

Staffing:

There does not need to be much staff to run the program. A handful of individuals to help control and manage the program will be enough. The staffing can be paid but we recommend reaching out to the community to get people who are passionate about the

vision of the program to volunteer their time and effort to help out. The staff would be there to direct the flow of participants and to answer any questions or concerns. Also, staff will be gathering data on number of participants, how they like the program, and what could be modified.

Cost:

The cost must be small considering that the village of Dunlap is not very large, and we want the most participation turnout possible for the program. A fee of \$5 is a good starting point because there is not much innate cost to run the program and by partnering with local organizations and non-profits, Dunlap can recoup the cost of the program. Most of the cost of running this program will come from marketing materials (flyers, social media, website, etc).

Evaluation:

The Village of Dunlap can do this formally and informally. The formal way to evaluate a program is to have the participants fill out a short survey at the end of the program to indicate their level of satisfaction, their favorite/least favorite part of the program, and what could be modified. The informal way to evaluate is to have staff members take note of the reactions of participants and ask the participants questions about their experience.

FEEDBACK ABOUT THE PROGRAM

1-POOR; 2-BELOW AVERAGE; 3-AVERAGE; 4- ABOVE AVERAGE; 5-EXCELLENT

1. Did you see the program as a success?	1	2	3	4	5
2. Was the staff helpful/a good resource?	1	2	3	4	5
3. Was the program in a good location?	1	2	3	4	5
4. Did you meet any new people during the program?	Yes	No			
5. Was the registration fee fair?	Yes	No			
6. Would you attend the program again?	Yes	No	Maybe		
7. What is your age?	Below 20	20-35	35-50	Above 50	

Case Study:

In St. Augustine, Florida there is a group dog walk program called “Be A Pack Leader” Dog Walking Club. The club started reaching out to the community to start a dog walking group. The participation rate has been increasing and the leaders of the group notice a higher positivity level among the people who participate in the program.



Left: St. Augustine, Florida group dog walks (Be A Pack Leader)

Right: Sample Flyer from Zionsville, IN (Zion)



The group in St. Augustine was highly focused on making the program inclusive of all ages and ability levels. They said that this helped a lot with participation rates because when people hear of a group walk they might feel self-conscious about their abilities and not want to join. But with the efforts made by the programmers, everyone felt welcome to



St. Augustine, Florida group dog walks (Be A Pack Leader)

participate. This aligns with Dunlap’s goals of providing a recreational program for the entire community to enjoy regardless of demographic.

Bocce Ball Tournament

With the addition of the new Bocce ball courts, there can be a program that is held to involve the community with some friendly competition. Dunlap can host a Bocce ball tournament within the community to engage in a program that brings the community together and so that they can show off their skills gained from the newly implemented Bocce ball courts. Through hosting a Bocce ball tournament, Dunlap shows that they are proud and dedicated to their Bocce ball courts and that they didn’t just put them in and forget about them. Programming around the courts will cause the community to become proud of this amenity and through being proud, the community will ensure that these courts stay in quality condition.

The tournament can start in early summer and run into the fall, weather permitting. It is best for it to be a weekend program that does not align with other sporting events like baseball to minimize conflict. There will have to be a considerable amount of programming and scheduling to avoid double booking community members.

The tournament champion prizes can be sponsored by local businesses as an opportunity to get their brand out. The prizes can include a trophy, gift cards, special offers, etc. By having a championship tournament, the opportunity for partnerships and sponsorships is huge. Dunlap can decide to keep it local or even reach out to other businesses to sponsor the program to help bring attention to Dunlap.

Program Goals and Objectives:

- Give community members an opportunity to showcase their newly found skills at Bocce ball
 - Give a competitive outlet for the adults that are itching to be involved in a competition
 - Host the program during a “season” to encourage people to participate and practice
- Promote attraction to the new Bocce ball courts
 - Dunlap hosting programs utilizing the Bocce ball courts shows pride in the courts and can rub off on community members
 - A tournament at the Bocce ball courts can easily be partnered with/sponsored by local organizations
 - A tournament can be its own free-standing program or can be tagged onto something else (i.e. Championship games on Dunlap Days)

Community Need:

Dunlap has noted that they are in need of programming for adults and seniors. Bocce ball is a game that is mainly played by this exact demographic and can be a huge opportunity for Dunlap’s recreation scene. There isn’t much for active recreation programming for adults in Dunlap, as it is mostly focused on organized youth sports. Since there is a gap in programming, filling the gap is the best thing that Dunlap can do and Bocce ball is the perfect activity to fill it.

