

The background image is a monochromatic, blue-toned photograph of a serene lake scene. In the foreground, a campfire with bright flames is burning within a stone fire pit. The middle ground shows the calm surface of the lake, reflecting the sky and the distant shore. The far shore is densely lined with trees and foliage. The overall atmosphere is peaceful and natural.

# Lake Lemon Conservancy District

September 28, 2023

# Introductions

## Kristi Howard-Shultz

*President and Founder KHS Consulting*

*Contributing Author & On-Air:*

- [Lilly Family School of Philanthropy](#)
- [Planned Giving Today](#)
- [Indianapolis Moms](#)
- [WISH TV](#)



# Agenda:

- Survey Findings & Observations
- Recommendations & Next Steps
- Housekeeping

# Findings & Observations: Survey Results

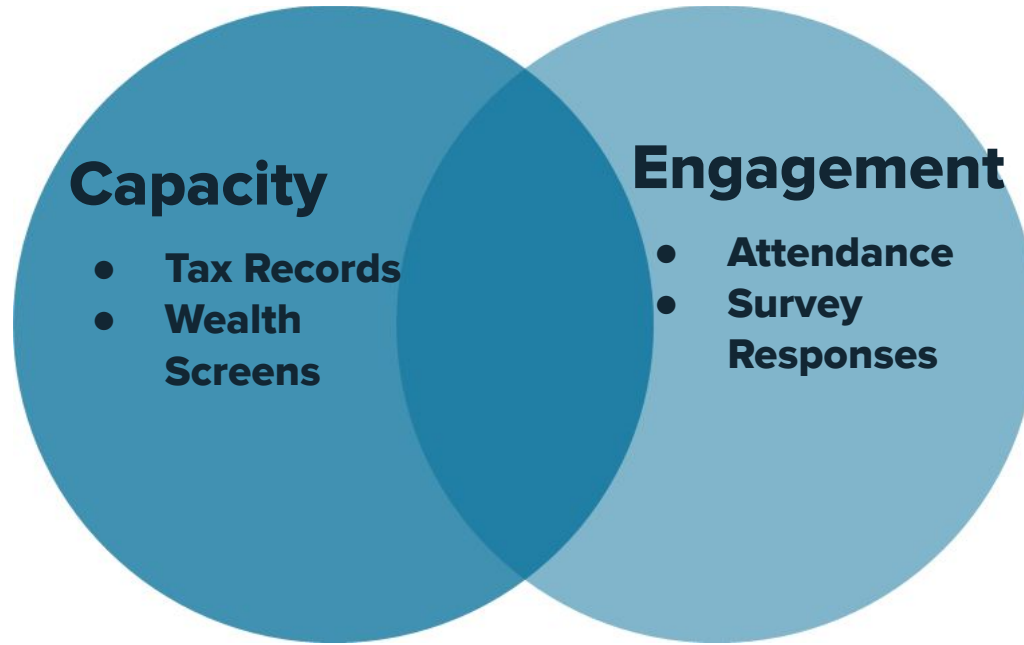
# Survey Successes

- 347 total responses
  - That's a 72% increase in responses from our last survey
  - Infographic and storytelling campaigns resulted in higher engagement compared to previous surveys
- 28 individuals expressed interest in additional information on facility naming rights, sponsorship opportunities, and/or additional ways to make a charitable, tax deductible gift.
- 48 email addresses received
  - That's a 6% increase to our mailing list

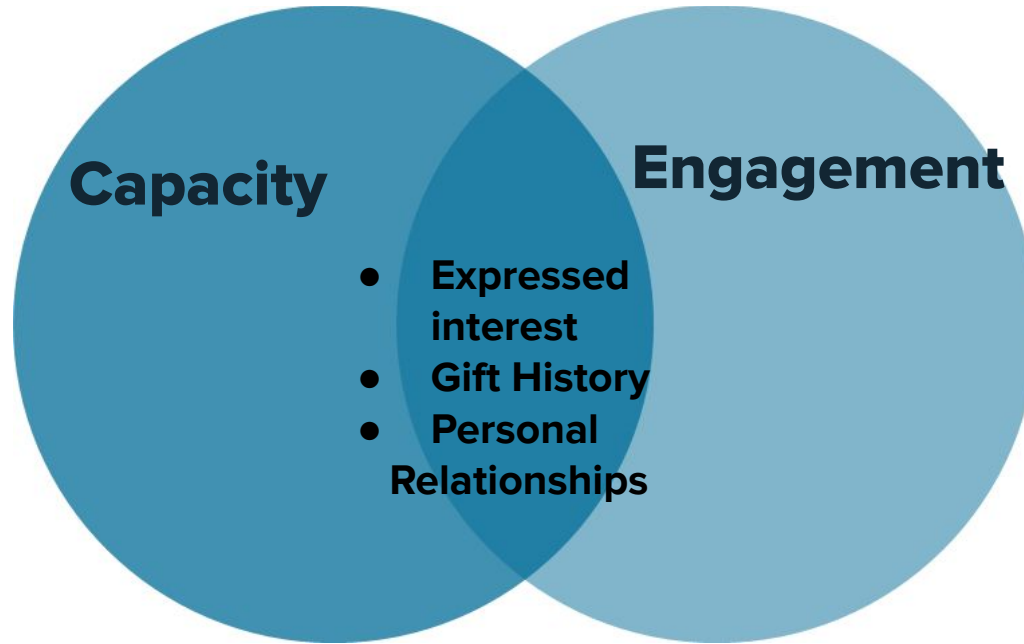
Why does  
increased  
engagement  
matter?



# When looking for donors, we measure



# Where Do We Start?



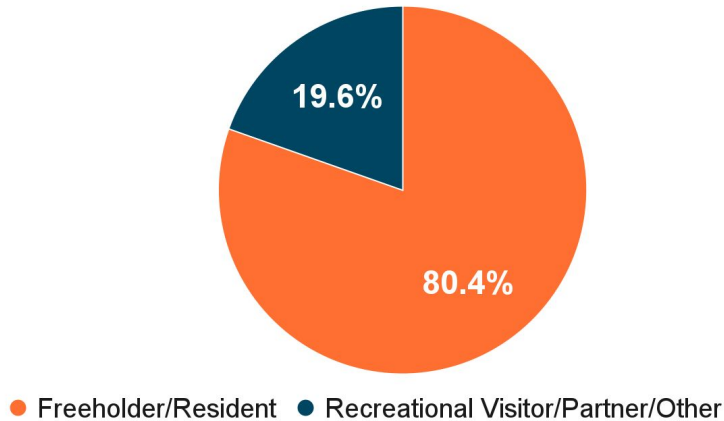


We know we  
need to  
increase  
revenue for  
the LLC,  
but how?

