



## OHIO PARKS AND RECREATION ASSOCIATION FOUNDATION

### GRANT – FINAL REPORT

Administrative Grant

#### Summary of PCPD Digital Sign

The \$1,500 matching grant met The Preble County Park District's (PCPD) need for raising awareness and informing Preble County residents and surround community about our park and our location.

The funds allowed us to acquire and install a new 3' x 7' digital double-sided informational sign and stone pedestal (See Pics Below). This sign has already brought us success in achieving a greater degree of understanding and awareness of our park in our community as well as more donations, participation at our events and programs, and visitations to our parks and trails.



#### Participating agencies

PCPD worked with Paesol Verrakitti a local professional entrepreneur and owner of Veera Engineers. Paesol gave us the sign at his cost that gave us significant savings. Our local volunteers assisted us with erecting the stone pedestal. Richmond Supply supplied the construction materials. Tobias Electrical helped with the permits and the electrical service to the sign.

#### Evaluation of outcomes and impact

PCPD will continually monitor the outcome and effect of our newly acquired sign as follows:

**Mailing Address: c/o Probate Court, 101 East Main Street, Eaton Ohio 45320  
9691 State Route 503 North, Lewisburg, Ohio 45338  
(937) 962-5561**

The Preble County Park District has seen an immediate increase in awareness of our parks, programs and assets. Our digital sign informs our community of our new website and programs. Some local folks have informed us that they would otherwise not know of our existence, if they had not seen the sign. The sign is very eye catching as our facility blends in with the country environment.

The sign promotes our new website [www.preblecountyparks.org](http://www.preblecountyparks.org) and our Facebook page (Preble County Park District). We have already received over a 300% increase in website visits and Facebook involvement.

As a direct result of the new digital sign, we have received numerous compliments on other Community Facebook Pages as well as our own. We have received several new members asking to join the Friends of PCPD.

**Description of subsequent plans**

PCPD will continue to utilize our new digital sign and promote our park and programs. We will monitor our success by the attendance at our programs, events and social media.

**Summary of expenses incurred**

The project costs for the digital sign and pedestal were a total of \$10,033.96 approximately \$3,800 less than expected. PCPD matched the grant of \$1,500 and the Friends of Preble County Park District paid the additional funds.

Costs included the digital sign (Software, Installation, Training, 5-year Warranty, & Cabinet), drawings, footer, stone, capstone, other building materials, electrical service, permits and labor.

Company	Item Purchased	Cost
VEERA	Double Sided Electronic Sign	\$ 4,750.00
Tobias Electric, Inc.	Sign Installation, Electrical Permit, Drawings	\$ 2,200.00
Jose Plazaola	Masonry Work	\$ 1,200.00
Richmond Building Supply	Sign Pedestal Materials (Stone & Capstone)	\$ 1,519.96
Preble County Permits	Sign Permit	\$ 60.00
Camden Ready Mix	Sand/Concrete for Footer	\$ 304.00
<b>Total</b>		<b>\$10,033.96</b>

**Review process**

PCPD will measure the signs success and outcome quarterly for the committed one-year period and for as long as we have the sign.

Strategy for measuring our success:

Analyzing Data (See below) on the effects of increased donations, donors, program participants, community partners, volunteers etc.

Analytical data from the following:

- Program/Event Attendance & Surveys
- Constituent/Staff/Volunteer Surveys
- Play Rates/Watch Times/CTR/VTR/LTVV on our videos
- Website visits; Shares, Likes, Comments
- Reactions on Facebook

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