Inclusion:

Teams in the tournament can be either self-made or randomized through a pool of participants. The demographical focus of participants will be targeting adult and senior ages. Bocce ball is in itself an inclusive activity because it does not require a certain degree of physical ability and can be played by virtually anyone. The tournament composition will be based on participant turnout and has potential to become something that the people of Dunlap are passionate about.

Staffing:

During the “seasonal games” leading up to the tournament there does not have to be staff present because the participants can record and submit the game results to designated Dunlap community members. These community members will most likely be a volunteer group and serve as the people who create brackets and schedules. On tournament day, staff will be present to be scorekeepers and confirm game results. The staff will also make sure everything runs smoothly so that there are minimal conflicts.

Cost:

Dunlap can implement a registration fee for each team to pay to register into the program. The fee is dependent on what Dunlap wants to provide versus what they want the teams to provide (i.e. T-shirts, paid staff vs volunteer staff). We recommend that Dunlap provides custom T-shirts to the teams to help promote the program and give the participants a sense of pride in what they are doing. The registration fees can refund the T-shirt cost but the cost of the time it takes to schedule games and organize the teams will also need to be taken into consideration when assessing how much to charge.





Bocce Ball T-shirts (Illinois State University)

Evaluation:

With a program like this, evaluation must be an ongoing process. Dunlap will make sure that they reach out to and respond to the participants ideas and critiques. The program is for the community members, so Dunlap needs to make sure it is not only aligning with their goals but also that the program aligns with what the community wants it to be as well. Evaluation can be through monthly questionnaires distributed to the team leader’s e-mail or Dunlap could even

create an online blog page focused on the participants of the program.

Case Study: Illinois State University in Normal, IL hosted a Bocce ball tournament in 2017. They advertised the program as a social event with local eats and drinks, including food trucks coming into the event. The program was meant as a fundraiser and had the



registration cost set at \$30 per team which included a t-shirt for each player. The tournament was labeled as “full” once they had 32 teams register for the tournament. Teams were comprised of 2 people and the tournament was double-elimination bracket style.

Bocce Tournament Logo (Illinois State University)

EVENTS

Many people look forward to specific days of the year because of the different events communities decide to put on. Events tend to bring the community together as well as getting people to create new relationship. We as a group want to continue to bring the community together, so we have come with two events that can potentially bring the community together and create new relationships with people as well.

Splash Day

Splash day is a day full of fun water games that most kids would love. It would take place in mid- June or July preferably around the hottest time of year. It would be a day where the youth can go outside and compete with one another in games. It would take place in the afternoon in an open space area such as Copper Field or North Park. This will allow the youth to be able to get wet as well as enjoy the outside on a hot day.

Goals and objectives:

- Create an event in where the youth can have the opportunity to get wet during the hot summer days
 - Having multiple wet games that the youth can compete with one another as well as being able to cool off
- Being able to get families together on a hot summer day
 - By having water games competition for kids, it gives parents the opportunity to not have to drive out of the community for their kids to cool off from the heat; they are also able to spend time with their kids

Needs:

- People in the community to volunteer to set up different sections of the park with the water games
- Volunteers to explain the games in different sections
- Materials for games

Possible Games



Relay race- There are teams of at least three people. Everyone is behind a line and the inflatable ball is on the line. They are going to use their super soakers to push the inflatable ball to the others side. In order to win, you have to be the first to push the inflatable ball with super soaker to the other side of the area. If a person runs out of water in their super soaker they must run back to the line and fill it up again. The line will have a bucket of water for them to fill their super soakers up.



Balloon toss- Everyone should have one partner. Then, you should have them in two lines making sure that they are facing their partners. Once they are facing their partners, you give one side of the line a water balloon. They will hold it until they hear the word go. When they hear go, they should toss their water balloon to their partners. If they drop the water balloon, they are out. If people still have their water balloons, you should have them take one step back before having them toss it. The last one standing wins the game.



Water tossing relay- There should be a line of kids sitting one behind the other blind folded. There will be two buckets; one filled with water and one not filled with water. There will be one all the way in the front of the line which will be filled with water. The other bucket will be next to the last person in back of the line. Once someone tells them to start, the two people in front will fill their cups with water and try to pass the water in their cups to the person behind them. The person who then gets the water will also try to pass the water to the person behind them as well and so on and so forth. This will happen until they get to the last person. The last person who gets the water will then pour the water in the bucket next to them. Once everyone done, the judge will look to see who has the most water in the bucket that the last person is next to.



Moving Cups- There will be two cups set up on string. The cups should be toward beginning of the string. Kids will take water guns and shoot at the cups. This will move the cups and whoever gets the cups to the other side wins.