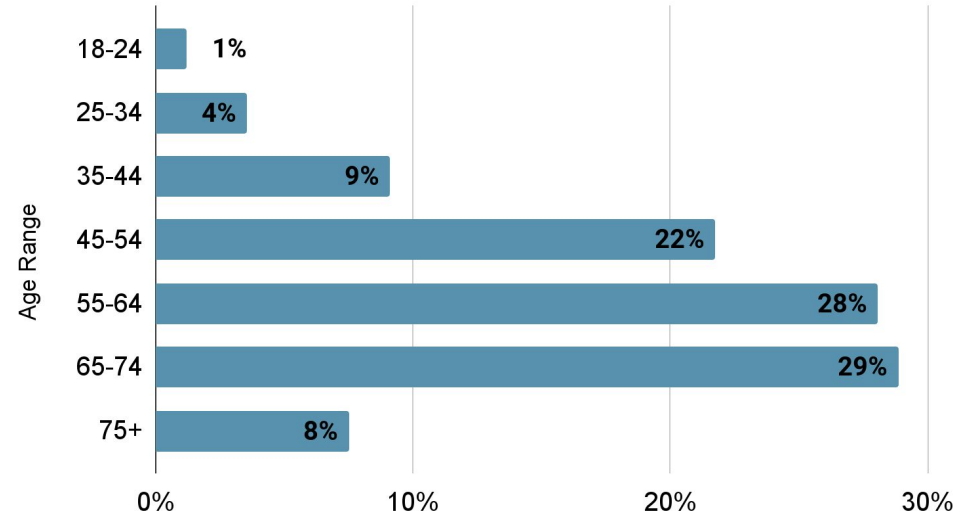


# Survey Respondent Demographics

Respondent Type



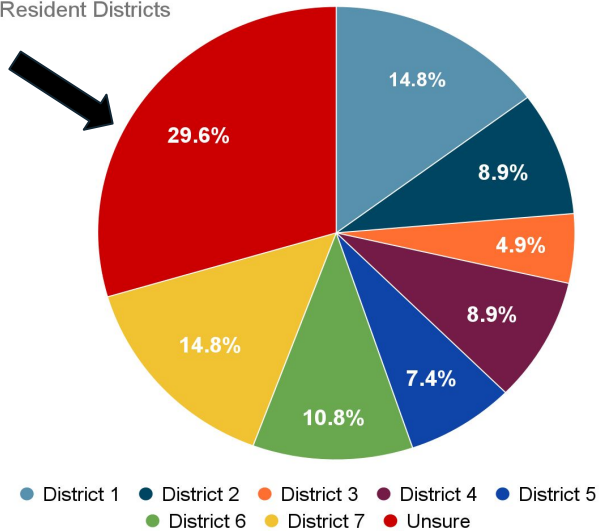
Respondent Age



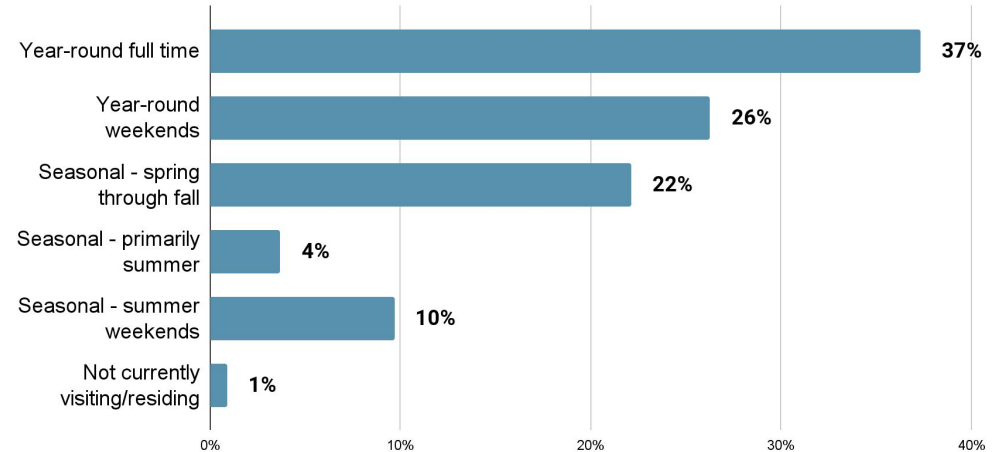
# Freeholder/Resident Responses

39% have been a LLCD Freeholder/Resident for 20 or more years.  
Almost ¼ have been a LLCD Freeholder/Residents for 5 or less years.

