Interpretive Sign Design Internship

OPRA Foundation Administrative Grant Report Outdoor Sylvania Community Parks, Sylvania, Ohio December 1, 2023

Grant Objectives:

The objective of this grant project was to provide a stipend for a student internship. The intern would be a full time student who would research information relevant to interpretive signage and design those signs for the park district.

Background:

Outdoor Sylvania Community Parks is located in Sylvania, Ohio, in the northwest part of the state. Formed in 1958, the park district was created under ORC 1545, and operates under a tax levy, voted on by Sylvania School District residents every five years. Outdoor Sylvania owns and manages 5 parks totaling 420 acres, with 5 miles of trails.

The park district added the majority of its properties between 2000 and 2014, implementing infrastructure as our budget allowed between 2006 and the present day. As we've installed trails, playgrounds and restrooms, one aspect of connecting with our community has been pushed to the side repeatedly. The park district has very few interpretive signs in its parks. We have a number of very interesting stories to tell, and we want to help the community realize what great benefits we provide. Well designed interpretive signs are one way to accomplish this.

To that end, Outdoor Sylvania included \$20,000 in its 2022 budget for the construction of signs for our parks. We did not allocate funds for design. We anticipated that work would be done in-house. Unfortunately, due to a shortage of staff, we were unable to devote the necessary time to make that happen.

Funds from the OPRA Foundation Administrative Grant were allocated toward compensating a local art student to help with this project. We used the grant to compensate this intern at a rate of \$15 per hour for 100 hours. Match for this grant was in-kind as staff time on the part of the director, who oversaw this project and supervised the intern.

Project Activities and Timelines:

- July 2022 Grant Application submitted to OPRA Foundation
- August 2022 OPRA Foundation Program Development Grant Awarded
- September 2022 Student contracted to work on project.
- September 2022 Grant Funding Received \$1500.00
- December 2022 Sign design completed
- November 2023 Signs purchased with installation anticipated in Dec. 2023

 Outdoor Sylvania changed logos and the completion of the project was delayed until the sign designs for the entire park district were agreed upon.

Activities and Key Decisions:

Once the student, Alex McDonnel, was selected to work on the project, Erika Buri, Outdoor Sylvania Executive Director, and Alex met weekly for progress reports and to answer any questions Alex might have about content.

After several weeks of research, Alex started design on the signs in early October 2022 and completed her project in December 2022. Erika refined the designs in 2023 as a result of feedback from staff. The intention was to ensure that signs were thematically similar throughout the parks. As a result, construction and installation were delayed until a final decision was made by the Outdoor Sylvana parks board regarding the design of the main signage for the parks.

Signs have been ordered, and installation at Fossil Park is anticipated in December 2023.

Actual vs. Proposed Budget:

Outdoor Sylvania did not anticipate hiring a student for this project, so matching funds consisted of the park director's salary in hours spent assisting the intern. Alex's hours were tracked through the park district's volunteer database. Erika's hours consisted of a weekly 1 hour meeting for 12 weeks (12 hours), an additional hour of communication via email every two weeks (6 hours) and the remaining 23 hours refining the designs to comply with the updated park district logo and design themes.

	Proposed Budget			Actual Budget		
Description	Est. Cost ea.	Qty.	Est. Line Total	Act. Cost ea.	Qty.	Act. Line Total
Intern Stipend	\$15	100 hours	\$1500.00	\$15	100	\$1500.00
Director salary	\$35.80	41 hours	\$1500.00	\$35.80	41 hours	\$1500.00
	Proposed Total ===>		\$3000.00	Actual Total ===>		\$3000.00

Evaluation of Outcomes and Key Takeaways:

While we were hoping to create signs for multiple parks, our timeline was too ambitious for that to take place. We completed four interpretive signs for Fossil Park to be installed at the end of this year. The new signs are well designed, informative, and coordinate well with the guidelines created in 2023 for all signs in the park.

These designs will be used as templates to create additional interpretive signs for our other parks over the next year.

Sign Images