Drip Drip Drop- Kids will be sitting in a circle besides one. The person who is not sitting in the circle will have a couple in their hand. They will walk around the circle but as they are walking, they will drip a little bit of water on each person's head until they pick a person in which they want to drop all the water on their head. The person who gets the rest of the water dropped on them will then chase the person who poured it on them and try to tag them before they sit in their seat.



Water piñata- A water balloon will be tied to a string possibly hanging from a tree. A kid will then put on a blind fold and get a bat. They will then try to find and hit the water balloon hanging.

Case Study

Many places have days such as splash day around summer time. According to early childhood news, they believe that having water play enhances their math and science concepts, strengthen

their physical skills, advance their social and emotional skills, and enhance language development. Some successful tips that they give is letting the parents know about bringing special items, provide drying areas, giving people time to dry off, and giving them drinking water even in they are getting wet with water.

Dream Event

Dream event is where adults and possibly seniors can come and connect with other adults and seniors. There would be activities that will be held at the event to get them to interact with one another. It could be hosted at a nice restaurant or could tried to a partnership with business in town. This could happen at any time of year because it is indoors. However, people do tend to go to more events when the weather is nice outside. This event is important because it will make empty nester feel as they are not only and can learn how to cope with being empty nesters.

Goals and Objectives:

- To get empty nesters to connect with others
 - Having games/activities and creating a dream list
- Being able to cope with new stages of life
 - Presenting information on ways to cope with being an empty nester

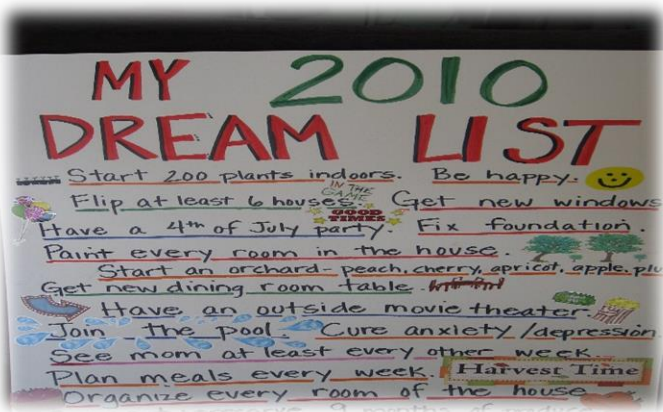
Needs:

- A person who may be an empty nester and is experienced on ways to cope
- Materials for the activities and dream list
- A place in where they can have food/drink or can bring food/drink in to serve



Ice breaker

Goal: To see how many things you may have in common with; you start off with a ball of yarn and you say something about yourself, and if someone has raises their hand and can relate, you hold on to a piece of yarn and throw the rest to that person. At the end it shows the different connections with people.



Dream list- A dream list is a list of things that one may want to experience in life. The goal is to get empty nesters and others to realize they have more time now to achieve goals and do not have to hold them back.



Sip and paint- Sip and Paint is being able to paint a picture while being able to drinking wine or any other alcohol beverages. The goal is to be able to talk and meet new people in the community that are empty nester as well.

Case Study

Becoming an empty nester can be difficult for many. However, according to psychological today, they suggest that “This might be an opportune time to explore or return to hobbies, leisure activities, or career pursuits” (psychological today, 2018). They believe that a great way to cope with these feelings are to also be social and exploring new opportunities.

Project Development

Budget

2x Bocce Ball Court

Item	Price	Total Price
2in x 6in x 8ft Boards for Frame (60ft x 10ft court) https://www.homedepot.com/p/2-in-x-6-in-x-8-ft-2-and-Better-Kiln-Dried-Heat-Treated-Spruce-Pine-Fir-Lumber-0200352/203445784	34 boards @ \$6.98/each	\$237.32
Bocce Ball Set (2) http://www.playaboule.com/Perfetta_Club_Pro_bocce_Set.aspx?gclid=EAIaIQobChMI0-PU0M_O2gIV1QYqCh1FZAAuEakYASABEgLiYfD_BwE	\$129.99/each	\$259.98
Polypropylene Turf 60ftx10ft (2) https://www.homeadvisor.com/cost/landscape/install-turf/	\$3/sq. ft.	\$3,600
Round Tables (3) http://www.picnictables.com/supersaver-commercial-round-picnic-table?st=ptgoogshop&gclid=EAIaIQobChMI04rn9MfO2gIVkMVkCh0-3gm0EakYASABEgLXe_D_BwE	\$598.85/each	\$1,765.55
Sub-Total		\$5862.85
Labor	TBD	