Resident Districts

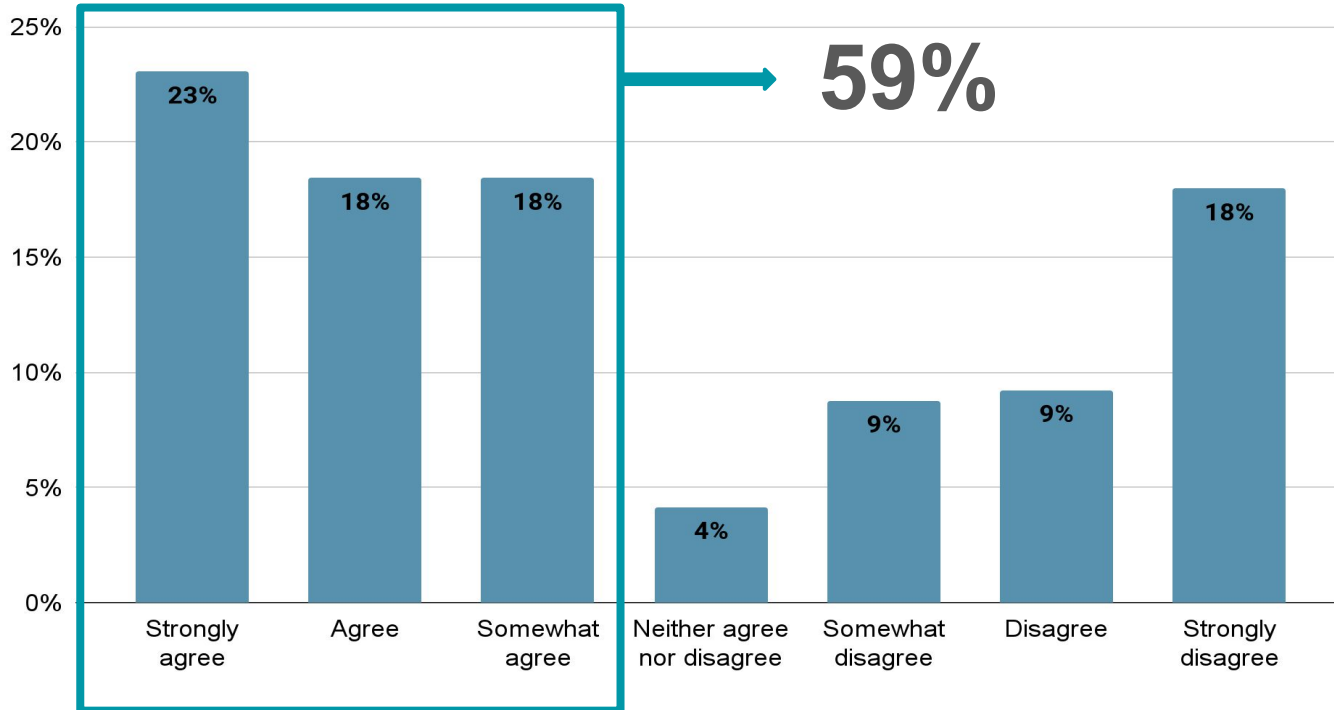


Presence at Lake Lemon



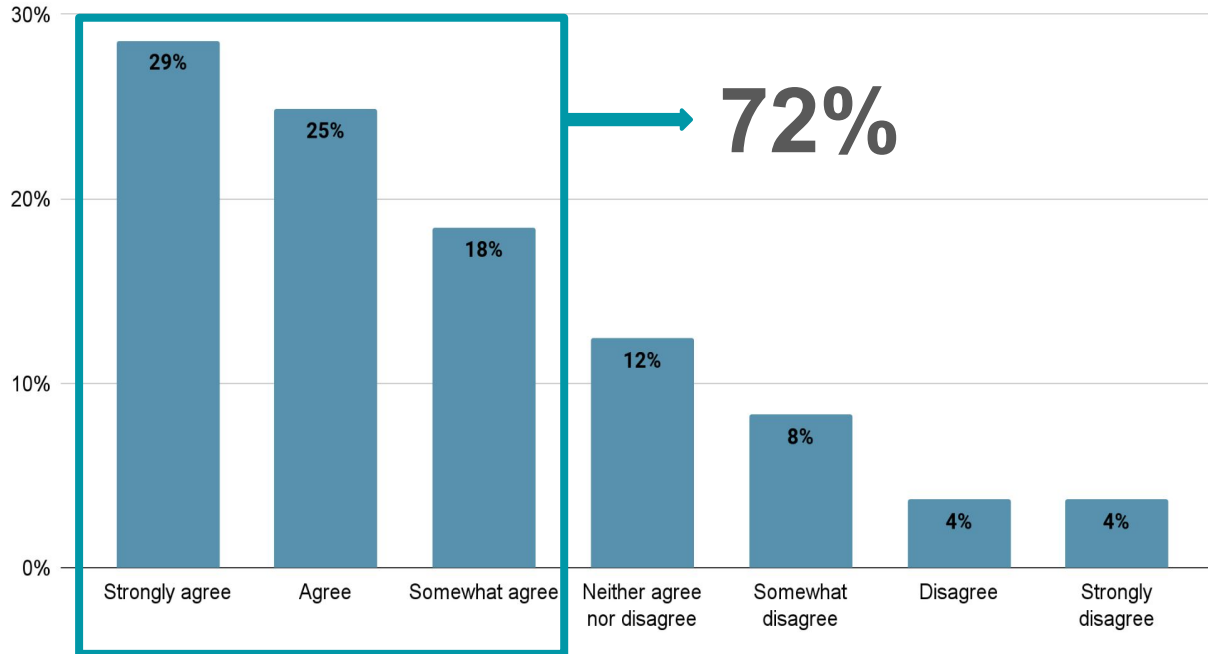
# Freeholder/Resident Responses

I would support making the increase in the conservancy portion of the county tax permanent.



# Freeholder/Resident Responses

I think more dredging is needed, but the LLCD should find ways to fund it that do NOT increase the taxes for freeholders.



## Opportunities to Expand Lake Revenue

Grant funding

Hosting non-boating events

Facility rentals

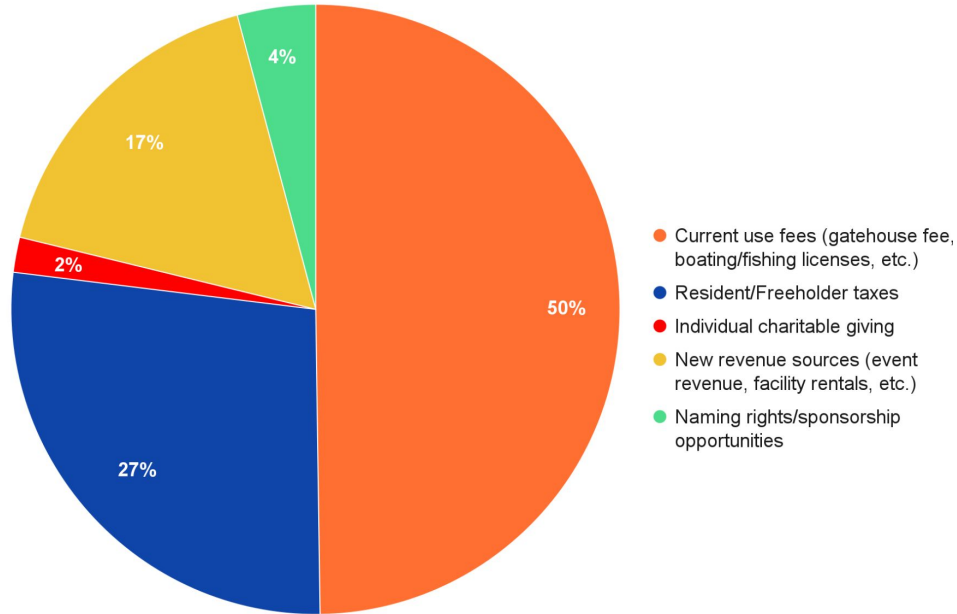
Hosting boating events

Individual charitable contributions

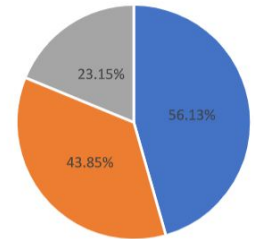
Naming rights/sponsorship opportunities

# Freeholder/Resident Responses

Managing the lake should primarily be funded by...

