



# THE PACT:

## THE PARK ADVISORY COUNCIL TRIBUTE NEWSLETTER

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*Says...Engage, Entice,  
Excite!*

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## THE SOUTH LAKEVIEW PAC: HOW WE BROUGHT BACK OUR CONCERT SERIES



**South Lakeview Playground Park, 1300 W. Wolfram, Chicago, IL 60657. Submitted by Jessica Schmidt, Treasurer, South Lakeview Park Advisory Council (PAC).**

This June, a new South Lakeview PAC launched after a year and half hiatus. Our first order of business was to bring back the summer concert series called, "Tuesday in the Park." Our park is formally named "South Lakeview Park," but locally, however, it is known as "Blue Park." Why? Because our play structure turf is blue.

To generate awareness for each of the four Tuesday concerts, the South Lakeview PAC created a series of 'events' on our Facebook page and shared it on social networks. The PAC worked hard rallying local businesses to financially sponsor and/or host activities for each of the events. Our sponsors provided face-painting, photography, bouncy castles, bottled water, ninja training activities and caricature artists, and were also able to promote awareness of their local business.

The PAC hired live musicians to play children's music from 5-7 PM. Private food trucks provided a dinner option to give the "Tuesday in the Park" a Ravinia-esque feel. When guests entered the park during the event, PAC members asked the guests for

donations, either by cash or Square payments. While most patrons donated cash, approximately 10% of each event's donations were made by credit card.

I am happy to report that the "Tuesday in the Park" events were a huge success! Each event attracted between 200-300 attendees. Though the concerts were well attended and weather cooperated, conservative cost accounting helped make the "Tuesday in the Park" series profitable. Each event had three expenses; band, activity table/chair rental, and balloons. The financial sponsorship provided the funding needed to cover the "Tuesday in the Park" costs with enough left over to fund future park activities. The South Lakeview PAC expects to host a similar Halloween event in the fall.

During the quiet "Chi-beria" winter months, we hope to find a sister park to



mentor. If you know of a city-based park looking to learn more about

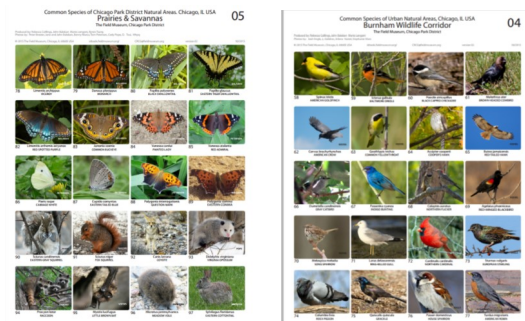
Photo credit: A Little Photo Studio @lilphotostudio. Top: Miss Jamie from the Farm. Right: Local business sponsor The Kids Table making mac & cheese

our "Tuesday in the Park" event planning or about cost accounting, please connect with us via southlakeviewbluepark@gmail.com.

## PAC RESOURCES: THE FIELD MUSEUM'S CCA TOOLKIT

Over a year ago, The Field Museum relaunched their *Chicago Community Action Toolkit*. The toolkit houses a plethora of resources that are accessible for free and can be used to engage your park community and park advisory council. On the website's "TOOLS" page, you can find instruction guides on various activities on the following topics: Asset Mapping with Youth, Do-It-Yourself Bike Tours, Guide to Green Cleaning, Nature and Wellness Bingo, Sustainability in Bronzeville, Chicago Species Guides (pictured, right), videos and a LOT more. **Under the "TOOLS" page there are three options:** "Learn" "Get Inspired" and "Do Your Own Project." Under these links you will find the these resources, which can be used as activities for your park advisory council's or community organization's events, or as some inspiration to get your PAC's collective brain-wheels turning.

The toolkit can be found at:  
[climatechicago.fieldmuseum.org](http://climatechicago.fieldmuseum.org)



## FOTP ARCHIVES: THE 2014-2015 VIP AWARDS RECEPTION



Since 1995, Friends of the Parks has honored the outstanding volunteers, community groups, and city and county employees who have made significant contributions to their parks and forest preserves. The "Volunteers-in-Parks" Appreciation Reception, endearingly known as the VIP Awards Reception, helps us acknowledge and celebrate these volunteers and stewards who help make our parks and open spaces great. Because 2014 and 2015 VIP awardees celebrated at the 2015 VIP Awards Reception, the 2017 VIP Awards Reception will be our 21st annual event, instead of the 22nd. VIP awardees are nominated by park users, neighbors, elected officials, etc., so make sure you send in your nomination soon — **the deadline is extended to Monday, October 9th!**

TOP LEFT: Neighborhood Group VIP Awardee Brighton Park Neighborhood Council (2015). BOTTOM LEFT: Individual Volunteer VIP Awardees: Barbara Britten, Burnside Park (2014); Rita Barth, Cragin Park (2014); Jody Boutell, Hamlin Park (2015); Stewardship Awardees: Debra Sidock (2014); Joe Capobianco (2015); Outstanding PAC Awardees: Bradley/Pine Park Advisory Council (2014); Palmisano Nature Preserve Advisory Council (2014); Don Nash Park Advisory Council (2015); Advocacy VIP Awardee: West Ridge Nature Preserve Advisory Council (2015);

### THE FOTP TREE SAYS...



You have a fall event planned and you've made the official announcement. Great! However, amidst your last minute hustle and bustle, don't forget to **engage, entice, and excite** your community during the weeks leading up to your PAC's big day.

**Engage:** Invite friends to 'like' your FB page and encourage them to have their friends do the same.

**Entice:** Announce new sponsors, vendors, special guests, etc., as you confirm them on both Facebook and Twitter. Post pictures that would complement the announcement.

**Excite:** Get your community talking by asking questions and/or posting photos. Perhaps they are from the event the past year or of a teaser item. *Fido's ready to sport his new leash at the Dog Park's grand opening. T-minus 5 days!* When you post on Facebook or Twitter, prompt your community by asking them questions about your park. Think of posting a picture of your child doing a handstand. Ask, *what's your favorite tumbling activity in the park? T-minus 12 days 'til Tumbling Fest!* Be positive. Be fun. And encourage your community to do the same!

Using social media prior to the event allows you to build a sense of a park community and spreads the word about your event AND PAC. Social media can be overwhelming, but once that initial learning hump is overcome it can be a powerful PAC tool.