Quiet Place

Red Maple Shade Tree (8) http://www.hoettefarms.com/product/autumn-blaze-maple/	\$200/each	\$1,600
Swinging Benches (4) http://www.belson.com/Steel-Contour-Swing-Bench-with-Wave-Pattern?utm_source=google&utm_medium=cpc&utm_campaign=SHOPPING%20-%20All&utm_keyword=967-W6&gclid=EAIaIQobChMIIn5SJysnO2gIVAuDICH2RqAFZEakYASABEgICGvD_BwE	\$941/each	\$3,764
Water Feature https://www.houzz.com/product/84676517-newport-outdoor-garden-fountains-traditional-outdoor-fountains-and-ponds	\$6,799	\$6,799
Sub-Total		\$12,163
Labor	TBD	
Water Source	TBD	

Group Dog Walk

Signage/Flyers/Marketing (1000) https://www.uptinting.com/club-card-flyers.html	\$57.46	\$57.46
Staff (if not volunteer) (3)	\$9/hour for 1 hour	\$27
Sub-Total		\$84.46

Registration fee (OPTIONAL)	+\$5/dog	+\$100
Total		+\$15.54

Bocce Ball Tournament

Signage/Flyers/Marketing (1000) https://www.uptime.com/club-card-flyers.html	\$57.46	\$57.46
Staff (if not volunteer) (3)	\$9/hour for ~4 hours	\$108
T-Shirts (estimated 40) https://www.customink.com/prices	\$8/shirt	\$320
Sub-Total		\$458.46
Registration Fee (estimated 20 teams of 2 people)	\$20/team	+\$400
Total		\$58.46

Dog Park

Item	Price	Total Price
Fencing (1340 ft)	\$3,000/500ft	\$8,040
Drinking Fountain (2) https://www.business.com/articles/pricing-and-costs-of-drinking-fountains/	\$1,000/each	\$2,000
Pavilion (14ft x 14ft) https://www.wayfair.com/Riverstone-Industries-Corporation-Acacia-Gazebo-14-ft.-x-14-Ft.-AGO14-AntiqueBeige-L6874-K-RIS1271.html?refid=GX99081628162-RIS1271_21920904&device=c&ptid=381656799284&network=g&targetid=pla381656799284&channel=GooglePLA&PiID[]=21920904&gclid=Cj0KCQjw5fDWBrdARIsAA5uWThAPaBe_AZnZvqC-0auR1PxogqE3002LCW4KSNQlMFSUI-EV0aE8AEaAh34EALw_wcB	\$2,699	\$2,699
Dog Bag Stations (4)	\$150/each	\$600
Sub-Total		\$13,399
Labor	TBD	

Accessible Playground

Item	Price	Total Price
Playground Set http://www.willygoat.com/catalogsingle.asp?productID=7319&at=c5Rainier_Fully_Accessible_Playground_-_4.5_Inch_Posts	\$28,000	\$28,000
Water Fountain (2) https://www.business.com/articles/pricing-and-costs-of-drinking-fountains/	\$1,000/each	\$2,000
Benches (2) https://www.schooloutfitters.com/catalog/product_info/pfam_id/PFAM32940/products_id/PRO44283?sc_cid=Google_NORPB6XXXBFPICADA&adtype=pla&kw=&CAWELAID=1829198214&CAGPSPN=pla&CAAGID=13113384497&CATCI=pla-185918841857	\$800/each	\$1,600
Rubber Mulch Surface (300 sq ft) https://www.kidwiseoutdoors.com/rubber-playground-mulch-cedarred.html?cvfsa=2478&cvfsfe=2&cvsfhu=4b572d524d2d323030302d524544&gclid=Cj0KCQjw5fDWBrdARIsAA5uWTjvj6rCoU4OypvCAxHhIEWbs4q3id6ji5nlad2w3s5iNWKballwV8aA_p7cEALw	\$700	\$700
Sub-Total		\$32,300
Labor	TBD	