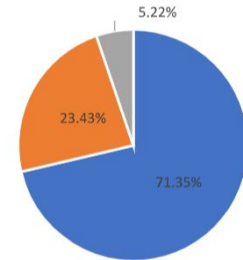


Revenue Breakdown 2022, 2021, 2019



■ Tax ■ Fees ■ Donation/Other

Revenue BreakDown 2023 , 2024

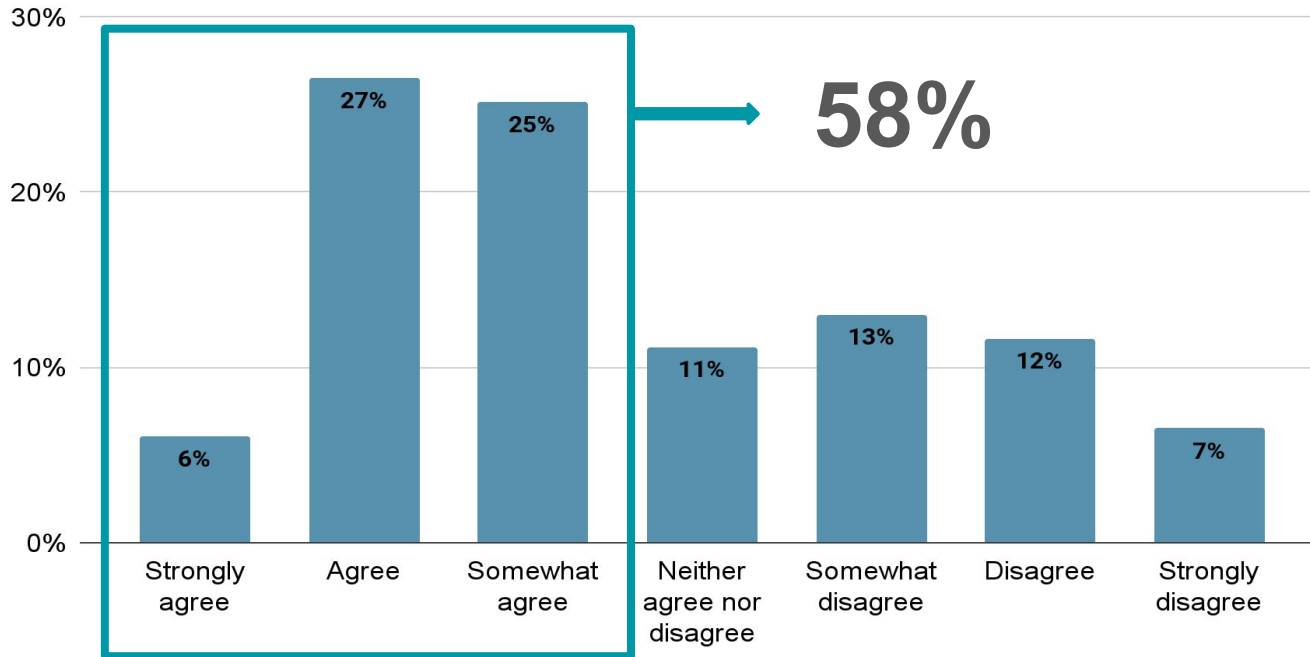


■ Tax ■ Fees ■ Donation/Other

includes additional proposed dredging tax assessment

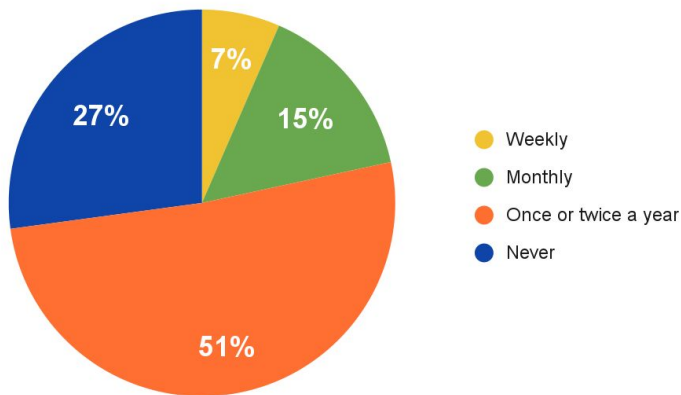
# *Freeholder/Resident Responses*

Do you agree that LLCD is doing enough to combat the effects of sedimentation in the lake?



# Freeholder/Resident Responses

How often do you visit Riddle Point Park?  
Freeholder/Resident



## Primary Use of the Park/Its Features

- Do not use
- Boating Access
- Swimming Area

## Recreation Additions/Improvements to the Park Most Desired to Least Desired

Accessible walking

Pickleball

Additional volleyball courts

Disc golf

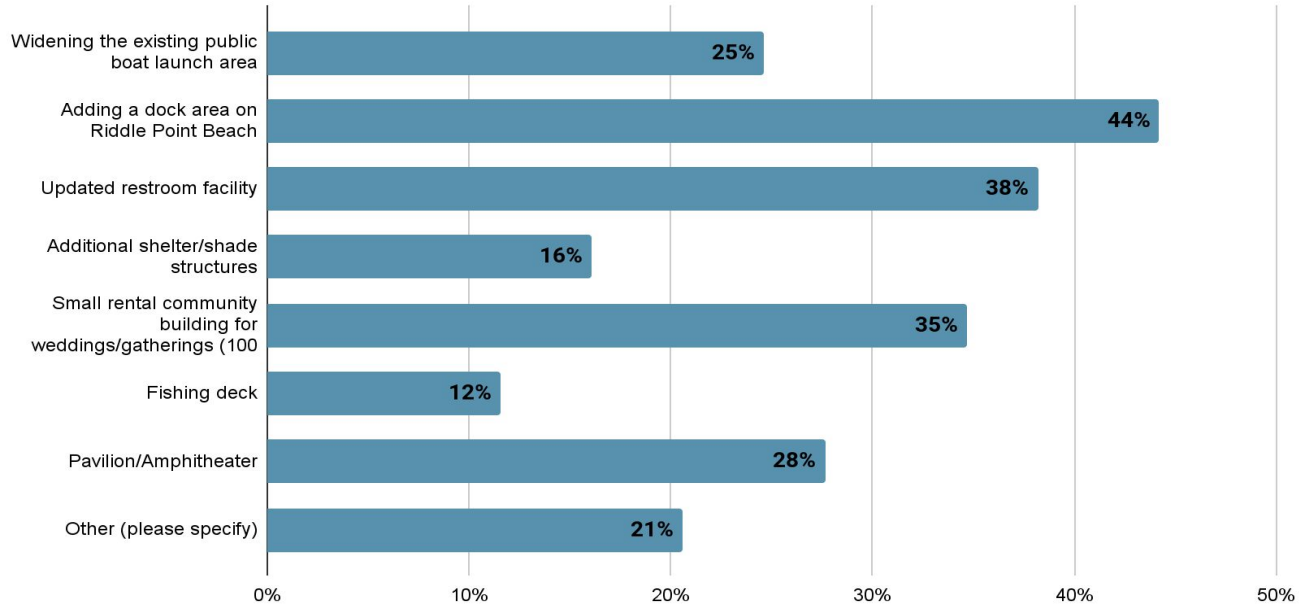
Lawn games  
(bocce ball, shuffleboard, horseshoes)

Shoreline fishing locations



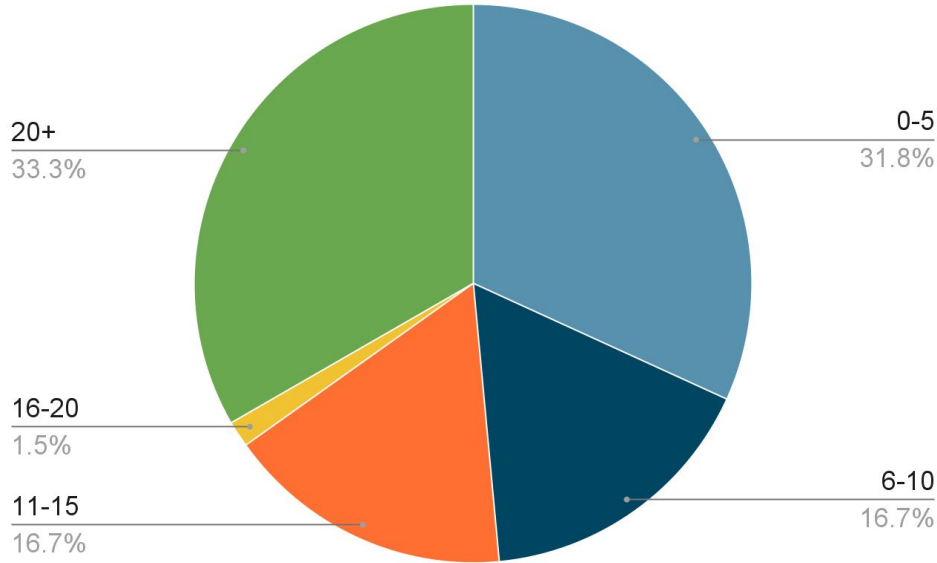
# *Freeholder/Resident Responses*

What types of capital improvements to Riddle Point Park would you like to have?  
Freeholder/Resident

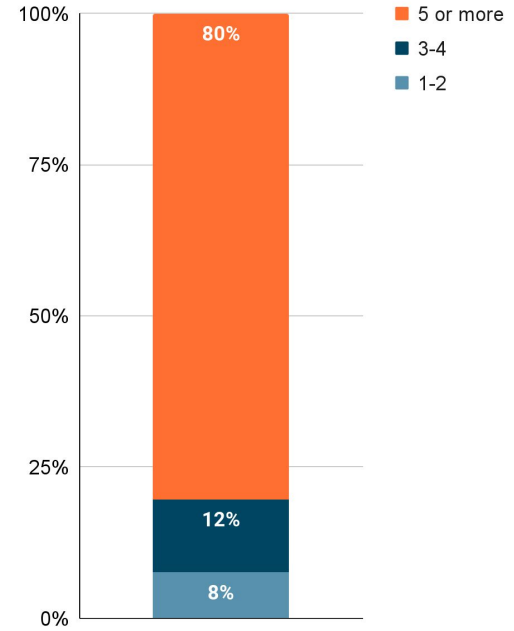


# *Recreational/Partner Responses*

Number of Years Visiting Lake Lemon

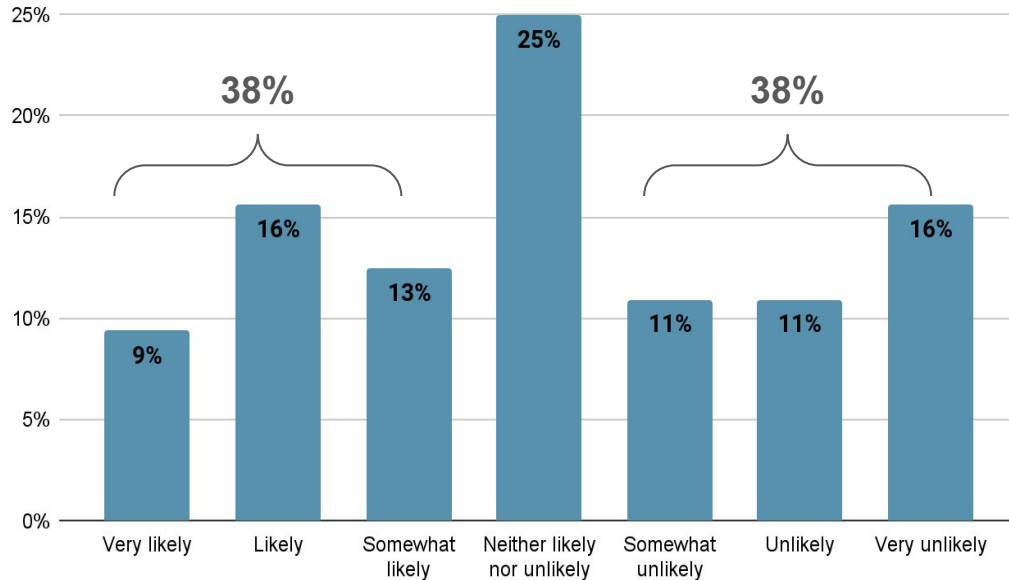


Visits to Lake Lemon per Year

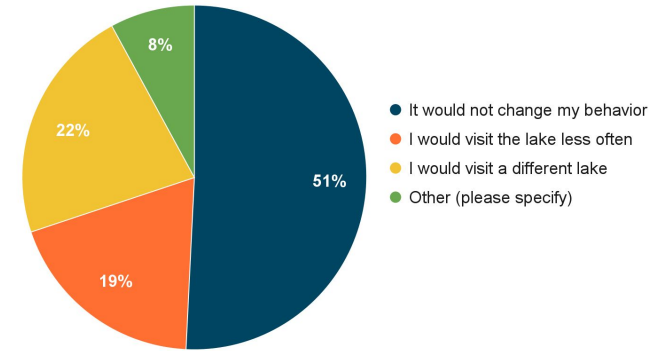


# Recreational/Partner Responses

How likely are you to support an increase in the park entry fee?