Splash Day

Item	Price	Total Price
Inflatable ball: (15 each) https://www.walmart.com/ip/Inflatable-Jumbo-Beach-Ball/457948520?wmlspartner=wlpa&selectedSellerId=4798&adid=2222222222077230730&wmlspartner=wmllabs&wl0=e&wl1=o&wl2=c&wl3=84181359133787&wl4=pla-4587780986713465&wl12=457948520_10000004991&wl14=inflatable%20beach%20ball%20pricing&veh=sem&msclkid=b5e1d81be0ce114e14c782c6cf453f32	\$12.99 each	\$194.85
Buckets: (30 each) https://www.dollartree.com/Brightly-Colored-Beach-Pails-with-Shovels-9-in-/p411024/index.pro	\$1.00	\$30.00
Super soakers: (25 packs): https://www.walmart.com/ip/3-Pack-Colorful-Pull-Type-Water-Gun-Extremely-Far-Range-26-Long-Super-Soaker-Pump-Squirt-Water-Launcher-Beach-swimming-Pool-Made-Durable-Quality-Perf/475006647	\$19.99	\$499.75
Water guns: (40 each): https://www.walmart.com/ip/Adventure-Force-Hydro-Blitz-Power-Pump-Water-Gun/55208703	\$9.86	\$394.40
Water balloons (30 pack): https://www.walmart.com/ip/ZURU-Bunch-O-Balloons/46514325	\$7.88	\$236.40
String (10 pack): https://www.walmart.com/ip/Cotton-Butcher-s-Cooking-Twine-String-185-Feet-Kitchen-Meat-Chef-Poultry-249/138459525	\$6.68	\$66.80
Blind folds: (15packs): https://www.walmart.com/ip/Everrich-EVC-0213-Blindfold-Set-of-6/24878418	\$12.84	\$192.60
Plastic bat: (15 each): https://www.walmart.com/ip/Tompson-31-Black-Plastic-Baseball-Bat/527214656?wmlspartner=wlpa&selectedSellerId=6836&adid=2222222222068348495&wmlspartner=wmllabs&wl0=e&wl1=o&wl2=c&wl3=17607993656&wl4=pla-1105774913187&wl12=527214656_10000006958&wl14=plastic%20bat&veh=sem&msclkid=fde4cb95ff93105c75159148c3f410ce	\$9.80	\$149.70
Cups: (20 packs): https://www.walmart.com/ip/Great-Value-Plastic-Bath-Cups-5-Oz-80-Count/11028036	\$2.48	\$49.60
Total		\$1,621.50

Dream Day

Item	Price	Total price
Food/drinks	\$ TBD	TBD
Facility	\$TBD	TBD

Paper :(10 pack): https://www.cleanitsupply.com/p-76050/geographics-design-paper-shoreline-earthtones-100-sheets-geo46902s.aspx?utm_source=bing&utm_campaign=BingPLA&utm_medium=pla&utm_content=Geographics&utm_term=GEO46902S	\$4.96	\$49.60
Pens :(15 packs): https://www.groupon.com/deals/gg-cm-paper-mate-flair-porous-point-pens-medium-point-assorted-colors-pack-of-14?deal_option=f31f0c76-ec0f-4140-8a93-b2262be8f17e&utm_source=Bing&utm_medium=cpc&utm_campaign=US_DT_SEA_BNG_TIM_TTT_PADS_CBP_CHP_NBR_campaignid*54015144_adgroupid*1185273602043116_productpartitionid*4577679224238787_productid*66359189&utm_OrderItemId=4577679224238787&utm_TargetId=pla-4577679224238787&utm_Device=c&utm_MatchType=e&Campaign=Campaign%20#1&utm_AdGroup=catch%20all-web-2&utm_AdID=74079662807963&utm_BidMatchType=be&utm_QueryString=Paper%20Mate%20Pens&mr:referralID=31d79495-469b-11e8-842b-005056941669	\$9.99	\$149.85
Yarn: (5 pack): https://www.walmart.com/ip/Cotton-Butcher-s-Cooking-Twine-String-185-Foot-Kitchen-Meat-Chef-Poultry-249/138459525	\$6.68	\$33.40
Canvas :(10 packs): http://www.usartsupply.com/USASC16X16-6PK?utm_source=msn&utm_medium=cpc&utm_campaign=(roi)+product+listing+ads+-+us+art+supply&utm_content=all+us+art+supply+products&utm_term=&msclkid=c1c4e203631018885971b8de227e5474	\$34.96	\$349.60
Paint brushes: (15 pack): https://www.amazon.com/Royal-RCVP-108-Classroom-Brushes-Assorted/dp/B00DSOPQSQ/ref=sr_1_9/143-4637502-7739401?ie=UTF8&qid=1524450195&sr=8-9&keywords=pack+of+paint+brushes	\$16.01	\$240.15
Paint: (15 packs): https://www.walmart.com/ip/Colore-Acrylic-Paint-Set-Set-Of-12/624901310?wmlspartner=wlp&selectedSellerId=10980&adid=222222222095929938&wmlspartner=wmlabs&wl0=e&wl1=o&wl2=c&wl3=74698138112782&wl4=pla-4578297707783917&wl5=&wl6=&wl7=&wl10=Walmart&wl12=624901310_10000011356&wl14=acrylic%20paint%20sets&veh=sem	\$9.99	\$ 149.85
Canvas stands: (10 packs): https://www.amazon.com/Tosnail-Natural-Painting-Display-Portable/dp/B01KFGKBHU/ref=sr_1_6?ie=UTF8&qid=1524450441&sr=8-6&keywords=canvas+stand	\$9.99	\$99.90
Cups: (8 packs) https://www.walmart.com/ip/Great-Value-Plastic-Bath-Cups-5-Oz-80-Count/11028036	\$2.48	\$19.84
Total		\$1,092.19

Potential Funding Resources and/or Partnerships:

Dunlap has a lot of community support with their recreational development ideas. The community has notable interest in a walking path and a dog park being added to Dunlap. In order to not put any additional financial strain on the community, we will be looking for ways to provide funding that does not have to do with increasing taxes. Grants and fundraising is a good place to start. There are grants out there to help small town communities build their brand and help fund their recreation developments.