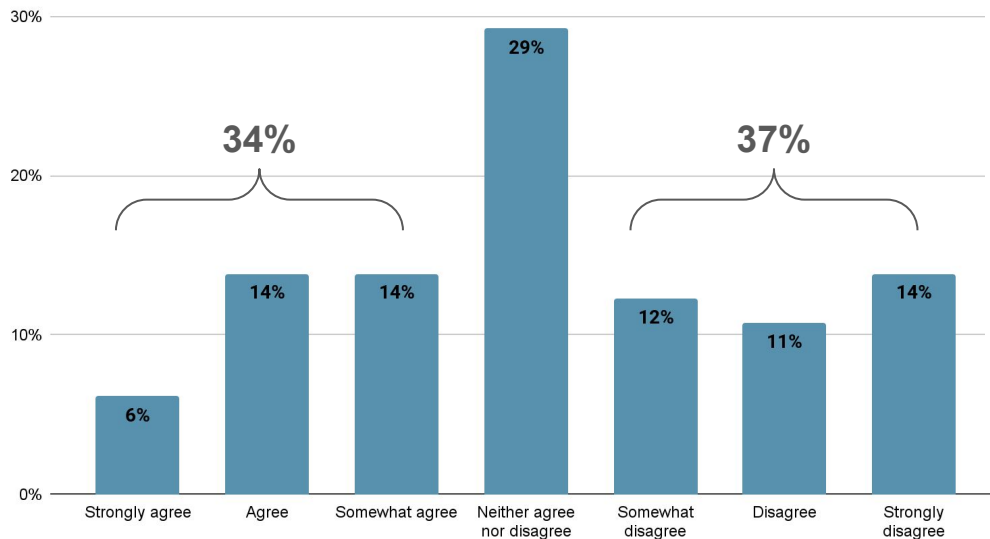


How would an increase in the park entry fee change your behavior?

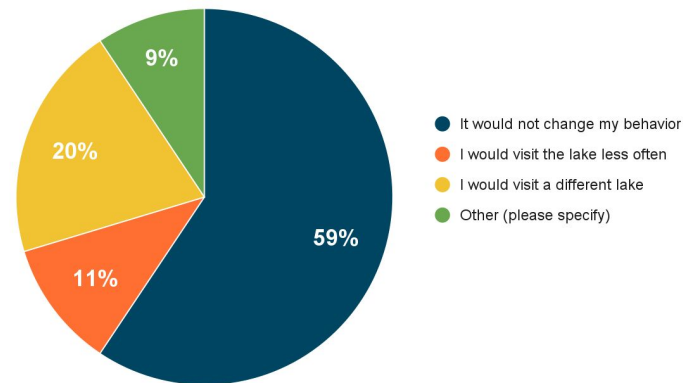


# Recreational/Partner Responses

Boating fees should be used to help fund additions/improvements to the park.



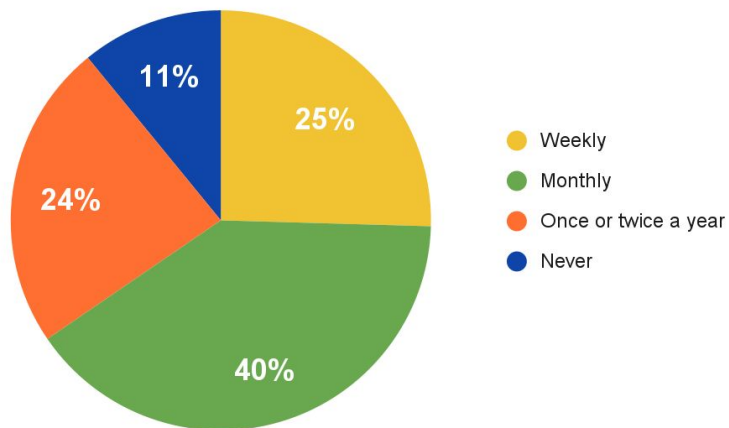
How would an increase in boating fees change your behavior?



# Recreational/Partner Responses

How often do you visit Riddle Point Park?

Recreational/Partner



## Primary Use of the Park/Its Features

- Boating Access
- Restroom Facilities
- Swimming Area

## Recreation Additions to the Park Most Desired to Least Desired

Accessible walking

Additional volleyball courts

Shoreline fishing locations

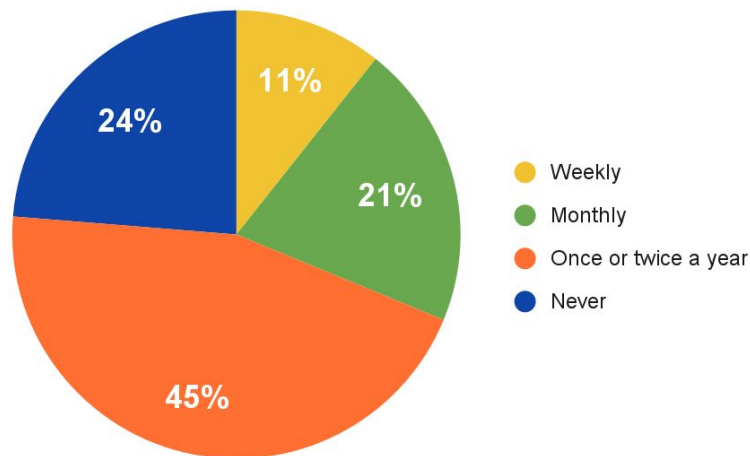
Pickleball

Lawn games  
(bocce ball, shuffleboard, horseshoes)

Disc golf

# Riddle Point Park - All Respondents

How often do you visit Riddle Point Park?