Grants:

There is a vast amount of grants available for small towns, like Dunlap, to grow their community recreation and help develop their recreation plans. Grants typically get a lot of applicants so there is a competitive market. Dunlap will have to communicate their vision, goals, and objectives to grantmakers and if they get in contact with the right one, their funding for recreation can be helped greatly. The following are foundations that have been noted to give to the cause of community recreation and recreation development:

- 1) The Open Space Lands Acquisition and Development (OSLAD) Grant is available to local government agencies for acquisition or development of land for public parks and open space. The projects that are financed are usually neighborhood parks and nature areas. There is funding assistance of up to 50% (90% for distressed communities) and are distributed to specific development programs that include playground facilities, park paths, and outdoor nature facilities. (Illinois Department of Natural Resources) <https://www.dnr.illinois.gov/AEG/Pages/OpenSpaceLandsAcquisitionDevelopment-Grant.aspx>
- 2) The Kenneth S. and Arletta E. Moore Foundation is a Grantmaker that is interested in community and economic development, sports and recreation, parks, and community recreation initiatives. This fits perfectly with what Dunlap wants to incorporate into their community. This grant has been known to be given to small towns in Illinois such as Geneseo. This grant can assist Dunlap in the funding of the Quiet Area in North Park, the Bocce Ball Courts, and may even assist with funding the walking path around North Park.
- 3) The Charles & Margaret Buyck Charitable Trust is a grantmaker that is interested in community recreation, parks, and sports and recreation. This grant has been recorded to give its majority of grants to community recreation in Illinois. Dunlap is trying to incorporate local community recreation opportunities in the village. If Dunlap can relay the importance of implementing a Quiet Area into their park and how it will positively impact community recreation by having an inclusive option available, then there could be funding options.
- 4) The Land and Water Conservation Fund Grants provide matching grants to local governments for the development of public outdoor recreation areas and facilities. This

fun has provided 40,000 grants to state and local governments in over 40 years with 36,420 grants for development of recreational facilities and 75% of the funds obligated “have gone to locally sponsored projects to provide close-to-home recreation opportunities that are readily accessible to America’s youth, adults, seniors citizens and the physical or mentally challenged” (National Park Service, <https://www.nps.gov/subjects/lwcf/stateside.htm>)

In addition, there are many ways to go about funding an accessible playground. One way the playground could be funded would be getting a grant. It would be a good way to get money towards the equipment on the park, and there are some grants that could be up to \$15,000. Another method of funding could be through taxes. Much like the playground in Joliet, the playground in Dunlap could also receive donations from people and companies to help build the playground. Other ways to get donations would be through admission fees, partnerships, and sponsorships. The reason that I would put those secondary is because a playground is place for anyone to come to at any time of the day without worrying about paying for it, so I do not think it would be a good idea to charge people a fee for it. To raise the money through donations and fundraising events, it could be done through the schools. Sending home donation forms to the parents and sending them to different companies throughout the village to see if they would be okay with donating.

Fundraising:

Fundraising is a very popular way to generate money for projects within communities. Strategies differ greatly and depend on the target population. Since Dunlap has a strong, supportive community they have to be sure to align their vision with the goals of the community to create a strong bond and sense of progress toward the acquisition of a new amenity. Through fundraising, Dunlap can create a fund geared towards recreational improvements and creation of new amenities.

The proposed programs for Dunlap mainly have some sort of cost-recuperation quality to them. The group dog walk and the Bocce ball tournament both have registration fees associated with them to help refund the costs of implementing the program. These programs do not necessarily need help with funding but can greatly benefit from partnerships. For the group dog walk, partnering with Friends of Rock Island Trail can be a great benefit. This organization is all about bring attention to and upkeeping the trail. By hosting a program that utilizes the trail, the trail gets the attention and the partnership can provide assistance to each party for upkeeping the trail.

Through the group dog walk program, Dunlap can implement a fundraising special event during one of the program days to help fund a new dog park. There can be local food and beverages for sale, try to partner with PetSmart for sponsorship of the special event to provide some sort of assistance with supplying toys to sell to the participants. Dunlap can incorporate this event with Dunlap Days to get extra attention to the fundraiser and have special opportunities for those attending Dunlap Days to participate in the program.

To assist in funding of the quiet area, Dunlap can offer trees for community members to “adopt” and pay for through donations. There can then be a plaque added around the tree to commemorate the donation received for that particular tree. The same can be implemented for the Bocce ball courts. The Village of Dunlap can offer for community members to donate to the fund for Bocce ball courts and add signage around the courts that display the names of the individuals who donated to the amenity. The Green View Nursery is a potential partnership in the funding of the quiet area. They can supply, or partially supply, the trees/shrubs necessary for the space.

Membership Fees

The dog park is a very important place for the people of Dunlap because there are few places that they would be able to take their dog and play, so the park would be much needed. Also, as stated earlier it brings in another social aspect to the city where people and dogs can gather together and socialize and talk about different things within the community. It is also something that people everywhere would like. In saying that a source of funding it could be a membership fee. Charge people a yearly fee, so when they come to the park all they would have to do is sign into the park, and they would separate dogs that have all their vaccinations and the ones that do not. Other sources of funding could be through a grant could also be an alternative way to help pay for the park, as well as trying to find a sponsorship and a partnership. But for the main way of trying to achieve the funding goal would be through taxes and a membership fee.

Phasing Plan

High Priority:

The recommendations highlighted in this “high priority” section are recommendations that we believe that the community can implement right away. These programs and events do not take a large amount of funding, except for the dog park.

- Group Dog Walks
 - Dog Park
- Splash Day
- Dream Event

These recommendations are additional programming for the community to participate in and can have an impact on the overall sense of community because they are focused on the social needs of Dunlap. The dog park is labeled as high priority based upon the large amount of positive feedback that the community has towards it. The group dog walk will act as an augmentation of the dog park through creating awareness and community buy-in.

Low Priority:

These recommendations were specifically noted by the community as important features. They are on the “low priority” list because of the hefty financial dedication required to implement these amenities.

- ADA Playground
- Quiet Area

- Bocce Ball Courts

The Bocce ball courts and quiet area are on the high priority list because the Bocce ball courts will provide the adults and seniors of Dunlap with recreation programming opportunities. Incorporation of adult/senior programming was outlined as one of Dunlap's top priorities and as such needs to be reflected in the phasing plan. The quiet area was also noted by community members as of great importance because currently the special needs children do not have an area to which they can go that has a low amount of external stimulation. Lastly, the ADA regulation playground is on the high priority list because Dunlap is lacking accessible recreation and play areas for people with disabilities. By incorporating an ADA playground into their village, it will highlight their vision and brand of being an inclusive community.

Phase I:

The following events should be implemented in *Phase I* of Dunlap's recreation plan. These are the fastest to implement and take the least amount of resources while providing the most benefit.

- Group Dog Walks
- Splash Day
- Dream Event

Phase II:

The dog park is in *Phase II* because it should be the first facility to be installed based on the positivity of the community and through the attention of the group dog walks.

- Dog Park

Phase III:

The quiet area had very positive community feedback but is in *Phase III* because it has a very high price tag. The priority of the quiet area may want to be revisited upon the decision regarding the walking path around North Park because the quiet area serves as a hub for the paths leading to the dog park, Bocce ball courts, and ADA playground.

- Quiet Area

Phase IV:

The Bocce ball courts are in *Phase IV* but may be considered moving into *Phase III* if the community has a significantly positive reaction to the installation of them. They are cheaper than a quiet area but still come with a hefty cost. These are also in *Phase IV* because they would only be utilized in the summer. If the seasons align with the availability of funds, the Bocce ball courts would be a solid option to go forward with.

- Bocce Ball Courts
- Bocce Ball Tournament

Marketing Recommendations

Marketing Assessment

The target audience for our proposed recommendations is aged from 18-65+. This is the audience because the community of Dunlap has shown great interest in creating adult recreation opportunities. The audience is a large target, but it needs to be this way because the focus of our recommendations is to be inclusive to all demographics. However, we do anticipate certain age groups to utilize amenities differently. We anticipate the Bocce ball courts to be utilized mainly by the age group 45-65+ because the game is designed around having the older population in mind and that is the main group of people who play Bocce ball. We predict the age group of 65+ will be the main users during the morning and daytime before the day reaches its high temperatures. Then the group of parents that are getting off work and want to spend some family time with their kids or if they have joined a Bocce ball club and are practicing will utilize the courts in the afternoon and evening times. We anticipate that the dog park will be used by everyone of all ages because this type of amenity does not have any age restrictions attached to it.