## Primary Use of the Park/Its Features

- Boating Access
- Swimming Area
- Restroom Facilities

## Recreation Additions to the Park Most Desired to Least Desired

Accessible walking

Pickleball

Additional volleyball courts

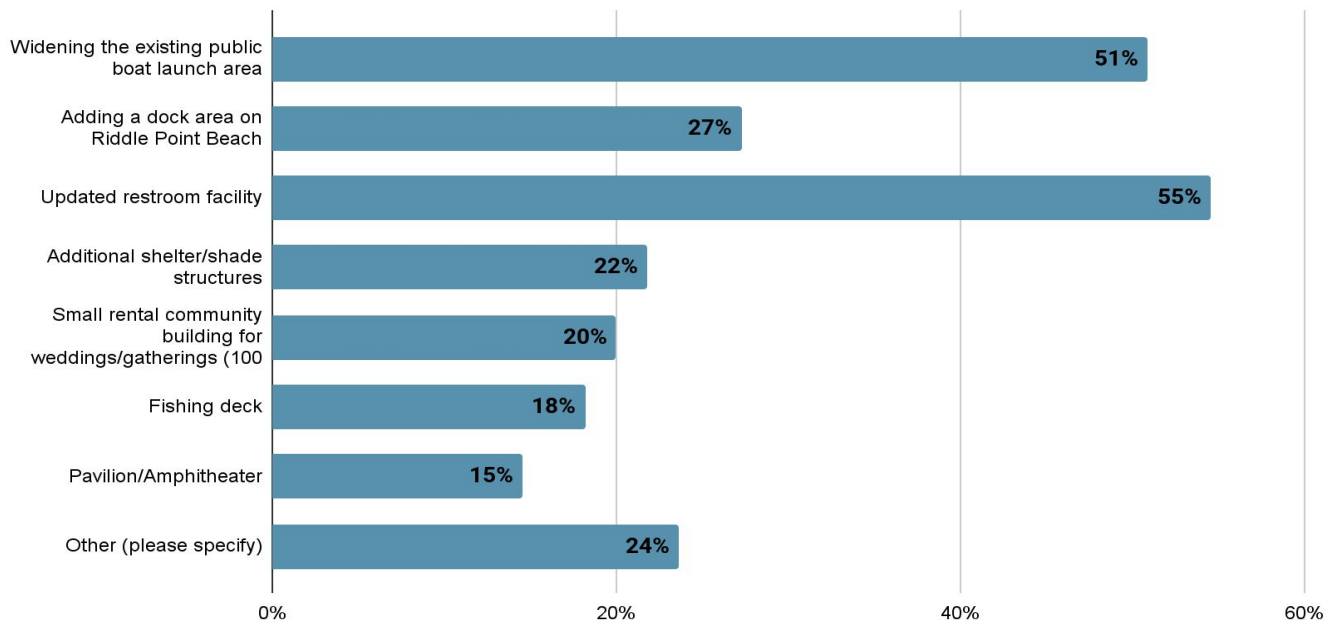
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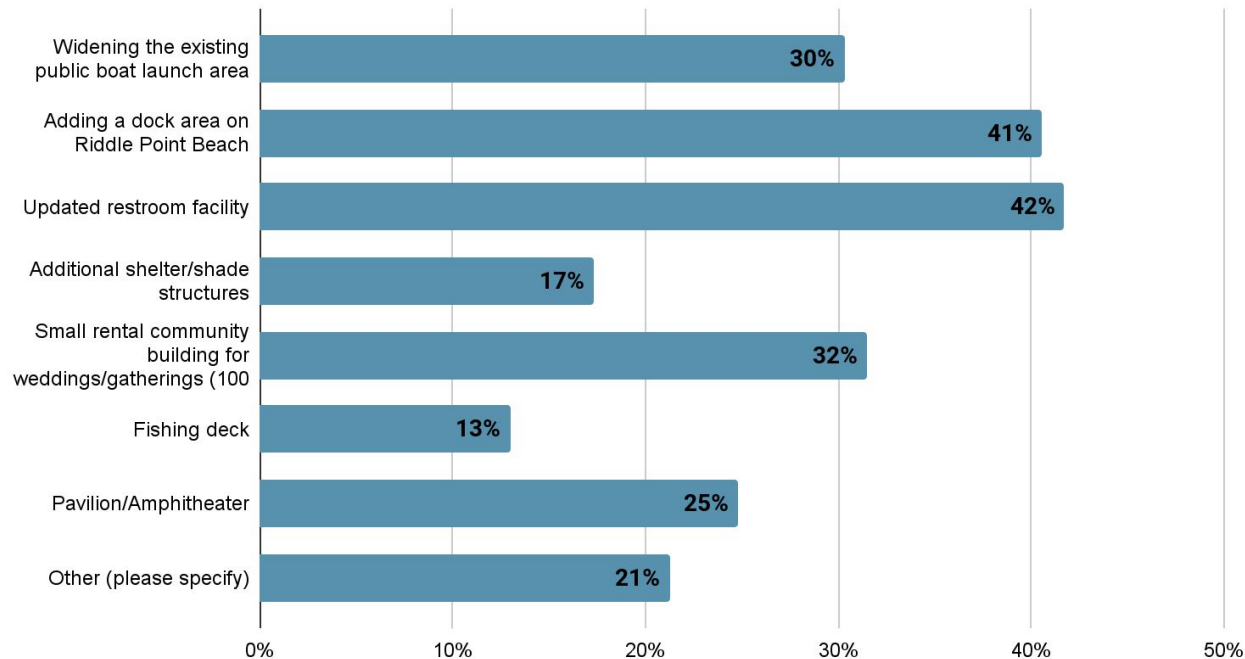
# *Recreational/Partner Responses*

What types of capital improvements to Riddle Point Park would you like to have?  
Recreational/Partner