The quiet area is expected to be used by all demographics at one point or another but is being specifically designed for those who are sensitive to external stimulation, such as persons with special needs and the elderly. Quiet areas have proven to be especially utilized by younger people who lead busy lives and need a place to get away (Booi, 2012). Health benefits of having a quiet area in parks is found to increase the mental well-being of the people who utilize it because it acts as a natural stress reliever and doesn't have the external stimulus that other areas may have. The ADA playground will be designed for children with disabilities, but the target market will be towards the parents of those children because they are the ones who decide if the child goes to the playground or not.

Community Brand

Dunlap does not currently have a strong and obvious community brand. The community members seem like they want to have the feeling of inclusivity within the village which is what we are basing our recommendations on. The main goal for Dunlap right now is to create a brand that they can be known by. The brand of being a Trail Town should be important to Dunlap. Through beautifying and programming around the trail, the community will begin to utilize it and start to become known for the trail. The brand of inclusivity is a hard thing to create and manage. In order to help create this brand, the recreational amenities are designed with everyone in mind. The ADA regulation playground is focusing mainly on children that have disabilities but isn't only limited to those children as other children can utilize the playground as well. The dog park is designed to meet accessibility requirements and are innately designed to attract not only people with a dog, but anyone that wants to use the space to relax and be social. Our recommendation of Bocce ball is based off of growing trends in communities that is being pushed by adults. The inclusion of programming for adults is going to prove as a pivotal point in Dunlap's brand because as of right now, they do not have any adult programming within village limits. With the addition of adult and senior programming, Dunlap will be able to say that they

provide recreational opportunities for all ages. With the addition of the quiet area, it provides a recreational outlet for community members who want to participate in passive recreation instead of active, sports-based recreation. Also, with the addition of the quiet area, it shows that Dunlap listens to their community members' ideas because it was noted that a quiet area is important.

With the brand of inclusivity, Dunlap will need to embrace the brand in their vision and mission statements. Moving forward, for the brand of inclusivity to work, Dunlap will have to encourage the community to support and “buy in” to the brand. The worst thing that can happen is if Dunlap tries to implement a brand and the community rejects it. To ensure that Dunlap does not target the wrong brand, we suggest that the village distributes a short survey to the community members. The survey should ask what the people see in Dunlap, why they stay in Dunlap, and what they would like to see in the future.

Marketing Plan and Strategies

The marketing strategy will utilize online and physical forms of marketing. The Village of Dunlap already has a website created but does not currently use it to its fullest potential. This will be the first marketing strategy we focus on. By having a central website for village news, updates, and upcoming events, community members will have a place to look without much difficulty. Right now, they do not have a place to look at village news and upcoming events. Through the revamp of the website, Dunlap could hire a web designer if they don't feel comfortable with their design skills. The community would greatly benefit from this because Dunlap can post their new recreational recommendations to the website. To gain online feedback on their recommendations, Dunlap can create a blog section of the website that can foster discussion based around events and programs going on in Dunlap. This will help increase buy-in from the community because they will be able to see that their ideas are being heard because their posts will be acknowledged by village board members. Dunlap will need to realize the importance of communicating inclusivity with their stakeholders to ensure that the stakeholders know what the future goals for the village are. Communication is key with community buy-in. Dunlap can connect with the school system to further distribute their marketing materials and reach a more diverse audience. Connecting with other clubs and groups, such as Friends of the Rock Island Greenway, can further increase Dunlap's marketing reach and help create relationships. As far as physical forms of marketing go, some people like to have a physical copy of a flyer to put on their fridge to remind them of when the event is. The Village of Dunlap can create flyers for each event and program that they are going to host and send flyers to the community members. This method is highly recommended as not everyone has access to a computer or the internet and not everyone will know to check the website continuously for updates.

Conclusion

With the help of Dunlap stakeholders, elaborate research, a detailed swot analysis, and team work we have designed and established a full report of recommendation for Dunlap Village that we believe will attribute to the town and community as a whole. In this report we present goals and objectives for programs, events, and facilities. With each recommendation we provide an description and visual representation of what each recommendation may look like and estimated budgets for each component. In addition, we offer marketing recommendations and strategies to help the town to promote their brand.

In conclusion, as a class we have dedicated ourselves to helping to create a more connected and inclusive environment for the people of Dunlap. In this report we offer our recommendations to the community that we believe can improve their town and create new and exciting recreational opportunities for everyone in the community. It is our hope that our recommendations are able to provide guidance and an implementation strategy for Dunlap that makes it easier for them to make improvements to their town and create a unique environment for the betterment of their community.

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On Behalf of the University of Illinois at Urbana
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“Spring 2018” We would like to thank you for this
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