# *Riddle Point Park - All Respondents*

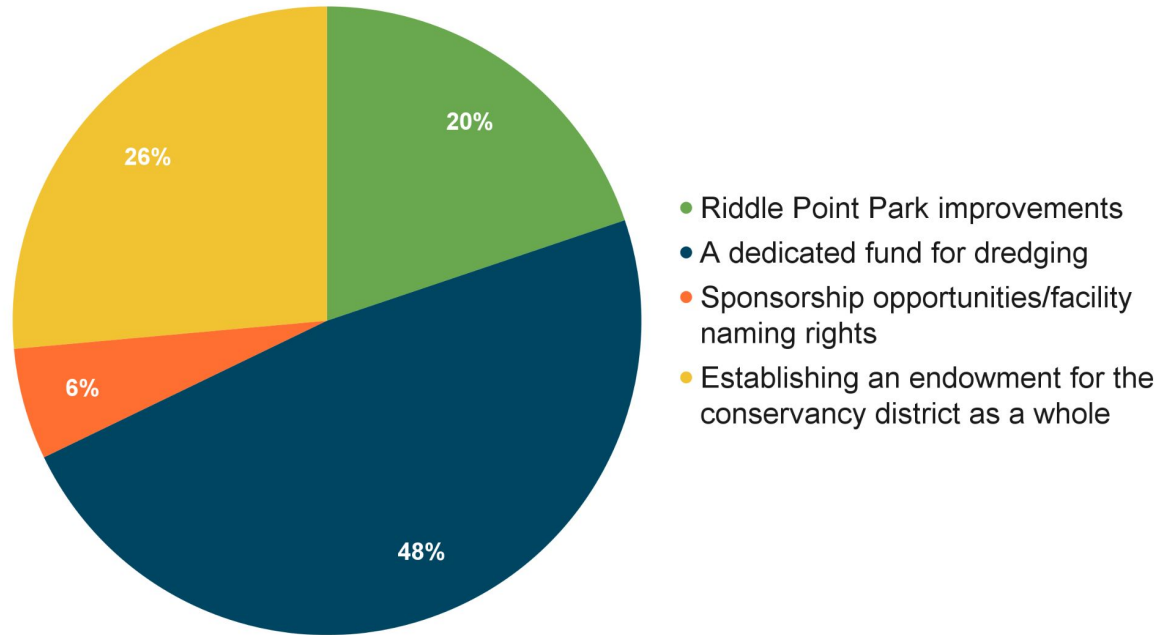
What types of capital improvements to Riddle Point Park would you like to have?





# *Fundraising Priorities Overall*

What would you be more likely to financially support?



# Recommendations

1. Budget for and hire a fractional staff member to pursue grant funding as indicated in the 2020 Riddle Point Park Master Plan
  - a. ADA accessibility
  - b. Public facing park improvements related to health/wellness/children and families/placemaking
  - c. Native plantings/climate rehabilitation/sedimentation management
2. Consider developing up to three designated funds within the Community Foundations
  - a. Dredging
  - b. Endowment
  - c. All non dredging lake maintenance-general operating

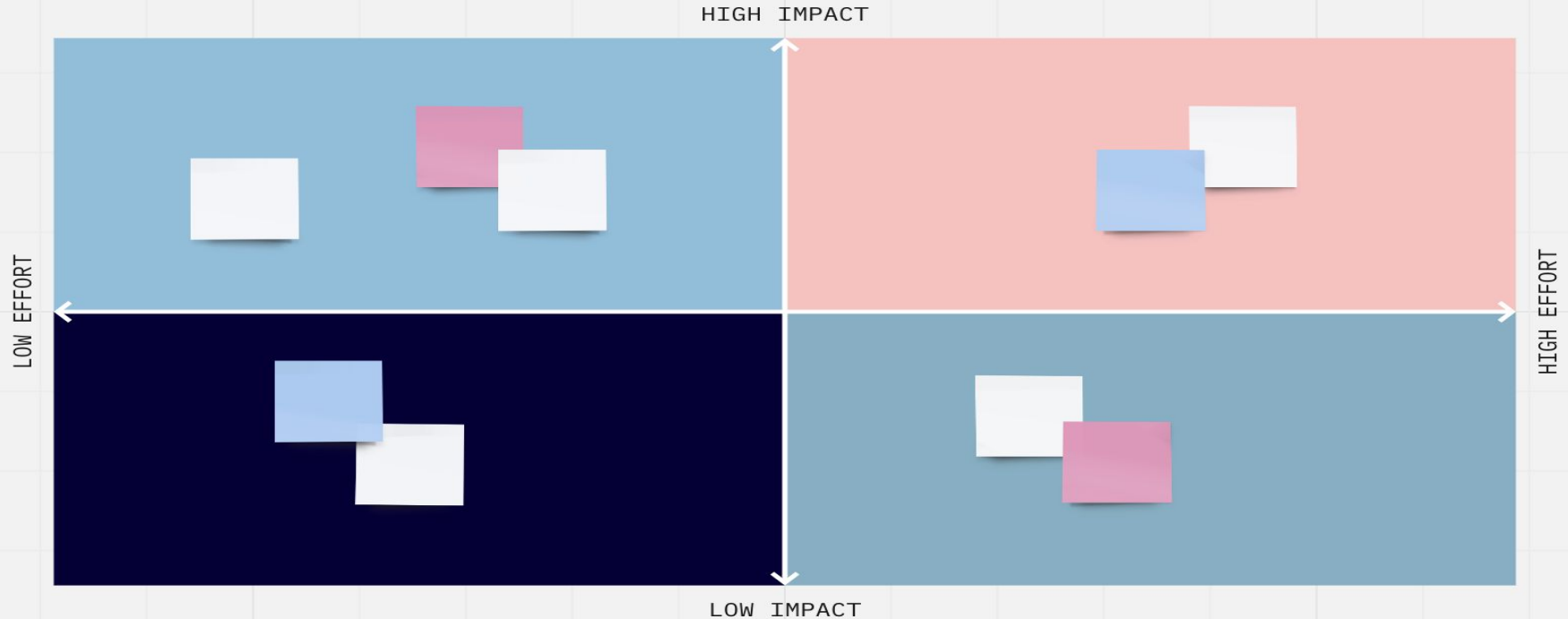
# Recommendations

3. Reach out to all 28 people interested in naming/sponsorship/charitable giving and schedule feasibility/cultivation meetings
  - a. Upon the findings of the meetings, create naming/giving opportunities based on meeting feedback with help of fundraising consultant
  - b. Create gift agreements and acceptance policies accordingly
  - c. Budget for and hire part time/fractional fundraising consultant to assist with these opportunities and tasks
4. Conduct a professional education/Public Relations campaign to all freeholders regarding what happens with and without a tax increases.
5. Consider experimenting with incremental gate and use fee increases.

# Next Steps:

- Develop action items based on survey findings, using an impact matrix as your guide.
- Send thanks and follow up with timeline and results to all survey participants.
- Celebrate the increases in engagement and share plans for the future, especially with the Community Foundations.

# Impact Matrix



# Housekeeping:

- 2 sessions remain with consultant after today
  - Use the first to outline a plan for invitations and questions for the visit, as well as desired outcomes, etc.
  - Use the second to train the staff and committee/visitors
  - Extension of engagement is an option at any point

# Questions



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